

# Chapter I

## Introduction

### 1.1 Background of the Study

Indonesia is a country that blessed with the gift of extraordinary natural beauty by the God. It has natural resources, and of course must be utilized properly to help improve the country's economy. One of them is by increasing the tourism sector. There a a few countries that was success with the tourism such as Iceland, Japan, Mexico, New Zealand, Qatar, and Thailand. The impact of the success of the tourism industry is to make the economy in the country better because it could give the tax revenue from hotels, restaurants, and airports. Before discussing the benefits of the tourism further, it would be nice to know what tourism is.

The definition of tourism itself according to United Nation's World Tourism Organization (UNWTO) defined, as *tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. According to definition above, if many people come and visit Indonesia we would have tax revenues from the tourism sector such as mentioned it before. It can be used to advance National development and to prosperity the country.*

*The tourism industry in Indonesia continues to progress every year, recorded starting from the last 2015, foreign exchange earnings from the tourism sector reached 12.23 billion US dollar equivalent to 169 trillion rupiah, the data*

*came from the Indonesian Ministry of Tourism, and of course, this causes a large contribution of foreign exchange to the country. Indonesia continues to improve the access and other supporting facilities to advance the tourism industry in Indonesia. As we know, tourism in Indonesia is still constrained by communication to transportation, it certainly influences the progress of tourism in Indonesia. Indonesia is still far behind from Thailand and Malaysia in the tourism industry. By improving the communication and supporting facilities for tourism in Indonesia such as transportation, airports, station, and many access or facilities, it hopes that the foreign exchange target will reach 20 billion USD in 2019.*

Indonesia is a country consisting of 34 provinces. Every province must be able to develop every potential in its territory. One of them is West Java Province, some tourist attractions in West Java such as Pangandaran Beach, *Cukang Taneuh* (Soil bridge or well known as a Green Canyon from Pangandaran), Kawah Putih Ciwidey (Ciwidey White Crater), *Gunung Tangkuban Perahu* (Tangkuban Perahu Mountain), *Pemandian Air Panas Ciater* (Ciater Hot Spring), *Kampung Naga* (Naga Village), *Kampung Pulo* (Pulo Village), *Tebing Keraton* (Keraton Canyon), *Curug Cimahi* (Cimahi Waterfall), *Situ Patenggang* (Patenggang Lake), *Kawah Rengganis Cibuni* (Rengganis Crater), Glamping Lakeside (Glamorous Camping) , *Gua Pawon* (Pawon Cave), Stone Garden Geopark, *Bukit Gantole Cililin* (Gantole Cililin Hill), *Kebun Raya Cibodas* (Cibodas Botanical Garden), *Taman Bunga Nusantara* (Flower Garden), and many more.

There are a lot of natural tourist attractions found in West Java. According to Smith (2013: 14), attractions are an extremely important part of the tourism

industry and are the driving force behind much of the development that has taken place in a variety of destination. From the definition, it is concluded that tourist attraction is the most important part of the tourism industry, because without the attraction there will be no traveler interested come to visit the destination. If the tourist attraction in the area interesting to visit, it is certainly, expecte to attract foreign tourists come for holiday in West Java, especially Bandung, the capital city of West Java Province. Bandung also has many tourist attractions, and well known for its culinary or food tourism. The important things that we expected from the International visit is to help economic growth for Indonesia. One of them is to advance the economy of the local community such as increasing the demand for souvenirs and handicrafts.

According to Wahab (1976: 12), it is an important factor of economic development of several sectors on the national economy, such as:

- a. Increase the economic activity because of the construction of infrastructure and facility for tourism development.
- b. Improve new industries related to tourism, such as transportation, accommodation (Hotels, Motels, Villages, etc.) also will create a new demands such as Tourist Transportation, Hotel Equipment (Elevators, Escalators, China ware, Linens, Furniture, etc.).
- c. Increase the yield of agriculture and livestock for hotel needs.
- d. Increase the demand for Handicrafts, Souvenirs, Goods, Art Painting, etc.
- e. Expand local goods to better known abroad.
- f. Increasing the foreign exchange.

- g. Increase the employment opportunities, tax revenue for the government, and increase the National income.
- h. Tourist receiving countries.
- i. Have a positive impact on the growth of tourist destinations.

Besides its having a richness of natural tourism, it certainly must be supported by facilities, access, and infrastructure such as hotels, transportations, and tour and travel agencies. We must support and keep developing on it because there are many positive impacts created by the tourism sector.

One of the facilities in the tourism sectors is a travel agent. The tourism industry will not develop if it is not supported by its facilities. In this research the writer will focus to the ability of a tour guide communication skills as a part from Travel Agency. Communication is a way to send and receive an information. We need a communication to speak with other and make a relation with them everyday. Communication became more important if we are a businessman, with a great communication will improve our relation with costumer or guest, builds a good teams, also can prevent misunderstanding. According to Yoeti (2013: 11), things that must be considered as a tour guide are good appearance, professional, mastering foreign language, friendly, and clean.

The reason why the writer chose the communication skills of the tour guides because of the task of a guide is to provide information to a tourists, guiding and accompany tourists while traveling, and provide the best possible explanation of tourist attractions. A local guide must certainly be able to speak a good English, so the information is conveyed clearly to a foreign tourists. If we want to support

Indonesia become a destination for foreign tourists, then one of these conditions must be considered, what would happen if our local tour guide does not have qualified for foreign language skills, maybe Indonesia's dream of becoming a tourist destination this year will not be achieved.

As we know, there are a lot of travel agents in Bandung such as Golden Rama Express, WITA Tour, Bandung Holiday Tours & Travel, FRESTOUR & TRAVEL, and many more. However, there is one travel Agent in Bandung which is not familiar for some people, that is Pakar Holiday. Pakar Holiday also provide complete facilities such as, the latest buses, and offer the best hotels, with the price that can compete with other travel agents. Pakar Holiday also receives foreign tourists for each tour. The writer wants to know whether there are difficulties faced by the tour guides from Pakar Holiday, especially in terms of language in using English during the trip with foreign tourists. Of course, if we want to become a professional travel agent, we must fill the standards. If the standard has filled, Pakar Holiday would become a professional Tour and Travel Agent in Bandung, leading and best-quality travel agency with competitiveness competent nationally and globally, and it would affect for the company's income itself. More and more people know and choose Pakar Holiday as their travel companion. Of course, with a good service will make customers satisfied and it is not impossible to make them became a loyal customer, and gain more client for Pakar Holiday Tour and Travel.

## **1.2 Identification of Problems**

According to the background of the study, tourism in Indonesia is still constrained by communication to transportation. By improving the communication, it hopes that the foreign exchange in Indonesia increase to 20 billion US dollar. Tour guide plays an important role in tourism industry. They will handle tourists in every tour, not only domestic but also foreign tourists. Of course, they must be able to speak foreign language, especially English for communication. They will handle every tourist needs and problems when tour is ongoing. Nevertheless, if the tour guides cannot understand what foreign tourists said, a good communication will never built and it would became a misunderstanding. Of course, it will have an impact on service assessment, and will make the company's image worst because of the guest felt the service provided is not feasible.

## **1.3 Limitation of the Study**

In this research, the writer limiting the problem that going to be discussed. The writer focused with the communication skills ability of the local tour guides at Pakar Holiday Tour and Travel Agency according to Joseph A. Devito's theory (The Interpersonal Communication Book) and Griffé's theory (Songs in Action). In this research paper, the writer focused to the verbal skills ability by the guides. The observation did by the writer in two trips at 21<sup>st</sup> of June and 29<sup>th</sup> of July, 2019. Meanwhile the interview has been done in 18<sup>th</sup> of June, 2019.

#### **1.4 Research Questions**

1. What are the difficulties faced by local guides in applying communication with foreign tourists?
2. What is the best strategy to improve the English skills of local guides according to their problems?

#### **1.5 Objective of the Study**

According to the research question above, the objective of the study is aiming to increasing the speaking ability of the local tour guides in Pakar Holiday Tour and Travel Agency in Bandung.

1. To find out the difficulties faced by the local guides in applying communication with foreign tourists.
2. To know the best strategy to be used for a guides to improve their English skills.

## **1.6 Significances of the Study**

There are two kinds of advantages, theoretical and practical. The result of the study both theoretical and practical are as follows:

### **1. Theoretical**

The result can use as a reference for those who wants to take the same title but with more discussion, and more detailed.

### **2. Practical**

1. This research can increase the knowledge of the writer, and for the parties involved, such as for Pakar Holiday Tour and Travel Agency because it can be use as a reference for continuing to improve the quality of the company.
2. This paper can use to add the collection for a library and provide the information to the readers.

## **1.7 Population and Sample**

Population sampling is a method which group or person selected by the writer from a population for analysis. According to Sugiyono (2009: 61), "*Populasi adalah wilayah generalisasi yang terdiri atas objek/subjek yang mempunyai kuantitas dan karakteristik tertentu yang ditetapkan oleh peneliti untuk dipelajari dan kemudian ditarik kesimpulannya.*" Population is an area of generalization consisting of an object/subject that have certain quantities and characteristics determined by researchers to be studied and then drawn the conclusion.

According to Arikunto (2002: 109), "*Sampel adalah sebagian atau wakil populasi yang diteliti.*" The sample is a part or representative of the population studied. Based on the statement above, the writer selected three local tour guides and seven foreign tourists as a population. Meanwhile the sample are two local tour guides, one administration staff, and one foreign tourist. The writer chose the administration staff of Pakar Holiday Tour and Travel Agency because he could be the guide, when the main guides could not be the guide at the tour.