

## CHAPTER I

### INTRODUCTION

In this chapter, the researcher discusses about background, problem formulation, problem limitation, research purpose, and research benefits.

#### 1.1 Background

A tour guide is a person who plays an important role in a tour. When a trip is led by a tour guide who has superior competence, the trip will leave a good impression for tourists. Huang et al (2010) state that tour guides are considered as the representatives of tourist destinations and countries, and a significant role in improving the tourist satisfaction and thus ensure the number of tourists. Furthermore, a tour guide as a communicator among tourists and the information in tourist destinations must have extensive knowledge and good skills in conveying them. Yu et al (2004) cite that “tour guides have the capability to improve the image and reputation of the tourist destinations by providing quality service to tourists”. In Indonesia, there is an organization which oversees the tour guide profession called Indonesian Tour Guides Association.

Hartoyo (2018) states that *Himpunan pramuwisata Indonesia adalah yang merupakan wadah pribadi yang memiliki profesi sebagai pemandu wisata tingkat nasional, provinsi, kota untuk pembinaan kerjasaa.*

It means that Indonesia tour guide association is an organization that has the function for coaching, and cooperating. In addition, Huang et al (2010) suggest that “the functions of a tour guide have to represent a cultural interface among the tourists and the local population”. Therefore, the tour guide can be said as the ambassador of the nation that can be a motivator to maintain the history and culture of the nation.

Palembang as a part of South Sumatera has interesting tourist destinations to visit. It is related to the statements of Meileni et al (2019). She states that “the

capital city of South Sumatra province named Palembang has been famous for decades ago due to a historical kingdom center called the Kingdom of Sriwijaya”. In addition, Cerovic et al (2015) state that “the impact of globalization in tourism can be observed in a constant rise in the number of tourists and travels, as well as in constantly raising revenues in the tourism industry”. Therefore, “knowledge of a foreign language is of great importance to communicate effectively and transmit the information correctly to foreign visitors” (Tetik by Iriguler and Mehmet, 2016)

English is the dominant foreign language in international communication. By the existence of globalization, it is important to have a refined understanding of the nature and structure of English and to know how people communicate each other. Moreover, Ilyosovna (2020) states that English not the most spoken language in the world, but it is the most common second and international language in the world that people should comprehend. In addition, Hossain (2002) states that “the reality in tourism often shows that many tour guides have inadequate proficiency in English, but they are brave enough to conduct guiding. This phenomenon commonly happens in developing countries like in Indonesia.

Iriguler and Mehmet (2016) state that tourist guides are required to be equipped with some abilities basic skills to respond the tourists’ needs and to fulfill their expectations. For example; organization and communication skills. Furthermore, “the communicate skills of a tour guide can be improved through getting good at speaking in the public, overcoming anxiety, experience, making eye contact while talking and using proper body language” (Tangüler, 2002). In addition, Cohen (1985) “recognizes the importance of interactions between tourists and tour guides and argues that tour guides’ communication competency affects the overall perceived success or failure of tourists’ experiences”. Therefore, it is important for tour guides to master public speaking skill in guiding their tourist.

In fact, knowledge and skill of tour guide are significant in increasing the number of tourists. The opinion is also supported by Deni and Sri (2017) that cite

that *jumlah pramuwisata tidak sesuai dengan kebutuhan di suatu obyek wisata yang menyebabkan jumlah wisatawan kota Palembang tidak mengalami peningkatan yang signifikan. Contohnya kekurangan keterampilan.* The number of tour guides does not match tourism attraction which causes the number of tourists in Palembang does not increase. Example; lack of skilled tour guide. In addition, Anggola et al (2020) state that *kendala yang dihadapi oleh pemandu wisata di Palembang adalah kurangnya keterampilan berbahasa asing merupakan hal yang penting dalam berkomunikasi.* The problem of Palembang tour guide is lack of foreign language skill that is important for communicating. From the statements above, a question arises about whether the tourist guide association in Palembang already knows that English public speaking is important and will affect their daily performance and increase the number of tourists. Therefore, the researcher would like to write the final project entitled **The Perception of Palembang Tour Guide Association Members on English Public Speaking Skill in Guiding Technique Skill.**

### **1.2 Problem Formulation**

The problem of this final report is “What are the perception of Palembang tour guide association members on English public speaking skill in guiding technique skill?”

### **1.3 Problem Limitation**

The scopes of this report is the problem formulation of this final report that is the perception of Palembang tour guide association members on English public speaking skill in guiding technique skill.

### **1.4 Research Purpose**

The research purpose of this final report is to find out the perception of Palembang tour guide association members on English public speaking skill in guiding technique skill.

### **1.5 Research Benefits**

#### 1. Theoretical Benefits

The results of this research are expected to contribute to the science, insight and world of education that can be as a reference and information for future studies of this kind.

#### 2. The practical benefit

- a. For the researcher, this research can be used as a training activity for writing scientific paper.
- b. For the Polytechnic, the results of this research is expected to provide more input for office administration education. This study also provides additional reading material for the library.
- c. For the readers, this research is expected to be a great interest to Indonesia tour guides association, that English public speaking can affect the ability of the performance in guiding.