

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism in general**

Yoeti (1992:8) said that tourism is a combination of symptoms and the relationship arising from the interaction of tourists, business, host governments and host communities in the process of attracting and serving the tourists and other visitors. In addition, tourism is the overall activities of the government, businesses, and communities to organize, manage and serve the needs of travelers. To build and develop tourism, tourism industry needs the support of all parties look at the background of tourism which has a lot of functionality and usability for the community to develop tourism must be included community as participants and the government. Business purposes in tourism activities that include meetings, congresses, exhibitions, business events, incentive travel and corporate hospitality. So, it is important to independently develop the tourism with emphasis on community-based tourism development (community-based tourism). And providing good service to tourists is the key to success in the tourism sector. Service Quality Management in Hospitality and Tourism, highlights concepts and strategies that will improve the delivery of hospitality services, and provides clear and simple explanations of theoretical concepts as well as their practical applications.

## **2.2 Tour guide**

Marpaung (2002: 42) said that tour guide is qualified professionals who lead tourists around a town, museum, or tourist sites, or on longer tours in an established circuit requiring “guided tours”. The guide will needs excellent communication skills in this job. He/she also needs to have a good memory for facts, figures and events. If a tourist guide is good at public speaking, and are interested in history and the arts, this could be the ideal ways to tourist guide.

The success of the tour that has been prepared depending on the activity guide is not just a accompany or show the attractions are visited, but also tourist guide can gives detailed information of what he had seen, although there is no question of tourists, he must actively telling things which is considered to be explained by the national language or foreign language depending on the nationality of tourists who come stricken or country.

In addition, the writer think that a tour guide is a person who guides tourists around a particular place that they are visiting and offers them relevant information about the place.

## **2.3 Job description of tour guide**

Some fundamental responsibilities apply to the job. Their primary responsibility is to make sure the tour is well organized and as safe as possible for the entire group. Muhajir (2005 : 12) holds that job description outlining duties tour guide is as follows (1) tour guide coordinate and organize daily activities as listed in the tour itinerary (tour program) in cooperation with other company staff, for example the tour drivers and staff operational part. Tour guides typically plan itineraries as well. They will research thoroughly prior to give the tour and be prepared and organized for each step of the process, from greeting visitors upon arrival to arranging transportation between locations.

(2) The tour guide gives information of cultural, historical, social, and other aspects that needed tourists.

(3) The tour guide always aware of his/her responsibility where each behavior, appearance, and all manner will always carry the good name of the company. (4) The tour guide should pay attention to tourists circumstances (health, comfort, and security). They will monitor the group's activities to ensure everyone complies with the site's or guide's safety regulations. In some cases, they may have to provide first-aid or emergency services to visitors.

(5) Tour guide ensure/maintain commercial matters tour operations, in accordance with what has been described in the operating instructions, or listed in the brochure and itinerary tour packages.

(6) Tour guide maintain the integrity/completeness (property) owned by the company. (7) The tour guide makes a written report and write the exact correct any expenses incurred during the tour takes place with equalizes budget tour made before, immediately after the tour is finished.

Guides are also required to perform additional clerical duties, collect fees, and in many cases, promote gift shops and sell souvenirs.

A tour guide's specific activities can be affected by their specialization which may be determined by the location and their employer. They may give tours of public destinations like national parks or nature attractions. Others may give special interest such as historical tour guides lead groups of visitors to national monuments, historical sites, historical districts, religious or archaeological sites, and museums. These guides have specific expertise in the history of the site or monument. They offer visitors an interesting description of the location, including its history and what effect it has had on modern society. Other guides such as corporate tour guides are employed by large companies that are usually a well-known corporation or travel destination.

## 2.4 Varieties of Tour

According to Yoeti (1990) tour is a trip with the motivation to have fun done on holidays, visiting places of recreation or tourism attractions and others. Tours can be classified into some classifications based on the number of participants, location, the interest, length of time and other considerations. According to Rivaie (2011:4) said that there are some varieties of tour, they are picnic, sight-seeing, package-tour, regular tour, study tour, social tour, independent tour and optional tour. However, in this case the writer focusses on regular tour. Well, regular tour is a regular tour held every day, objects, time and price determined by the Bureau, departing at 08.00 joint participants from different groups of hotel guests, does not depend on the number of participants. And usually called One Day Tour, City Tour, Two Days Tour, Musi Tour and others. And the object of this final report is Musi Tour in Palembang.

One-day Musi Tour refers to time and location of tour. It is called One-day Musi Tour because the activities are done with the scope of Musi River and it is finished in one day.

Then, the main activities in One-day Musi Tour are showing to the tourist about the beautiful scenery of Musi River, some activities of the Palembang society around the Musi River and telling the history itself. The writer want to focus on tourist activities, such as enjoy the beautiful scenery, lunch together and enjoy live music as the direct facility of the ship. While the destinations in Musi Tour were passing Rumah Rakit, Ki Merogan Mosque, PT Semen Baturaja, PT Bukit Asam, then went to Ilir also passing the Ampera Bridge, 16 Ilir Market, Lawang Kidul Mosque, PT. Pertamina, PT. Pusri (Pusri Fertilizer Plant) and, Kemaro Island.

The tourism destination is a significant place to visit on a trip, with some form of actual or perceived boundary. The basic geographic unit for the production of tourism statistics (Ricardson and Flicker, 2004:45). Tourist destinations can be classified based on the characteristics of the destination, as

follows: 1. destination of natural resources, such as climate, beach, forests. 2. destination of cultural resources, such as historic sites, museums, theater and local communities. 3. recreational facilities, such as theme parks. 4. events such as Bali art, party of Toba Lake, funfair. 5. the specific activity such as a casino in Genting Highland Malaysia, shopping in Hong Kong 6. The psychological fascination of such an adventure, a romantic trip, the isolation area (Kusudianto, 1996:8).

## **2.5 Guiding Techniques**

According to Indonesia Tourist Guide Association (ITGA), there are some techniques of guiding the tourists in the city tour. (1) The tour guide stands up in front of tourists with comfort position. (2) The tour guide starting with smile, greeting and introduce his/her self. (3) The tour guide gives the information to tourists about the itinerary. (4) The tour guide gives the explanation about the program that include or not in a itinerary. (5) The tour guide gives the general information and also the rules about tourism object that will be visiting by tourists. (6) The tour guide is always counting all of the participants in the bus/ship. (7) The tour guides should be speak with clearly and also have good eye contact with the tourists. (8) Sometimes give some of stories/legend, traditional song or jokes, so it makes the trip more happy and communicative. (9) Listen to the tourists, if one of them ask some of questions and others. (10) The tour guide say thanks and close with good greeting to finish the city tour.

To conclude, from those statements before, the tour guides must have three competency/elements, they are attitude, skill and knowledge.