

CHAPTER II

LITERATURE REVIEW

This chapter presents tourism, tourist, museum, tour guide, and professional tour guide.

A. Tourism

Tourism is a temporary displacement by humans with purpose out of the routine jobs, out of his residence, the activities undertaken during the stay in place in the heading, and the facilities created to meet their needs. Tourism lesson is a lesson to come out of its usual state and is influenced by the existence of economic, physical and social well-being of tourists who will carry out tourism activities.

According to Schulalard (1910) in Yoeti (1996, p.114) "Tourism is the sum of operations, mainly of an economic nature, which directly related to the entry, stay and movement of foreigner inside certain country, city or region". Furthermore, Schulalard says that tourism is a number of activities, especially those of its connection with economic activities that are directly related to its entrance, there is the standing and moving its foreign people in and out of a city, region or country. Definition of tourism as follows, "tourism is a journey undertaken for a time, held from one place to another, with the intent not to try to (business) or make a living in a visit, but solely to enjoy the trip to picnic and recreation or to satisfy diverse.

In the sense of modern tourism, as now, it can be said of all trips including the tourism trips. This idea started from his thoughts by way of tourism, where after the affairs of his office completed the majority of its time in use to see or witness objects and attractions in a visit. This final term arises a "tourist business" that people travel for official purposes or business, but after its original purpose was completed in doing the tour place visit. According to the potential of which is owned or heritage in a country, then the resulting was an assortment of types and kinds of tourism.

According to Yoeti (1996, p. 120) based on geographical location, the growing tourism activities are Local tourism, Regional tourism, National tourism, Regional-International tourism, International tourism.

a. Local tourism

It has relatively narrow scope and limited in certain places only.

b. Regional tourism

Growing tourism activities in one place or area of its broader scope when compared with local tourism but is narrower when compared with national tourism.

c. National tourism

Growing tourism activities in the territory of a country, this sense is synonymous with the term "domestic tourism"

d. Regional-international tourism

Growing activity in a region of limited international, but crossed the line more than two or three countries in the region.

e. International tourism

a growing tourism activities throughout the world including countries, in addition to "regional - international tourism" is also the "national tourism"

According to Yoeti (1996, p.122) based on the reason/ destinations, there are business tourism, vacation tourism, educational tourism.

a. Business tourism

The type of tourism where visitors come for the purpose of service, trading business, or related to his work

b. Vacation tourism

The type of tourism in which people who do the tour consists of people who are on vacation

c. Educational tourism

The type of tourism where tourists or people traveling to study or learn a science

Yoeti (1996, p.114) defines that based on the time or visit, there are seasonal tourism, occasional tourism.

a. Seasonal tourism

The type of tourism that its activities take place in certain seasons, belong to this group Tourism Summer or Winter.

b. Occasional tourism

The type of tourism where tourist trip or an occurrence associated with the events.

Yoeti (1996, p.120) defines that based on geographically, there are National Domestic tourism, Regional tourism, International tourism.

a. National Domestic tourism

The type of tourism that is developed in territory of the country, and its participants are not only composed of its own citizens but also foreigners who reside in the country.

b. Regional tourism

Tourism activities are developed in a particular area, it can be regional and national environments can also be regional in scope international.

c. International tourism

Tourism activities contained or developed in many countries around the world and in this case is synonymous with the world of tourism.

B. Tourist

Yoeti (1996, p.30) defines that tourist is a people who travel or also called traveler. In the development of modern tourism industry, in fact the traveler has been inserted into the tourist group, because the reality is a traveler if its main purpose is complete always linking it with his activities and travel.

A tourist is a temporary visitor staying at least 24 hours in the country visited and the purpose of his journey can be classified into the following classifications. Activity to see, hear or enjoy a variety of tourist attractions, closely related to gender, age, education, talents or social status. A guide in providing services to tourists should know the background of the relevant personal traveler personally affected by the characteristics. There are four characteristic on the tourist, they are gender, the age level, education, and occupation:

a. Gender

Gender can lead to differences in the desire and opinion on a travel program. Traveler women generally tend to be emotionally travelers generally rational man.

b. The age level

The age level is influence physical endurance and responsiveness as well as the desire to find an attraction.

c. Education

The level and types of education and a tourist will influence attitudes, interests, and desires to know a wealth of attractions visited.

d. Occupation

Occupation of a tourist is influenced by motivation to travel. It looks at how tourists. in choosing or determining the object and event destination. To know the characteristics of tourists, tour guides recommended more study both of literature and of experience.

C. Museum

According to Sasadara (2015), museum is a place to keep ancient objects that can be used to add knowledge. Douglas in Sasadara (2015) defines that museum in simple terms consists of a building that holds a collection of objects for study and research pleasure.

Hornby (1995, p. 765) defines that museum is a building in which objects of artistic, cultural, historical or scientific interest are displayed.

International Council of Museum (1974) in Sasadara (2015) defines that a museum is a non-profit, permanent institution in the service of society and its development, open to the public which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purpose of education, study and enjoy.

1. Museum's Function

Sasadara (2015) defines that the function of museum is a permanent institution, is not for-profit, serves the community and develops it, open to the public, maintains, connects and showcase for the purposes of study, education and recreation, items of evidence humans and the environment. For further, the International Council of Museums (1974) in Sasadara (2015) mentions nine museum functions as follows :

1. Collection and securing natural and cultural heritage.
2. Documentation and scientific research.
3. Conservation and preservation.
4. Deployment and flattening science to the public.
5. Introduction and appreciation of the arts.
6. Introduction of culture between regions and between nations.
7. Visualization natural and cultural heritage.
8. Growth of human civilization

2. Museum's Duties

International Council of Museums (1974) in Sasadara (2015) defines that the task of museum as follows;

- a. Collection or doubling

Not all objects can be incorporated into the museum's collection, only the objects that meet certain conditions, namely;

1. Must have a cultural value, scientific and aesthetic value.
2. Must be identified on the form, origin, type, style and forth.
3. Must be able to be considered as a document.

- b. Maintenance

Maintenance tasks there are two aspects, namely Technical aspect and Administrative aspect

1. Technical Aspect
Material objects collections should be maintained and preserved and maintained remain durable and prevented from possible damage.
2. Administrative Aspect
Collection of material objects should have a caption writing that makes the collection of objects is monumental.
- c. Conservation
Conservation is a business services, maintenance, repair, prevention and maintaining a collection of objects from causing damage.
- d. Research
There are two kinds of research forms namely, internal research and external research;
 1. Internal Research
Research conducted by the curator for the benefit the development of there relevant science museum
 2. External Research
The study conducted by researchers from the outside, such as student, students, the public and judgments-another for the sake of scientific papers, theses, and others.
- e. Education
Activity here is more emphasis on the introduction of material things collection display, formal education and non-formal education.
 1. Formal Education
In the form of seminars, discussions, lectures and so on.
 2. Non-formal education
In the form of exhibitions, film screenings, slide, and others.
- f. Recreation
Exhibit properties which implies to be enjoyed and lived, which is fresh recreational activities, is not required concentration lead to fatigue and boredom.

D. Tour Guide

According to Kesrul (2004, p. 3) tour guide is the first person to encounter the tourists. S/he will be a friend in the course, which can provide information, explanations and instructions on everything especially concerning the objects and tourist attractions in accordance with the travel plans organized. From the point of him as a citizen of Indonesia, its specialty engaged in tourism activities, it acts as an "ambassador of the nation" which is expected to provide information and an explanation of what and how Indonesia as a country.

Hopf (2010) defines that a tour guide is someone who shows visitors around an area, with the guide using extensive local knowledge to share the area with visitors. Tour guides are hired to help people navigate unfamiliar areas, and to make trips special, as a good tour guide sets a positive tone for a trip and shows people things they would not have discovered otherwise. Using a tour guide while traveling can also be useful because tour guides are very knowledgeable, and they can provide facts and information which help visitors interpret and understand the places they see.

1. Kind of Tour Guide

According to Yoeti (2000, p. 21) there are three kinds of tour guide, general tour guide, special tour guide, and driver guide;

a. General tour guide

Tour guides are knowledgeable about the state of the economy, politics, religion, culture, society and life in general tourism.

b. Special tour guide

Tour guides are knowledgeable and provide explanation of the objects and tourist attractions specifically about a museum, the temples, the life of a particular society, architecture, customs, certain events.

c. Drivers guide

Guides give an explanation when asked by the guest in the driving.

2. Tour Guide Requirement

Yoeti (2000, p. 19) defines that the requirements to become guide are required to have a certificate as a result of following the course and exam, as well as the identification given operational license:

- a. Test material, the form of certificates, and identification guides.
- b. Certificate and guides badge issued by the governor or designated officer
- c. Certificate and photo ID issued by the regulator tour director general of tourism or the designated official.

According to Andronicou (1979) in McDonnell (2001), to become a tour guide they must be decent character; have an appropriate educational background, and have graduated from the school for guides, archaeology, art and culture. Guide must be expert in the culture of the destination and have a good understanding of the culture of the tourist. This training requirement can vary from one that is tightly regulated. Subjects studied include cultural relations, customer service, safety and security, preparing commentary, tour co-ordination, indigenous tourism, presenting commentary and arrival/departure formalities.

It would seem appropriate that, to enable the transference of cultural of the region;

- a. Physical and human geography of the understanding described here, the curriculum for tour guide education should also include social structure of the region, social history region, national and local history of the region
- b. Studies of the history and culture of guest countries.

The Registration of tourist guides is an internationally accepted practice to ensure that professionalism is maintained in the industry and the tourist's interest is protected. Tourist Guides must be trained by an Institution that is accredited with THETA (Tourism, Hospitality, and Education Training Authority), after being found competent for a Skills Program or a National Certificate in Tourism Guiding, a certificate is issued by THETA, the Learner can then apply to the Department of Environmental Affairs and Tourism (DEAT) by submitting the following to the Registrar of Tourist Guides in the province, the completed prescribed registration form, Registration fee of R240-00, four recent identical colour passport photos (30x25mm), copy of Identity Document, THETA certificate (proof of competency), first Aid Certificate Level 1, furthermore, other requirements for International registration are, The candidate must be at least 21 years, The candidate must be fluent in English or prove competency for other foreign languages. There are three main fields of registration for guides as follows: site, regional, and adventure.

Site is knowing in a limited of geographical area (nature or culture), regional is knowing as a cultural or nature guide and being registered for guide in all provinces, and adventure is knowing about area, region, and site (THETA, 2014)

3. The Role of the Tour Guide in the Transference of Cultural Understanding

Cohen (1985) in McDonnell (2001) proposes that the mentoring role of the contemporary tour guide is made up of four component, there are selection, information, interpretation, fabrication;

a. Selection

The itinerary of a tour is firstly chosen by the management of the tour company with varying degrees of input from the tour guide. In terms of the transferring of cultural understanding, these items of interest would include more than just examples of the natural and built environment of interest to tourists, but also examples of housing, gardens, recreation activities, entertainment, shops and markets, sub cultural groups .The tour company and tour guide can therefore give a misleading view of a tourist destination

culture by selecting only those examples that they think their customers wish to see and experience, or that they consider to be an acceptable face of the destination.

b. Information

Cohen (1985) in McDonnell (2001) states that the dissemination of correct and precise information is considered by many to be the kernel of the guide's role.

c. Interpretation

Interpretation is trying to produce mindful visitors; visitors who are active, questioning and capable of reassessing the way they view the world. In other words interpretation of information can give tourists new insights and understandings of the culture of the area they visit.

d. Fabrication

Fabrication is outright lying as opposed to interpretation. Refers to guides who present fake antiques as if they were genuine, or who take tourists to a location and falsely claim the place promised in the tour brochure.

Furthermore, Theta (2014) defines that the role of a tour guide are;

They play a key role in the experience of the tourist, their main function is to interpret information, sites or attractions, they also need to perform a variety of other tasks that can include leading, managing the group, communicating, setting a good example, boosting the morale of the group and entertaining the visitors, they need to ensure the safety and security of the group at all times, the role of the tour guide will vary depending on various factors for example, the expectations of the employer, the purpose and setting for the tour.

4. Duties and Obligations Guides

According to Yoeti (2000, p. 25) the duties and obligation guide are divided into work in office, regular service tour, and picking up and dropping off service.

1. Work in Office

Tour guide can serve as reception agent, a person who is assigned to meet and accompany a person or a group of tourists, who come during a tour (arrival) or departing (departure) at airports or the seaports. A guide of its first tasks is as an employee at a travel agency concerned, and his tasks as a receptionist are:

- a. Recording the names of tourists who will participate in the course to be held.
- b. Make a list of names which are included in a group
- c. Record the name and address of the telephone company and tourist transport to be used
- d. Prepare a label or sticker that will be used as identity members of the group during the trip.
- e. Record the names of tourists according to the destination country and record day, the date, and time of departure or arrival of tourists
- f. Make a list of the names of the group who are sick or have to get a special service
- g. Record the incoming letters or send it to the state with regard to vacationers on serve.
- h. To check the route to be traversed object or situation as well as the preparation of the attractions that will be presented to the group that will be departing.
- i. As a telephone receiver
To give information on matter relating of the conduct of tour packages.

2. Regular Service Tour

The tasks are as follow:

- a. Record the name of the trip participants, either individually, or as a group.
- b. Record the name of the hotel where the tourists as trip participants will be picked in the picking-up service
- c. Research travel plans that have been prepared especially for those that include regular group tour or optional tour.
- d. Determine where will begin and wrought trip journey will end
- e. Record the name and address as well as phone of hospital and local police station in the area to be visited to watch from any chance that someone is sick or injured.
- f. Prepare the amount of money required for the trip to pay for such a small entrance fee.

- g. Prepare labels or stickers to be distributed to participants traveling.
 - h. Examine the applicable regulations should be adhered to trip participants such as the length of travel.
 - i. Inform the driver about the places to be visited as well as a place to rest or a place to shop and photo stop.
 - j. Prepare medicines as a means of first aid in case of an unexpected accident
3. Picking up and Dropping - Off Service

The implementation such a sightseeing tour and excursion always started from a place specified in advance, on the consideration of road to be traversed. To facilitate the implementation the trip for participants, it is considered necessary to pick-up for participants and deliver them to all the hotel after the trip is completed.

5. Standard Operational Procedure (SOP) of Tour Guide Services

Faizal (2013) defines that Standard Operational Procedure is divided into six, there are; general interaction, guest serves more than simultaneously, late handle service, handling disputes prices, handling the visitors who can not wait, and if desired services are not available.

1. General interaction

Guides should have a small talk to the guest such as respond and approach the visitors immediately, give a brief greeting and introduction after that ask questions to determine the needs of, and make provision for visitors and the last say thank you and ask if the other needs help or not

2. Guest serves more than one simultaneously

Guides must respond as soon as possible guests who are waiting for the service, find the exact time of the break with the first guest, say excuse me and ask visitors what you can both help, respond to request the second visitor and immediately returned to the first, and do these steps repeatedly until the interaction between the visitors finished

3. Late handle services.

A good guide must listen to the complaints of visitors without cutting, summarize the problem from the point of view of visitors and respond with empathy, do not forget to explain the causes of late, describe the steps you would do to help resolving the problem

and if necessary, say excuse me, and re-check and meet the visitors return regularly to always provide the latest information.

4. Handling disputes prices.

A guide should listen to the complaints of visitors, then summarize the problem from the point of view of visitors and respond with empathy (build understanding), ask visitors to get additional information, explain the reasons of cost offered and if possible show proof of payment, when visitors are satisfied, begin the transaction.

5. Handling the visitors who can not wait.

A guide must be responded to the presence of guests and apologize for the delay, make sure that you will resolve the problem as soon as possible, handle the problem quickly and efficiently and if necessary reassure visitors who can not wait, thank the visitor because he/she has to wait, once the problem is finished, say thank you (by name if possible) and say sorry once again due to the difficulty that has occurred.

6. If desired services are not available

Invoke sorry for not being able to present the desired services and explain why it was not available, with no cut and explain that you understand that he is disappointed, serve alternatives, when visitors remain dissatisfied, let the problem to your supervisor from the standpoint of guest.

6. Tour Guide's Responsibility

AIA (1906) defines that the responsibility of the tour guide is to lead visitors through the site, provide them with accurate and interesting information about the site and interpretations of it. Tour guides also responsible for the safety of the visitors and the site. Tour guides should follow all the guidelines set out for tour operators in the preceding section;

1. Tour guides should have a good understanding of the site's cultural, historical, and social significances and should be able to communicate these to the visitors;
2. Tour guides should be familiar with all laws and regulations and should follow them at all times. They should also make sure that visitors follow all laws.
- 3 While on the tour, guides must be vigilant and supervise client actions to make sure that they are not negatively impacting the site;

4. Tour guides should understand and impress upon their visitors that museum are often considered to be sacred places by people in the local community and as such sites should be treated with respect. Guides should be aware of local attitudes, customs, traditions, and beliefs regarding ancient sites and historic remains.

E. Professional Guide

A professional tour guide must have extensive knowledge that is supported by the ability and belief to carry out the duties every day. The knowledge is included information regarding all of the Republic of Indonesia, which is a unitary state that has a philosophy based on Pancasila and the 1945 constitution, Yoeti (2000, p. 87)

Yoeti (2000, p. 88) defines that guides also need to know about the object tourist attraction and all types of transportation, more clearly guides need to know about transportation network, transportation schedule, accommodation, tourism attraction, money changer, and gift shop. In addition, He defines that a professional guide will be able to successfully carry out its activities what if attention, what should be done, and how to develop good communication.

1. What should be done?

a. Guide should be confident about his abilities.

A guide should give information and be able to convince the tourists.

b. Guide should be able to communicate with people

Guide will give the information about the place, event, and history in order to make the tourist understand easily.

c. Guide must master the event held.

The guide can explain the event more detailly, do the job systematically, be neat and manage.

2. How to develop good communication

a. Avoid giving criticism to others.

Giving criticism to the guest would bring a negative impression on the guests, guests could be offended and also refused to comment when given criticism

b. Sense of sensitive to surrounding environment.

To establish a good communication guide should be good set the atmosphere, when the atmosphere was being bored then entertained with a joke or when you're explaining attractions then explain seriously.

c. Language style

According to Faizal (2013), language style consists of three, there are specific, concrete, and familiar. Specific means providing a clear explanation to the word, Concrete is describing a real event or object, Familiar means a delivery if conveyed by the familiar word will be more comfortable and entertaining

d. Aids

Guides can use various aid as non verbal communication. This aid will be able to improve the curiosity if used appropriately and can lead to a professional impression (Faizal, 2013).

3. Important Attributes and Skills Required of a Guide

Theta (2014) defines that there are ten important attributes and skills required of a guide as follows:

Communication is an ability to deliver information, listen, negotiate and resolve conflict. Leadership is a Taking charge of a group and being able to manage them. People skill is a Courteous, patient, caring, tactful, empathetic, respectful and diplomatic. Resourcefulness is a being flexible; able to think creatively and improvise.

Organizational skill is a being able to stick to time, a program and oversee the smooth running of a tour. Research skills being able to find information and display an eagerness to know things. Incident and crisis management is a remaining calm, implementing occupational health and safety procedures and others contingency plans. Navigation and orientation skills is the ability to find and keep direction and using a map.