

CHAPTER I

INTRODUCTION

1.1 Background

Tourism has been recognized as the largest industry in this century, seen from various indicators, such as the contribution of the world's income (Pitana and Gayatri, 2005, p.54). Tourism object and attraction is one of important elements in tourism that objects and attractions can succeed government programs to preserve the customs and culture of the nation as an asset which can be sold to tourist.

Tourism is a travel for recreation, leisure, religious, family or business purposes, usually, for a limited duration. Tourism is commonly associated with international travel, but it may also refers to a travel to another place within the same country. The World Tourism Organization(1995), defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for a leisure the implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance.

Tourism development can be improved by using the professional manpower in tourism industry such as tour guide. Wise geek (2015) defines that Tour guide is someone who shows visitors around an area, 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 thing\|s 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.

Some tour guides work primarily locally, focusing on providing services to tourists by request. They may work in museums or similar locations, or they may be working with or for companies which take tourists out on day trips of an area. Tour guides might lead visitors on tours of local religious sites, castles, gardens, or other sites of interest, tailoring the tour for the visitors. Locally-based tour guides are also often able to open doors which would otherwise be closed, and their local knowledge can be helpful for people who are unfamiliar with the culture and traditions of an area.

Being knowledgeable in several languages is useful for a tour guide, as tour guides may work with multilingual clients, or may need to translate for clients while traveling in a country where a foreign language is spoken. In addition to having language skills, tour guides also need to have excellent interpersonal skills, and the ability to work tirelessly for their clients from the moment the engagement begins to the time that the clients are on their way.

Palembang as the capital city of south Sumatra, also has an important role in tourism development. Palembang city has to promote and inform about its tourism objects and tourist attraction to the world. Tour guide as one of tourism industries is a factor to support in development successfully, because a guide is a person who leads a group, gives information, giving suggestions to the tourist on their activities, etc.

From the description above, it is clear that guides have an important role in tourism of Palembang itself. A guide also gives much contribution for the tourism. Therefore, when executing it should be done effectively based on the service standard, which is allowed technical guiding. This successful process also should be supported by human resources which have good qualifications and skills. Based on the reasons above, the writer also would like to find out more information about tour guides. Whether it is about strategies or structuring related to his/her speech in guiding tourists. Therefore,

in this study, the writer choose the title “ *The Strategies of Rhetorical Structuring and Speaking Framing of Tour Guide*”.

1.2 Problem formulation and research Limitation

1.2.1 The problem Formulation

1. What strategies do the tour guide use to structure the information presented in their guiding speech in Tour activities ?
2. What strategies do the tour guide use to frame the context of their guiding speech in Tour activities ?

1.2.2 Problem Limitation

Strategies in this study refers to main activities done by the guide to overcome a problem that he encounters during their guiding. Guides, the subject of this study, are the workers who conducted the tour. The strategies were collected from multiple sources to answer the research questions in the framework of case study. The sources limited to the observations, interviews and discourse analysis of the speech produced by tour guides. The framework analysis for the discourse used rhetorical structure analysis of spoken texts with global structure analysis (Introduction, Background, Outline, Content, and Conclusion) while the social and linguistic context analysis used Dell Hymes’ SPEAKING frame.

1.3 Purpose and Benefit

1.3.1 Purpose

The Purpose of this study is to investigate the strategies which are utilized by the tour guide to structure the information which is presented in his guiding speech in tour activities. This study also examined the strategies which are used by the tour guide

used to frame the social and linguistic context of his guiding speech in tour guiding activities?

1.3.2 Benefit

It is hoped that this study can be contributed to the enrichment of knowledge about guiding techniques and will be useful for anyone who is interested in tourist guiding , especially students in English Department of State Polytechnic of Sriwijaya.