

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

Indonesia is not only rich of natural resources such as oil and gas but also rich in tourism potential. Oil and gas is a richness that can be discharged at any time but not with the tourism industry. Indonesia's tourism potential is quite large but it is not well developed. The tourism industry can be a substitute for the country's foreign exchange revenue earner if its natural resources are depleted. Tourism industry is a wealth that will not be exhausted if it is used, but it can be lost if it is not preserved. In addition, the citizens are hospitable, rich in traditions, arts and culture, natural beauty, its fauna and flora. All are the main attraction for foreign tourists to visit to Indonesia.

Indonesia is rich of natural resources and it also has the potential of various natural cultures which spread all over the country. If this great potential is utilized properly, it will certainly provide a positive contribution to the advancement of the tourism industry that is being promoted in Indonesia. The problem is how to present the fascinating culture that can be something pleasurable to gain attraction for tourists. This depends largely on the skills of human resources especially the tour guides on tourists who provide guidance to the tourists who visiting Indonesia.

The world is growing and technology becomes more advanced rapidly. Nowadays, tourism industry is similarly starting to be excellent. People are flocking to visit one place to another. Various travel packages at affordable prices help improve the ease to go on a trip. Even without the travel packages now people can easily travel. Sophisticated technology supports the people to travel at ease. When tourism begins to rise, the business engaged in the hospitality industry also evolves. Work opportunities are more widely available. One of them is the needs for tour guides. Although the technology has been

advanced through the internet but tourism cannot be separated from tour guide. To state tourism as a foreign exchange earner, the development, the addition of infrastructure and tourism facilities and no less important is the improvement of services in every area that directly receives the arrival of foreign tourists, besides improving other things.

When there is no tourism awareness, tourism would not be able to help move the wheels of the economy of the area. The numbers of international activities are also increase the number of tourists who visit Indonesia. It creates many young guides or students who are majoring in tourism to become guides in some areas. It is also beneficial for students; they can gain useful experience and knowledge that can also earn personal income as guides.

A tour guide is a person who has more knowledge about an area to potentially travel to. The success of tourism development is also in the hands of tour guides. The tour guides deal directly with tourists, they explain about the areas visited by tourists in order to promote the tourist destinations. Tourism could run an economy of a region. It can be seen if tourism industry starts to develop, there will be a lot of hotels construction, restaurants and entertainment venues that support the tourism activities which begin to increase. This is a golden opportunity for job seekers, including increasing the number guides.

Being a tour guide is not to be used as the main job, as a tour guide does not have guests every day. Fortunately, a tour guide is not supported to be bound to take time of his/her work. He can work as a freelance tour guide which means he can manage his own time for work. This job can function as a part time job for the students who enter a field of study majoring tourism.

In order to fulfill the writer's final report about tourism with a variety of the above cases, the writer is pleased to make a guidance book for anyone who wants to take a profession as a tour guide in order to be a reliable guide and can compete with other guides in the world of tourism, especially for a newbie tour guide. The title of the book is "Tips & Guidance for A Beginner Tour Guide".

## 1.2 Problem Identification

1.2.1 The needs of skilled human resources in tourism industry.

1.2.2 The development of tourism leaves a lot of new guides without having the knowledge and experience as tour guides.

1.2.3 The number of tour guides plunge without knowledge and skills according to their fields is quite evident.

1.2.4 The lack of updated information about how to be a skilled tour guide.

## 1.3 Problem Limitation

The guidebook is the right choice for a beginner tour guide. With a book size that fits in the bag and make it easier to read and taken as a guide for a tour guide beginners. The writer decided to restrict the writing on the process of collecting, organizing, designing and inputting data according to the writer's experience as a tour guide on a guide book for a beginner tour guide.

## 1.4 Problem Formulation

1.4.1 What kind of information should be given in the guide book for a beginner tour guide?

1.4.2 How to create a guide book that can be used and understood easily?

## 1.5 Research Purpose

The purposes of this report are:

1.5.1 For the researcher

- a. To enrich and increase of the knowledge about how to be a good beginner tour guide and especially for the students of English Department at State Polytechnic of Sriwijaya about the methods and developing the data in making a book for a newbie tour guide.

- b. To know the strength of this book that can be used and understand easily for a beginner tour guide.
- c. To add the ability and experiences in designing guidance book for tour guide.
- d. The book has sale value so the writer can sale the book to the reader especially for the beginner tour guides.

#### 1.5.2 For the society

- a. To give information about the tips for being a beginner tour guide.
- b. To acquire the data and comprehensive updated information anytime and anywhere.
- c. To know and learn more about how to be a skilled newbie tour guide.

#### 1.5.3 For the government

- a. It can be as a guide if the government did not have time to do training for beginner tour guide then this book can become a guidance that is easy to understand.

#### 1.5.4 For English Department students

- a. To add the knowledge and information about the informative contents that must be available in the guidance book.
- b. To motivate the students being creative so that they can make guidance book which is useful for another people.
- c. To know the software used for this guidance book.
- d. To make the movement of final report project that can collaborate the knowledge of tourism into product using creative idea and technology.