

## CHAPTER II

### LITERATURE REVIEW

This chapter presents about the definition of design, definition of guidance book, the principles to design a guidance book, definition of tourism, definition of tour guide, and how to be a good guide.

#### 2.1 The Definition of Design

According to Bruce Archer (1976) cited in Sachari (2005) design is a form of physical and spiritual needs of man described through a variety of experiences, expertise, and knowledge that reflects the attention to the appreciation and adaptation around him, especially relating to the form, composition, meaning, value, and variety of man-made objects of interest.

According to Yuliana (2013) cited in Wiyancoko (1994), design is everything related to the concept, data analysis, project planning, drawing/rendering, cost calculation, prototyping, testing frame, and test riding.

The writer can conclude that the design is a field of skills, knowledge, human experience that reflects the appreciation and adaptation to the environment, and it becomes a concept.

#### 2.2 The Definition of Guidance Book

According to Buckingham (2004) cited in Tarin (1986) guidance book is a learning tool that is commonly used in schools and colleges or society to support a program of teaching in the modern sense and is commonly understood.

According to Laeli (2013) guidance book is a recording racial mind prepared for the purposes and objectives of instructional. A book can be blank papers or written papers.

From those definitions, the writer concludes that guidance book is a learning tool that has a purpose and is commonly understood.

### 2.3 The Principles to Design a Guidance Book

According to Ho and Hsu (2011), a good guidance book has a clear concept that can stimulate the reader and the design has correlation between the content but prioritize the content than the design. They also said that the principles to design a guidance book is knowing the readership that will read the guidance book.

According to Arrin (2009), to create a simple guidance book, the researcher have to do the things below:

1. The idea of the guidance book
2. Focus on the idea that you have already choose for making the guidance book
3. Create the framework of guidance book
4. Start writing the draft
5. Learned the draft
6. Revise the guidance book with the expert
7. Editing process
8. Designing background and a book cover
9. Bindery

According to their opinion, the researcher can conclude that to design a good guidance book is to observe the content that can stimulate the beginner tour guide to read the guidance book with priorotize the content than the design. The researcher decided to focus on the content than the design of the guidance book for the beginner tour guide.

## 2.4 The Definition of Tourism

According to Fandeli (1995) tourism is everything to do with travel, including the concession of tourism objects and attraction as well as related efforts in the field. Tourism is an activity travelling from one place to another destination outside the home, with the intention not to make a living, but to re-create both physical and psychological leisure. Tourism is a complex phenomenon in society, which includes hotels, attractions, souvenir, tour guides, tour transportations, travel agencies, restaurants, and many others.

Tourism has become a popular global leisure activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing 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.

From those explanations, the writer can conclude that tourism is someone travelling activity from one place to another place in order to get both physical and psychological happiness for a while without living there.

## 2.5 The Definition of Tour Guide

According to Maliton (2016) tour guide is a person who possesses a good blend of enthusiasm, knowledge, personality qualities and high standards of conduct and ethics that help them lead groups of people or individuals to the important sites while providing interpretation and commentary. Tour guides are known to be playing an important role in tourism.

According to Ap and Wong (2000), tour guides provide an important part of interface between the host destination and visitors since are front-line employees who are very much responsible for the overall impression and satisfaction with the tour services offered by a destination.

It can be described that tour guide is a person who has a good blend of enthusiasm, knowledge, personality qualities and high standards of conduct and ethics that help them lead groups of people or individuals to the important sites while providing interpretation and commentary to accompany the tourists to do travelling.

According to Rabotic (2010) tourist guiding has an important and multifaceted role in contemporary tourism. He also describes that a safe and quality experience offered by a guided tour involves the guide, tourists and the environment, and is fulfilled when all the three components interact at the same point in space and time. The role of guides in the tourism system distinguishes itself by its potential to manage and orchestrate tourist experiences, enhance destination image and implement the goals of responsible tourism.

What guides present and interpret takes effect on the way in which their customers experience a place or attraction, understand local culture, and engage in local activities and how they behave on the spot. As front-line professionals, information-givers and interpreters, the guides act as destination's representatives and "ambassadors" in the eyes of tourists. Tourist guiding is one of the important factors of successful presentation of destinations in contemporary tourism, affecting the resulting economic and social benefits.

According to Rabotic (2010) the roles of tourist guides are: information provider, social facilitator, cultural host, motivator of conservation values, and interpreter of the natural and cultural environment. He also mentions "other roles and responsibilities of tourist guides": teacher or instructor, safety officer, ambassador for one's country, public relations representative or company representative, entertainer, problem solver, confidant and counselor.

Despite being attractive at first, he also mentions that many are of the opinion that the job of a guide is not particularly serious and even not so creative. The experience proves that most guides are not in a condition to or do not attempt to adapt their standard tours to clients characteristics: such guides are very rarely focused on customers, their needs, motivation, wishes, preferences, cultural background, educational level – all being the key factors of individual tourist experience. Generally, tourists do not belong to a homogenous group of people: even a “typical” tour group consists of individuals with different expectations, roles and behavior.

## 2.7 How to be A Good Guide

According to Syahid (2011), a tour guide must be intelligent. A good tour guide not only can memorize the advantages of tourism destination, but more than that, a tour guide should be able to assemble words in order to attract tourists to listen. He also said that to be a good tour guide has to master these criterias:

### 1. Broad minded

Broad minded have to mastered by the tour guide. Broad minded here refers to mastered the location of tourism destination and mastering more than one foreign language. A good tour guide have to mastered about the information of the tourism destination. It means that tour guide have to know about the location of tourism destination, alternative roads, souvenir shops, and the recommended place to be visited by tourist.

### 2. Good appearance

Good apperance not always means a handsome tour guide or a beautiful tour guide. Good appearance means the tour guide dress mannered and tidy. There is a proverb that reads “the first sight

was so tempting.” This proverb very meaningful for the tour guide. the tour guide have to prepared well the appearance and make sure the tour guide always look tidy and clean.

### 3. Good Health

The profession of tour guide is a tough job, where the tour guide is required to give an explanation, put up travelers and always ready to accompany the tourist everytime. A tour guide is required to stay healthy and fit while working. Neither tourist will not pleasant to listen to the tour guide if the tour guide looks like cough for explaining nor the tour guide’s face looks pale and disheveled.

### 4. Attitude

A tour guide has to have a good attitude. It refers to high sense of grace, empathy, even protected the tourist. A tour guide must sociable. He/she knows the situation and conditions when they have to talk to give an explanation and silent for letting the tour guide relax for a while. Tour guide have to know if the atmosphere looks like bored then he/she should be able to solve the bored atmosphere even he/she have to be an entertainer, such as singing, dancing and having a sense of humor.