

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is the temporary movement of people to destination outside their normal place of work and residence, the activities undertaken during their stay those destination, and the facilities created to cater to their needs stated Matheison and Wall (1982). If there is tourism also there is tourism destination. According to Kotler (2010) in Munggar and Nidya (2014) tourism destination is place with form that has real boundary or based on perception, whether it is physically (island), politically, or based on market. In conclusion, tourism is people's movement for a while to some tourism destinations in aim to relax and refresh their brain from their normal life.

Every single country in the world at least has two or more tourism destinations. Indonesia is known as a tourism country. Every province at least has one tourism destination, traditional event, and traditional dance. Bali province has Tanah Lot, Ubud, Sanur Beach, Kecak Dance. Another province, Middle java have Borobudur temple, Malioboro, and also there are other province in Indonesia that have the own destination and culture, because of that reason Indonesia becomes the popular country for its beauty and culture.

Based on World Economic Forum (WEF) that released the latest report about Travel and Tourism Competitiveness Index 2015 showed that the competitiveness of Indonesia in tourism sector has rising up from 70th at 2013 to 50th at 2015 and the last is 42th at 2017. It proved by the data of *Badan Pusat Statistik (BPS)* that the amount of foreign tourists come to Indonesia during 2015-2017. Based on the data in 2015, the amount of foreign visitors that visited Indonesia reach 10,23 million visitors, in 2016 is 11,52 million or rise up 12,59 percent than last year, and the last in 2017 is 14,04 million or rise up 21,88 percent than last year.

Based on the data, it showed that the number of visitors who come to Indonesia increase each year especially foreign visitor. The tourism sector called visitor as a tourist. Tourist is person who come to specific country in purpose to

enjoy the nature, place, culture, tradition, and culinary. Smith in Kusumaningrum(2009) says that tourist is person who has day off and decide to visit some places to get something or experience. Foreign tourist are foreigner that come from their country to the other country in aim to learn social-culture, find new experiences or only vacation on the visited country. On the visited country, tourist also needs the information related with object, history, culinary, accommodation. To handle it, we need a people who can guide and give the information clearly. We called them "Tour Guide".

Tour Guide is a person that has duties to enliven the tour also give information about object, history around the tour and make tour be impressing, safe, and comfortable for the tourist. Udoyono (2008) in Dwisasongko (2014) mention that Tour guide is one of the factor key in tourism business but if without them, the tourism business will have serious obstacle although still exist. Tour guide is a person who delight in travelling, interest with traditional social-culture, love to interact with foreigner also fluently in spoken foreign language at least one, have a healthy physical and mental, have intention to give the best service to the tourist, humorist person, have a wide knowledge about social, culture, economic, business, politic and etc.

The professionalisms phase of the tour guide influence the tourist satisfaction rate. Tour guide must capable to serve the tourist and deliver the information well and interesting. Moreover, Mudhi'uddin (2013) in Dwisasongko (2014) stated that a professional guide a least have five preparation, there are; mentality, language choice, knowledge material, work attitude, and methods (guiding techniques), and then license with competences. Moreover, the tour guide has to compound the five elements of guiding: language skill, knowledge (including destination material), professional attitudes, style to give the best services with zero complaint.

Based on the preliminary study conducted to three owners of travel agents in Jember that conducted through interview, the writer got data some information or data. The first information was about the obligation of tour guide to have license. They said that having a license for tour guide in Jember do not become the primary obligation yet. Therefore, some tour travels hire some free lenses tour

guide. The next information deals with the requirements to be a guide. A tour guide must be able to communicate in English. The other information that the writer got was about the educational background. The two of three travel agent said that their tour guide has already joint training for 3 month but some other did not. The other information about the uses of tutorial video for the tour travel. They said that the tutorial video will be usefull as addition learning material for the tour guide. In fact, professional guide increased the customers' satisfaction.

Considering the problems, the writer decided to develop a tutorial video for tour guides that contains of the techniques in guiding delivered through the video using English. This considered being able to provide knowledge about guiding technique as well as make the tour guide familiar with English.

1.2 Objective

The aim of the final project is to develop tutorial video of tour guiding techniques as media of learning for tour guides.

1.3 Significances

Based on the objective above, hopefully, this final project could give benefit to the following parties :

1.3.1 For the Writer

By creating this tutorial video, the writer were able to apply the four English skills, especially in writing as well as the additional skill such as computer skill.

1.3.2 For English Department

This video becomes a reference for English department in providing the example of making video for concluding final product.

1.3.3 For The Students of English Department

This project is useful for the student of English Department who want to be a tour guide. This product can be used as references in being professional guiding.