

CHAPTER 1. INTRODUCTION

1.1 Background

In modern era, tourism is one of many ways to fulfill human needs in giving their soul and body a recreation and leisure. Most of the people are travelling to good places due to get some rest from their daily activities. Their travelling needs become one of the tourism industry development factors in Indonesia. The Director of Society Empowerment in Cultural and Tourism Department, Ukus Kusuara said that, nowadays tourism sector is the biggest industry sector in the world. The growing of global tourism noted in the average of 4% each year. According to United Nation of World Tourism Organization (UNWTO), the whole world tourist movement will reach the number of two million in 2017. Tourism business development is extremely needed in order to support the accomplishment.

Tour and Travel Agency is always being the main part of tourism business since long time ago until now. It provides everything needs by the tourist called tour package, which is the combination of tour activities plan with certain cost. The tour packages offered by tour and travel agencies consist of travelling documents (passport), transportation, accommodation, meals, itinerary, guide and tour leader, also the other supporting facilities mentioned in the tour package.

In order to reach the success of each kind of tours that provided by tour and travel agencies, the existences of tour leaders are really needed. Words "Tour Leader" come up from two syllables which means, Tour is a travel activity (Yoeti, 2000) and Leader is someone who leads (Poerwodarminto, 1984). A tour leader is someone who leads a travel group to the certain tourism destinations. The important role who owned by tour leader make their existence affects the tour and travel activities. If the tourist satisfied with the services provide by tour leader during the tour, they would look for the same tour leader for their next tour and travel activities. This case absolutely gives good impact for the tour and travel agencies.

The recent problem faced by tour and travel agencies is the quality of tour leader. The existences of tour leaders in Indonesia are in great quantities but they lack of language skill they owned. This means, they have low qualities as a tour leader. According to I Gede Pitana, Tourism Minister for Overseas on Tempo online newspaper, the weakness of tour leader in Indonesia caused by foreign language skill factor, especially English, and more than 60% of Indonesian tour leaders do not able to do that. The clients of tour and travel Agencies in Indonesia are not always domestic tourists but there are lots of foreign tourists who want to enjoy the amazing Indonesia every year. In order to lead a tour group of foreign tourist, Tour and Travel Agencies should cooperate with tour leaders that have good qualities who do not only have a leadership quality but also have a very good communication skill.

A tour leader should master many kind of languages but at least he or she should master English. Besides English is International language, using English as the direct communication tool will make tour leader easier to lead the group of tour. Perhaps some of tour leaders in Indonesia can communicate by using English to lead the tour group of foreign tourist, but speak in English does not enough. As tour leader who owned English skill, they also should understand how to speak properly and pronounce words by words to make a good English sentence to hear. So, the foreign tourists will be easier to catch and understand what the tour leader means. Besides master the language skill, tour leader should understand the itinerary of tour and also trip arrangement. In another words, tour leader is able to manage the group of tour to the certain tourism destinations. Therefore, the tour conducted by group of tour handled by tour leader could run well. In conclusion, having good English speaking skill and also good tour arrangement skill is what the tour leader need nowadays.

Tour leader is becoming essential need and component on Tour and Travel Agency especially in Jember City since the tourism destinations in Jember are now rapidly develop. According to Jember Culture and Tourism Official Department, the tourism destinations are: Papuma Beach, Payangan Beach, Watu Ulo Beach, Paseban Beach, Puger Beach, Bandalit Beach, Tancak Waterfall,

Bedadung Hill, Oleng Sibutong, Patemon, Mumbul Garden, Niagara Park, Tiara Park, Pontang Jaya, Botani Garden, Meru Betiri, Rembangan Panorama, and Coffee and Cacao Agrotourism. Supports by foreign tourists who come to Jember, those tourism destinations are always crowded every year. The writer gets data of the total foreign tourists in Jember tourism object from Jember Culture and Tourism Official Department. The data showed a fluctuation chart. Started from 2011, there are 1,021 foreign tourists who visited the tourism objects in Jember. The number of the foreign tourists came in 2012 was still the same, noted 1,021 people. Meanwhile in 2013, the total number of foreign visitors are dramatically decreased in Jember tourism objects. It only 560 people at that time. There are 754 foreign tourists who visited Jember in 2014. The data increase again for about 819 people noted as the foreign visitors who visited Jember in 2015. Last year, 2016, the number of foreign tourists back decrease again till reach the number of 800 people.

Due to the data above, the existence of many tour leaders are really needed to lead hundreds of visitors who come to Jember tourism destinations every year. Based on the interview of Presidents of Nuansa, Warna, Summer Holiday and Planet Tour and Travel Jember that are located in Sumbersari subdistrict, those four agencies are frequently handling the foreign tourist every year. Noted by the average of foreign tourists who use those four agencies services every year, there are ± 300 foreign tourists. The presidents of the tour and travels also mentioned that their tour leaders do not master english very well and sometimes the foreign tourists bring their own intepreters, so the tour they take could run smoothly. Therefore, the writer concludes that they need material of how to lead the tour activities and handle foreign tourists using English language.

Tour leader also include as one of important materials in English for Tour and Travel subject especially in Guiding material. But, according to the interview and questionnaire, there is no model to give clear example of tour leader speech and certain learning media to lead the fourth Semester English students of Poteknik Negeri Jember to practice as a the real tour leader.

For those reasons, the writer decided to make Tutorial Video of Being Tour Leader in one of Jember Tourism Destinations for Nuansa, Warna, Summer Holiday tour and travel agencies and the English Students of Politeknik Negeri Jember as the additional learning media related to tour leader skill with clear instruction, materials, expression, pronunciation and intonation.

1.2 Objectives

The objective of the final project is to make a Tutorial Video of Being a Tour Leader: Jember Tourism Destination.

1.3 Significances

Based on the objective, hopefully this final project give benefits to the following parts:

1.3.1 The Tour and Travel Agency

This product can be used as additional media for the internship program students and also the staffs to learn about tour leader material through a tutorial video in Nuansa, Warna and Summer Holiday Tour and Travel Agencies.

1.3.2 The English Students

This product can be used as additional learning media to help the English students, especially fourth semester students who learn English for Tour and Travel subject to get the illustration, steps and clear explanation of Guiding Material related to tour leader. Besides, this product will be a reference for all English students who want to design tutorial video as their final project.

1.3.3 The Lecturer of English for Tour and Travel subject

This product can be used as additional teaching media to deliver the Guiding Material related to tour leader of English for Tour and Travel subject for fourth semester English Students of Politeknik Negeri Jember.

1.3.4 The Writer

The writer can improve some skills to make a tutorial video. The first is speaking skill to explain the material in tutorial video. The second is writing skill to arrange the script to be performed in the tutorial video.