

CHAPTER I

INTRODUCTION

1. 1 Background of the report

In the era of globalization like now days, the world of tourism is much loved by the world community, it is not only natural or historic tourism, but other activities, interests, and processes. Tourism is an activity or process of traveling away from home to spend time for recreation, refreshing and pleasure while utilizing the provision of beneficial services (Walton, 2005). This has led to several categories such as business tourism, sports tourism, medical tourism (international travel aimed at receiving medical treatment), holiday tourism, museum tourism or for education and other needs. This coverage is far broader than the traditional perception of tourist, which only includes those who travel for leisure.

Museum tourism is one of the interesting topics to discuss in this report. Museum tourism includes cultural tourism and historical heritage which aims to show the history that occurred in the past. Then display it as interesting as possible to be shown to museum visitors, to have socio-cultural, economic impacts at the global level in an interesting, educational and participatory way. Museum is basically intended to provide interest in terms of education and pleasure for visitors. Therefore the quality of the experience depends on many factors of age, education of the visitors themselves, various museum collections to presentations of exhibitions, and visitor services (The

International Journal of Museum Management and Curatorship, 1985, p. 365). Therefore the growing importance of museums in the tourism industry, has made museum increase visitor offers and attract more tourists with the amount of money spent, this is very beneficial for the local economy. Museum is good for business. Cultural heritage and cultural attractions are certainly the main basis of tourism offerings because it is important to be preserved, maintained and developed again (The importance of museums and heritage to tourism Museums Association, 2013).

According to Benediktsson (2004) stated that Therefore it is important for museums to consider what kind of audiences the tourists are and their relationship with the museum in question. For example, the audiences from kindergarten, primary school, junior high school, high school, colleges, family or tourist who have related history about the historical of museum etc. Museum audiences have a strong link to tourism, since tourists are a part of the audiences and for some museums even a large part of the total number of visitors (Kotler and Kotler, 2000). The diversity of culture that tourists can consume at any destination essentially makes 'Cultural Tourism' difficult to define. It can be argued that all tourism activities contain some element of culture. Ranging from visits to specific cultural sites such as museums, art galleries, or cathedrals, to experiencing the 'atmosphere' of the city nightlife (Steyn, 2007).

According to Perkarik (2003) the general mandate of most museums is to educate their visitors about the history, cultural and natural heritage of a city,

region or a country about a chosen subject of special interest, while also preserving these elements for future generations. The presence of museum is commonly understood to indicate the presence of something valuable and relevant to be shared with the public.

This relates to museum attractions where I was apprenticed, in the city of Surabaya. Surabaya is famous as a historic tourist center where there are a lot of museums tours ranging from government-owned museums to private museums. Surabaya museums are categorized into several sections depending on the content of the collections and the history of the museums themselves. In Surabaya many other tourist attractions are also interesting to visit besides museum tours. But the place that became a symbol of the city of Surabaya was not spared from where I was apprenticed, namely in the monument of Tugu Pahlawan and museum 10 November. This place includes the largest museum, the center of tourism destinations, and historic cultural heritage in the city of Surabaya. Monument Tugu Pahlwan and museum 10 November are very interesting for visitors included a major tourist destination in Surabaya. Is not only the history of the city of Surabaya which is very thick and known as a city of heroes, but the history of 10 November battles that occurred in the past. It makes Surabaya get the title as a city of heroes. Surabaya is included as the second largest city in Indonesia. Tourist who visits Surabaya is not only from Surabaya, but also many local tourists who come from various cities in Indonesia. Besides that many tourists from abroad are interested in visiting Surabaya and visiting monument Tugu Pahlawan and museum 10 November.

However, there are also many local and foreign tourists who come to Surabaya only for transit or just other business matters. Because of the large number of visitors who come from various groups ranging from within the country and abroad, it certainly need a guide. In tourism world the role of a guide is very important. Being a guide good is not only about has the abilities to be a good guide but also a promotional channel for a local tourist site, because a guide must also be a promoter for the city and any tourist attractions that are in the city.

1.2 Statement of the problem

There are two main problems in this report:

- 1.2.1 How to be a good guide to foreign in museum 10 November?
- 1.2.2 What promotional strategies to promote historical tourism and other tourisms in Surabaya including museum 10 November?

1.3 Purpose of the Report

- 1.3.1 To discover the right strategy when guiding in a museum because guiding in museums and in natural attractions are quite different.
- 1.3.2 To promote tourism in Surabaya such as historic tours (especially museums) and other tours.

1.4 Significance of the Report

- 1.4.1 For the writer

- The benefits of this report for the writer are as a graduation requirement.
- To help other students in doing the final report as a reference.
- Gaining a lot of experience, knowledge, and new skills in tourism world, especially being a guide / educator in museum.

1.4.2 For the alma mater

- Share experiences about internships at UPTD monument Tugu Pahlawan and museum 10 November Surabaya.
- Help and encourage students to have enthusiasm in expanding their knowledge and looking for more opportunity.
- Discover the possibility of cooperation between D3 English, Universitas Airlangga and UPTD monument Tugu Pahlawan and museum 10 November

1.4.3 For the company/institution

- To build good relations between English study programs in Universitas Airlangga and UPTD monument Tugu Pahlawan and 10 November museum.
- To boast of the alma mater with the success of this report for the writer.

1.4.4 For other interns

- This report as a guideline for them to make a better final report.
- As a reference to be more responsive in finding internships and variety problems.

- Guide them to find their own potential and develop it.

1.5 Review of Related Literature

1.5.1 How to be a good Guide

Tour guides are the most important core or backbone of the entire operation, tour companies are nothing without them. being a tour guide is not just about reading facts from a piece of paper but a very demanding job to combine performance, brain, and service into one (Steinberg, 2015). A good guide followed by:

1. Strong communication skills

A guide must be a good communicator. A tour guide must be good at talking which guides must be great at projecting their voices with large groups and diverse people, and can do it in a clear and easy to understand way. At an interpersonal level, being great at knowing how to communicate well with people is a big asset. A good guide will not only have the physical ability to direct attention and project their voices clearly, but also have the skills needed with a friendly personality "Star of the Show" to interact with new people every day, answer questions, and can approached.

2. Memory and storytelling

Tell a story (historical or contemporary). Make sure you have some fun and interesting stories to tell about the building and site. People are more likely to feel involved when they listen to a story, rather than a

list of dates and names. Tour guides need to maintain a lot of statistics and facts when taking people around. But they also have to be great storytellers. Guides cannot make information wrong, spend extra time trying to remember it or spend the whole tour reading from a piece of paper. Their memory must be so good, as if they had just learned these facts when they read them. But most importantly, the story needs to sound like their own. Besides that you also must have knowledge. You can be the most charismatic tour guide in the world, but if you don't know your stuff then you will lose your audience. The job of a tour guide is, among other things, to find out what they are talking about. This means facts, numbers, and other things that someone might bring up. Make sure you know everything you need to know and, every time you answer a question asked by someone on your tour, think about how you answered it and if you can respond better next time.

3. The improvised skill

The improvised skill of being able to change everything quickly and playing group energy is important. Visitors will likely have additional questions or comments along the way. These things shouldn't throw away your guide for loops. They should be able to adjust their scripts as needed. Sticking to it, can make your guests feel there is no room for them to say anything.

4. You must be charismatic

You must be charismatic although there is only one tour guide. There are many people on the tour, from 2 to 5 to 20 or more. Everyone on your tour seeks information and, more importantly, entertainment, from their guides for most of the day. As a result, a tour guide needs lots of charisma. Charisma can come naturally. But can also come with practice. But in other case a good guide have to good looking and have good attitude as well.

5. Have good humor

Nobody wants a dry, boring, humorless history lesson; they are zone, bored, and just not having fun. A guide with a good sense of humor will be able to inject enthusiasm into their script and make guests feel comfortable and happy, increase the pleasure of the tour, and reduce any tension that may arise.

6. Timeliness

Nobody wants to sit waiting for a guide; this is very unprofessional. Your best tour guide will be on time due to an error, ready to check on your guests in using your online booking system and be able to arrange it so there are some possible delays. Punctuality cannot be done without quality for tour guides. If your guide is not on time to meet the participants who arrive at the meeting location there will be confusion, frustration, and visitors who are not happy.

7. Local knowledge

Anyone can memorize and read facts. Although this is not a requirement, some of the best guides are the locals themselves. The great thing about these qualities is that in addition to planned facts and statistics, they can bring their own personal knowledge, experience and anecdotes to the tour. This can make the tour feel special for guests who are looking for an authentic experience outside of tourist attractions.

8. Passion for their city

Last, but certainly not least, true passion and interest can tour from the typical to the extraordinary. Anyone can point to and recite facts, but those who truly love what they do can pass on that desire to tourists and locals to make them feel it too. Plus those who are passionate about their city bring their own experiences to the tour they provide. Even if your guide is not a local person, they should be able to deceive your guests quite well by having inside knowledge about the best restaurants and neat little secrets that are only known by residents. They must have a true desire for the city or activity and convey that desire to your guests.

1.5.2 Tourism Promotion Strategies

According to Christian (2016), Tourism promotion means trying to encourage the actual and potential customers to travel a destination through

the spreading of information. Promotion is one of the most effective marketing mix elements used in marketing a tourist product.

However, according to Neil (2020), Advertising, public relations and personal selling are three staple methods of promotion, though some new techniques have emerged in the early 21st century.

1. Advertising: is meant to persuade, and the themes and techniques of that persuasion reveal a part of the nation's history. For centuries, advertising has been used to promote, educate, and inspire. It has taken shape in many forms, and continues to evolve. In an industry constantly focused on influencing the present and innovating the future, *The Museum of Advertising* aims to celebrate advertising's past and enhance appreciation for its profound role in society.

2. According to European Journal of Marketing, As pointed out by Lewis (1986) "today's complex society, combined with a high public expectation of the services provided for them, demand that museums effectively promote their work like any other service" (p.8). In this respect, McLean (1997) emphasises public relations, media editorial and word of mouth as extremely important methods of communication for museums (p. 152). Due to shrinking sources of income, museums started to depend on their publics for patronage and support, as a result, public relations has grown its importance for museum. However, little scholarly research specifically addresses public relations in museums (Schoen, 2005, p. 25). Adams (1983) says: "A Successful public relations today means a relationship with, rather than simply to, the public –

an exchange of information and ideas” (p. 1). The emerging concept of public relations requires firms to listen and communicate with their publics and be responsive to them (Adams, 1983, p. 1). Public relations are used to nurture dialogue with various groups whose interest is vital for the museum to achieve its objectives (Kreisberg, 1986a). Indeed, the survival of the museum depends on public understanding (Kreisberg, 1986b).

3. Personal selling: is a form of sales promotion conducted in two directions, face to face or the presentation of personal presentation directly between the seller and the buyer to introduce the products offered, persuade and influence prospective buyers with the aim of creating a sale.

According to Swastha (2002) Personal Selling is an interaction between individuals, meeting each other face-to-face aimed at creating, repairing, controlling, or maintaining a decisive exchange relationship with other parties (p. 260).

1.6 Methods of the Report

1.6.1 Location and Participant

Location

The writer researched at the iconic Hero Monument and museum Surabaya the November 10 museum. This museum is for all ages ranging from kindergarten children, school children such as junior high, high school, and colleges to parents, also people with disabilities and elderly people.

Participant

The writer conducted a tour guide at museum 10 November Surabaya for 2 months. There are tourists from 15 countries such as: Australia, New Zealand, the Netherlands, Japan, Wales, Canada, China, Singapore, Germany, France, Philippines, Thailand, Bangladesh, USA, and Mexico. The time needed for the tour guide is around 45 minutes.

1.6.2 Data Collection

1.6.2.1 Note taking

The writer takes note taking and makes an outline about during the guiding and apprentice. The writer do observes, become a tourist promotion place in the city of Surabaya for tourists. The writer makes an agenda in the form of a column complete with the date and time of guiding. Here are the notes:

- 04th December, 2019 on 09.45 A.M – 16.00 P.M tourist from Germany, Mexico, Japan, China, Philippines, Thailand, Bangladesh, Canada, New Zealand.
- 07th December, 2019 on 07.00 A.M – 15.00 P.M tourist from the Netherlands.
- 09th December, 2019 on 07.30 A.M – 16.00 P.M tourist from USA (cruise ship Viking).
- 10th December, 2019 on 07.30 A.M – 16.00 P.M tourist from USA.
- 12th December, 2019 on 07.30 A.M – 16.00 P.M tourist from USA.

- 18th December, 2019 on 07.30 A.M – 16.00 P.M tourist from Germany.
- 24th December, 2019 on 07.30 A.M – 16.00 P.M tourist from France.
- 26th December, 2019 on 07.30 A.M – 16.00 P.M tourist from Australia.
- 27th December, 2019 on 07.30 A.M – 16.00 P.M tourist from Philippines and Australia.
- 11th January, 2020 on 07.00 A.M – 15.00 P.M tourist from Wales.
- 12th January, 2020 on 07.00 A.M – 15.00 P.M tourist from New Zealand.
- 24th January, 2020 on 07.30 A.M – 16.00 P.M tourist from Singapore.

1.6.2.2 Interviews

The writer saw interviews, did interviews, promoted, helped and gave recommendations as a guide to tourists from Germany, Mexico, New Zealand, Australia, Philippines, about museum 10 November and Surabaya.

1.6.2.3 Observation

The writer made observations when other guides guiding. So, the writer can get knowledge from them to be applied. Besides that the writer asked other guides who are more experienced in guiding foreign tourists so that

the writer knows how to respond to questions given by foreign tourists to be explained fairly.

1.6.2.4 Take the photo and video

The writer took photos when she was guiding and photos with foreign tourists that were guiding by the writer as a proof. Besides that the writer took video of tourists on her social media.

1.6.3 Data Analysis

Table1. Triangulation of data collection techniques to answer statement of problem

Unit of analysis	Data collection
Tour guide with foreign tourists	Observation , Note taking, Interview and Make outline

Following up on the table above, the writer guides the foreigner for a maximum of 45 minutes and interviews about 5 minutes.

1.7 Framework of the report

