

CHAPTER I

INTRODUCTION

1.1 Background of the Report

As an archipelago country with over 17,000 islands and its diverse cultures as well as the natural landscapes, Indonesia has the assets to become one of the major tourist destinations in the world. Indonesia is still trying to boost their tourism industry sector. According to The Diplomat (2018), in 2017, Indonesia has successfully attracted more than 14 million foreign visitors to the country, this figure is 2 million more visitors than the previous year. This figure is expected to increase every year. The increasing amount of foreign visitors could be the result of several things such as the availability of spare time, urbanisation, the cost of travelling that is getting affordable, and soaring levels of income, population, and education levels (Jud and Hyman, 1974).

With the development of the tourism industry sector, the need of English speaking employees that can overcome language barriers will also increase. Tourism industry employees can face various problems as they will face tourist with different origins, backgrounds, customs and one of the most common problems is the language barriers between employees and tourists from non-English speaking countries. According to Millionaire Mob (2018), the differences of language are the main barrier of communication since different individuals cannot understand each other. Tourism industry employees should know the way to solve language barriers

as they are responsible in making sure that the visitors will get a memorable experience through their communication and service skills. There are three technical difficulties under language barriers that employees need to overcome: (1) the speaker cannot understand the receiver's language type; (2) the receiver cannot understand the speaker's language type; (3) the lack of common messages (between speaker and receiver) to transfer useful information, as stated by Giovannoni and Xiong (2019).

The writer conducted his intership at Bali Elephant Camp which is part of True Bali Experience as an on-site attractions tour guide and ticketing staff of the elephant ride attraction. The ability to overcome language barriers was very important for the writer, especially during the writer's tenure as an on-site attractions tour guide. The writer needed to give certain explanations about the attractions with tourists that came from various countries and different levels of English understanding. Caber, Ünal, Cengizci, and Güven (2019) stated that tourist's satisfaction and the success of tour agencies/operators depend on professional tour guides because they are the people who are responsible with the tours and in direct contact with the tourists. During the internship, the writer found several obstacles while interacting with tourists that came from non-English speaking countries.

1.2 Statement of the Problems

1. What were the language barriers appeared in interacting with tourists from non-English speaking countries?
2. What were the solutions to overcome language barriers in interacting with tourists from non-English speaking countries?

1.3 Purpose of the Report

- a. For the writer

This final report is beneficial in developing the writer's academic report writing skill while also experiencing the real life work situation for English diploma graduate.

- b. For the alma mater

This final report is beneficial in establishing relationship between Universitas Airlangga and Bali Elephant Camp and also to add the number of academic report in Universitas Airlangga.

- c. For the company/institution

This final report is beneficial for True Bali Experience in providing more professional on-site attractions tour guides that could improve the services of Bali Elephant Camp.

- d. For other interns

This final report is beneficial to gain or to improve the knowledge about becoming a good on-site attractions tour guide and could be useful if they decide to become an on-site attractions tour guide.

1.5 Review of Related Literature

1.5.1 Definition of Tourism

The World Tourism Organization (2019) stated that Tourism is an activity of travelling and staying in places outside of usual surroundings for less than one consecutive year whether it is for holiday, work or other purposes.

1.5.2 The Role of Language in Tourism

Language has an important role in international tourism, as it may boost the pleasantness of a trip, or it could be an obstacle to the trip itself (Okafor, Khalid, & Then, 2018). For tour guides in Bali, mastering more than 2 languages can be very helpful in facing tourists. As majority of the tourists came from China and Japan; English, Mandarin and Japanese language will be very beneficial. The language should be understood by both speakers and listeners. By doing so, the tourists can understand the speakers and there will be no confusion between the tour guide and the tourists.

1.5.3 Language Barriers

It is very common for tour guides to have obstacles or troubles that might occurs during the interaction with tourists that have very little English understanding. Communicating under language barriers can be a big problem for tour guides while delivering the explanation of certain attractions because it can hinder the intention of the messages. Although it might be a real problem, it does not mean that language barriers is a problem that can not be solved. As stated by Blume and Board (2013), the existence of language barriers can help us to

understand the possibilities that can happen in the situation where the individuals cannot understand certain messages.

Every tour guides should really consider the way they deliver the messages as it mentioned by Thompson (2003) who stated that language is not plainly to just speak the words, but also the ability to connect the relationships of communication and social interaction. According to Harzing and Feely (2008), language barriers consists of cognitive and emotional dimentions. The failure of communication caused by cognitive reasons can happen when an individual failed to generate, understand, or define messages in foreign language. Furthermore, the emotional failure reasons can happen when non-English speaking person feels uncomfortable, awkward, or tongue-tied while speaking English as stated by Hinds, Neeley, & Cramton (2013).

1.5.4 The Solutions to Overcome Language Barriers as Tour Guide

As stated by Heung (2008), the quality and professionalism of tour guides should be judged by their sense of humour, consideration to the details, being helpful to visitors, well-trained, and having the ability to solve problems. Tour guides should know how to handle problems. Tour guides play a vital role in the success of the tour, and the satisfaction level of tourists is usually decided by the performance of tour guides as noted by Bowie and Chang (2005). Pearce (1984) stated that problems caused by communication can have negative effects for the entire holiday experience. As mentioned by Steves (2013), the solutions that the writer used were:

1. Make sure to speak clearly, slowly, and with carefully chosen words.

The writer also mixed it with the use of disconnected speech.

2. Be specific and use simple words.
3. Be fluent in more than one language.

1.5.5 Pronunciation and Accent

According to Merriam-Webster (2017), pronunciation is the act or manner of pronouncing something. Meanwhile, accent is the way of speaking by certain natives or groups (Merriam-Webster, 2017).

1.5.6 Non-verbal communication

Non-verbal communication is the act of delivering message without the use of words (Simon, Grimes, & Roch, 2018). The types of non-verbal communication as stated by Eunson (2012) that the writer used were:

1. Gesture

The use of body parts such as hands and arms to express certain messages.

2. Expression

Expression can be used to reveal emotional disposition. For the writer's case, it was used in tour guiding process.

3. Body language

The way human communicates using their body movement.

1.6 Methods of the Report

1.6.1 Location and Participant

The writer conducted his internship at True Bali Experience for 2 months, starting from January 6th and lasted until March 6th. The writer worked with 6 receptionists and 16 Mahouts (Elephant trainer). The writer's job was to explain and answer any questions that the tourists asked to the writer. The writer's job was also to list all the tourists that came to True Bali Experience. During his internship, his ability in speaking English was the skill that was mostly used by the writer because most of the visitors were foreigners. There was the time when the visitors could not speak English which might result in communication barriers. Here, the writer did everything that he could to prevent the communication barriers and make the visitors understand what the writer was saying.

1.6.2 Data Collection

In carrying out the study, the writer used several instruments below:

1.6.2.1 Observation

During the first few weeks, the writer did an observation to the other staff to be able to understand the proper way to serve tourists. The writer found several mistakes occurred related to pronunciation and grammar of the staff. The observation was used to avoid the same mistakes that the staff did.

1.6.2.2 Semi-Structured Interview

The writer did some interviews to his supervisor and the mahouts about the procedure of tour guiding. The writer asked about the dos and don'ts of tour

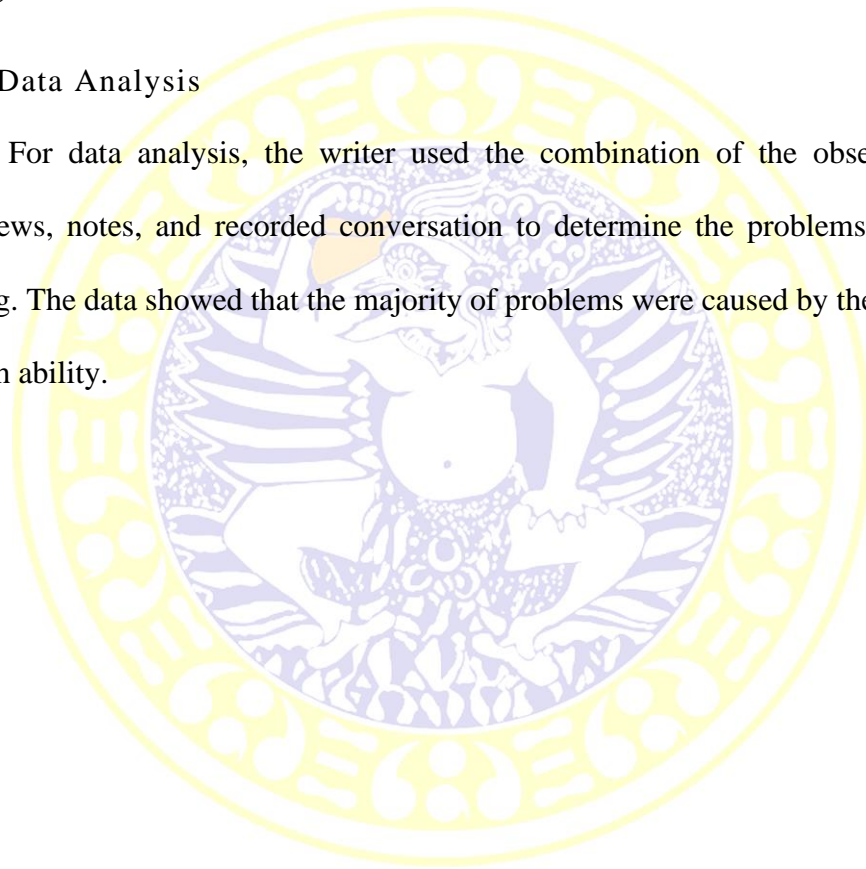
guiding. The interviews helped the writer in understanding his work. By doing the interviews, the writer could do his job well.

1.6.2.3 Notes and Voice Recorder

The writer took notes and recorded the conversation that happened during the process of tour guiding. The usage of voice recorder really helped the writer in finding mistakes.

1.6.3 Data Analysis

For data analysis, the writer used the combination of the observation, interviews, notes, and recorded conversation to determine the problems of tour guiding. The data showed that the majority of problems were caused by the lack of English ability.



1.7 Framework of the Report

