

CHAPTER I

INTRODUCTION

1.1 Background of the Report

English is a language that is used in many countries in the world. It is not shocking if English is also used in tourism. English is used as the language to communicate in tourism because many people around the world with different languages are coming to visit, and the host must be able to communicate with them (Suzie, 2017). The statement above is the reason why English is used, because it is the most spoken language in the world. The sector of tourism involves a lot of communication with tourists from abroad, and so having a language that can be understandable by foreign tourists is important because if not, tourists will not get full satisfaction from the visit of that country.

A country that has many beautiful tourist destinations should use English in speaking with foreign tourists. For example, according to Choudhary (2018), English language is considered so essential which made the Brazilian government ordered its employees in tourism sector to attend free language classes held by Brazilian Ministry of Tourism in the preparation of World Cup 2014 event. From above, it is clear that English is important for tourism sector of a country for speaking with tourists from abroad.

Indonesia is one of the countries in the world that has many beautiful tourist destinations. The tourist destinations that Indonesia have for example are Raja Ampat, Bali Island, Borobudur Temple, Mount Bromo, Lombok Island, Mount Merapi, Gili Islands, Komodo National Park, 1.2 Statement of Problems

1.2 Statement of The Problem

1.2.1 What problems were faced by the tour guide when using English to serve foreign tourists in TIC Denpasar?

1.2.2 What strategies were applied by the tour guide in using English to serve foreign tourists in TIC Denpasar?

1.3 Purpose of the Report

1.3.1 To discover the problems that were faced when using English to serve foreign tourists in TIC Denpasar.

1.3.2 To discover the strategies that were applied in using English to serve tourists in TIC Denpasar.

1.4 Significance of the Report

In writing this internship report, there are several profits that emerge for some different parties including the writer, alma mater or English Diploma Program, and also TIC of Denpasar.

1.4.1 For the writer

through the internship program itself, she could apply practical skills during college, obtained experience by working in a real workplace and obtained new connections with other people outside the campus.

1.4.2 For alma mater

it is expected that the establishment of a bilateral relationship between *Universitas Airlangga* and TIC Denpasar could occur.

1.4.3 For TIC Denpasar

a good relationship is expected to be built that the writer hopes will last in the future and it is able to facilitate students of English Diploma Program to do an internship at TIC Denpasar.

1.5 Review of Related Literature

1.5.1 Strategies of Communication in Tourism

According to UNESCO Toolkit (2019), clarity in communication is essential and developing communication strategy is also important in order to spread the purpose of the communication clearly. There are several strategies of communication that can be applied and the strategies are explained below.

1. Make easy explanation about tourism objects

It is important to gather the facts of a tourism object in guiding tourists (UNESCO Toolkit 2019). This is because the knowledge taken from the tour guides can be used by tourists to find practical information that they need easily. The facts that should be gathered are not supposed to be long but it should be as simple and short as it could be, but at the same time contains the information that tourists need.

2. Prepare a script

A script for the speech in tour guiding is necessary in order to make the guide more enjoyable, UNESCO Toolkit (2019). The script could contain the explanations regarding tourism objects that are famous among tourists. But more importantly, the script should be clear and concise without any prolonged intermezzo. It should not be academic, technical, but at the same time it also should not be overly simple.

3. Be creative

A script may not work every time and a tour guide should be able to get creative in guiding tourists (UNESCO Toolkit 2019). Tourists who are getting bored of scripted guidance will look away if a tour guide keep explaining the materials of the guidance based on a script. A tour guide can be creative by using storytelling as the technique in guiding tourists. A tour guide should also be able to place him/herself as a tourist so that he/she is able to understand what a tourist would want to hear from a tour guide when scripted guidance is not working.

4. Active Listening

Being a good listener is one of the best ways to be a good communicator (travelbudee.com, 2017). By listening, you can understand the needs of your travelers better. Always practice active listening. There are three steps of active listening. The first step is to pay close attention to what your traveler is saying. I think as guides, we will tend to rehearse what we want to say in our heads. As a result, this causes us to be distracted and unable to listen attentively to what travelers have to say. Step two, ask questions to clarify. If you are in doubt as to whether you understand, always ask questions to clarify. Step three, paraphrase what your traveler is saying to ensure that both parties are on the same page and

have the same understanding. Listening is an important part of the communication skills for tour guides. Of course, as tour guides, you cannot be only listening as it is your job to guide and tell stories to your group.

5. Speak clearly

As tour guides, we always have a lot to say and eager to share. However, at times, your travelers might not be native English speakers. Also, they might be tired from all the travelling and have a short attention span. Therefore, always remember the 5Cs and KISS. Keep the information and storytelling clear, concise, correct, complete and concrete (travelbudee.com, 2017). By that, you do not beat around the bush, use difficult words or tell false information. In addition, always remember to keep it short and simple (KISS). As a guideline, the desired pace is 110 to 140 words per minute.

1.5.2 Common Difficulties Found in Communicating by using English Language

Speaking is the most important skill because it is the ability that is essential to perform a conversation with anyone (Leong, 2017). Speaking English, specifically, is not an easy task because the speaker has to understand many important components such as pronunciation, grammar, vocabulary, fluency, and else. In speaking with foreigners, the speaker should have enough English-speaking skill in order to communicate easily and effectively with others. According to Leong (2017), there are some difficulties that tend to appear when a speaker is

communicating by using English, especially with foreigners, such as difficulty in fluency, grammatical structures, pronunciation, vocabulary, listening, and so on.

1. Fluency

The problem of fluency in speaking English language according to Shayna (2019), happens mostly because the speaker is afraid to speak English loudly as the speaker is nervous and afraid to make mistakes. The problem with fluency can never be solved if the speaker does not have the courage to start speaking English whenever possible. It is also stated that the first solution to this problem is by starting worrying less about the grammar. The speaker should do his/her best to communicate in order to achieve a higher chance of success in making small grammar mistake. It is also important to be noted that the grammar of spoken English is often more flexible than written English.

2. Grammar

Grammar is a study in which sentences are structured and formatted, so that it may be considered a bit boring to study correct grammar since it really is worth the time and effort. If learners do not know the rules of grammar, they will never be able to communicate using English effectively. According to Celce-murcia (2001s) grammar becomes difficult because learners do not learn structures one in a time. Even the learners

appear to have mastered a particular structure; it common to find backsliding occurrence with the introduction of new form to the learners' interlanguage. For example, the learner who has mastered the third singular person marker on the present tense verb is likely to over-generalize the rule and apply it to

newly emerging modal verb, thus producing errors such as “she cans speak English”. These errors may appear when the students speak since they have not mastered the English grammar.

3. Pronunciation

English words can be difficult to pronounce – and when speaking English, a speaker has to consider not only the pronunciation of the individual words, but also the connection between the words in the sentence (Shayna, 2019). It is also stated that pronunciation is as important as any other aspects of foreign language learning like syntax or vocabulary. Correct pronunciation is very necessary to develop speaking skill. Pronunciation also has close connections to the other fields such as listening and even grammar. Once a person can pronounce correctly the endings of the words, for example, he can, at the same time give grammatical information. There are two things that can

help a speaker improve his/her English pronunciation. One way is to take a pronunciation course. The more a speaker listens to English, the more the pronunciation will naturally get closer and closer to native pronunciation. A good way to practice is to get an audio sample with transcript. Listen to one or two sentences (while reading the transcript), then pause the audio and try to repeat the sentences exactly as the person said them. Practicing pronunciation like this will help a speaker improves very fast.

4. Vocabulary

The problem concerning vocabulary when speaking English usually happens when a speaker has a sentence in mind, but missing the vocabulary of the

words to complete the sentence and say it out loud. According to Shayna (2019), the problem regarding vocabulary in speaking English could be solved by learning more vocabulary words. For example, imagine a situation in an airport. Do you know the words for everything you see? (luggage, check-in desk, travel agency, flight attendant, boarding pass) If not, look for the words you do not know in a dictionary. Now think about what kind of conversations you might have in an airport. How would you ask for help if you cannot find the gate? What would you say if you missed your flight? How about going through immigration? Those imaginary situations could help improve the knowledge in obtaining vocabulary of words. Afterwards, create conversations and write them down in the vocabulary notebook. This will help in learning useful words that are all related to each other, so the next time a situation in an airport appears, problems with missing vocabulary could be avoided.

5. Accuracy

According to Burns (2003), it is more important that the English speakers can achieve:

1. Intelligibility (the speaker produces sound patterns that are recognisable as English)
2. Comprehensibility (the listener is able to understand the meaning of what is said)
3. Interpretability (the listener is able to understand the purpose of what is said)

For example, a speaker might say “It’s hot today” as “Is ho day”. This is unlikely to be intelligible because of inaccurate sounds, stress, and patterns. As a result, a

listener would not find the speaker comprehensible, because the meaning is not available. Clear communication is essential in communication, that is why the problem of accuracy in speaking English could be avoided with:

1. Super segmental features (Burns, 2003): linking, intonation, and word stress.
2. Segmental features such as phonemes; consonant and vowel sounds.

1.6 Methods of the Report

The following subsection is composed of location and participants, data collection, and data analysis of the case study of the final report.

1.6.1 Location and Participants

The writer conducted the case study on the ground of which her internship was located for one month, TIC Denpasar, and involved a junior staff who was responsible for guiding foreign tourists, which was the writer herself.

1.6.2 Data Collection

Data collection is crucial in helping the writer to finish and eventually help her in writing the final report for the requirement of graduation. In conducting data collection, the writer simply used observation and non-structured interview as the techniques to collect the data regarding difficulties in finding the strategies that were applied in using English to serve foreign visitors and the difficulties that were faced.

1.6.2.1 Observation Script.

The writer conducted the observation to find out the strategies that TIC Denpasar applied in serving foreign tourists by using English. The observation was done by writing the activity in scripts. The excerpt of the observation script can be seen below.

“On the fifth day of her internship, the writer noticed that one of the senior tour guides of TIC Bali delivers the speech of the guide by speaking with a loud voice but at the same time with a desirable tone. The writer also observed that the senior tour guide took a moment to prepare a speech before delivering his speech to the foreign tourists even though he has been a tour guide for many years.”

1.6.2.2 Daily Journal

The writer also collected the data by writing her daily journal of internship in order to look into the statement of problems of the final report closer. The daily journal of the writer’s internship helped the writer in helping the writer to finish her final report. The excerpt of the daily journal that the writer put in the final report can be seen in appendix.

1.6.3 Data Analysis

The writer finally conducted the data analysis from the results of data collection that she has done during his internship at TIC Denpasar. The data analysis was aimed to be useful for helping the writer in carrying out the writing of his final report. The data analysis is conducted by collecting the investigation result taken from the observation of how the staffs of TIC Denpasar use English in the strategy

of communication for serving tourists. Afterwards, the writer used the data from her daily journal of internship in order to look closer into the matter and to get more certain answer regarding what strategies that were applied in using English to serve foreign visitors and the problems that were faced by the staff of TIC Denpasar in using English to communicate with foreign visitors. Both the result from observation and daily journal finally can be used for the purpose of answering the statement of the problems that are discussed in this final report.

1.7 Framework of the Report

