

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Report

According to Camilleri (2017), tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work to relaxing and rest from all the work. Goebel et al. (2019) defines that tourism is one of the world's fastest-growing industries year by year in many ways. The importance reason of tourism in most countries is that it can change their economy such as creates job opportunities in tourist destinations (Alhowaish, 2016). Tour guide becomes one of the job opportunities which can help tourists to know more about tourism places.

Al Najdwai et al. (2019) argues that the importance of being a tour guide is about the relationship between the tour guide and the tourists because the tour guide is the leader during the tour activities. Tour guide should have the ability to communicate well, provide information, have the extensive knowledge about the fields of history and culture of tourist attractions. Tour guide also should provide good service and hospitality in all matters or all situations for the tourists. Being a tour guide also should have extensive knowledge and be able to understand as well as respect the cultures of various countries in the whole world. So, it can exchange information with foreigners or tourists about cross-cultural differences between their countries such as ethnic culture, universal culture and individual culture. Another reason is to know and respect the culture that exists in their country to

avoid misunderstandings that can occur about personal space between people from different cultures (Ewah & Osang, 2018).

On the other hand, culture has an attraction for many people because of the diversity of history. Moreover, Indonesia is one of the countries that has natural beauty with history and culture which can attract the attention of many people even tourist and every country also has different culture. Then, as human being should be aware of differences of the diversity. Eerde and Azar (2020) states that the awareness of these differences between each other may help in intercultural cooperation especially while being a tour guide, that helps both of parties more comfortable and being mutual respect, also understanding to each other.

Furthermore, strategies in coping the cultural differences are necessary for the tour guide such as listening and respect differences (Zofi, 2017). Those strategies can help to avoid misunderstanding and still respect each other without doing judgment. So, types of cross-cultural differences and those strategies make people more understand about culture which is difference in every country so, it can prevent misunderstandings.

The writer found this topic because she got an experienced during an internship about cross-cultural differences between the writer and her tourists during the internship as a tour guide in Malang Tourist Information Center (MTIC). Accordingly, the writer would make the best final report about “Dealing with the Cultural Differences During Internship at Malang Tourist Information Center (MTIC)”

## **1.2 Statement of Problem**

There are two main problems in this report as follows:

1.2.1 What types of cross-cultural differences that were found by tour guide while doing an internship in MTIC?

1.2.2 What strategies that tour guide found in coping the cultural differences in tourism?

## **1.3 Purpose of the Report**

The purpose of the report is in the following

1.3.1 To know what types of cross-cultural differences that were found by tour guide while doing an internship in MTIC.

1.3.2. To discover strategies that tour guide found in coping the cultural differences in tourism.

## **1.4 Significance of the Report**

### **1.4.1 For the writer**

This final report is very beneficial for the writer to improve her skill in speaking in the field of tourism. To gain the writer knowledge about the tourism industry, she also can be more aware and respectful of the cultural differences. Moreover, the writer can get a lot of knowledge about some cultures from diverse countries.

### **1.4.2 For alma mater**

This report is very beneficial for the alma mater, which is to introduce the tourism industry for the student of Universitas Airlangga as a tour guide, to explore and apply speaking ability from Universitas Airlangga students as a tour

guide in tourism.

#### **1.4.3 For company/institution**

This report is beneficial to help MTIC to promote their company. Moreover, this report can be used as references in understanding about the different culture from different countries. Also, to increase their standard for improvement in cross-cultural differences and cross-cultural understanding.

#### **1.4.4 For other interns**

Other interns can get knowledge about the strategies in coping the cultural differences and understanding about the type of cross-cultural differences of tourists from different countries through tourism.

### **1.5 Review of Related Literature**

There are several points that the writer discusses as follows

#### **1.5.1 Cross-cultural in general**

Cross culture is a concept that recognizes the differences among people from different nations backgrounds and ethnicities (Kopp, 2019). This statement states that there are differences between people from different nations. Furthermore, cross-cultural understanding also plays an important while interacting with someone. So, cross-cultural understanding can construct the attitudes and world view, more tolerable toward strange ways that may be shown by other people from another country (Pujiyanti & Zuliani, 2014). In conclusion, cross-cultural in general is the differences culture of someone that should recognized the differences and important to appreciate it.

### 1.5.2 Types of cross-cultural differences that were found by tour guide

In life, culture plays an important role for human because culture relates and connects to in human life. It is proven that there are types of culture related in life. Reisinger (2009) states that they are ethnic culture, universal culture, and individual culture (pp. 98-100). Those types of culture identified can be divided into several types, that are

#### 1. Ethnic culture

According to Reisinger (2009) ethnic culture refers to culture of an ethnic group of people who shares some culture, that were

a. The first one is religion, Jensen (2020) asserts that, religion is the puzzling social and individual phenomenon for many people in the modern world. It can be favorably associated with human qualities such as ethics, morality spiritually or negatively with superstition, and human progress. This statement can be stated that in modern era religion becomes something which depends on each individual.

b. Then, language. Del Castillo (2015) argues that language as a technique in human activity especially in speaking. Human also needs to learn a language to communicate or convey their intension in opinions to others in a community or in around them (Anjayani, 2016). In this case, language plays an important role in human life because language is one of human needs for communication or interaction.

c. The last one is cultural heritage. It is very important in fostering the quality of life with values and prides in all civilizations. It comes together with



an historic message and information that the cultural materials transmit from the past to the present and also the future (Fallahi, 2008). So that, all people from all generations considering the existence of cultural heritage should still be preserved.

## 2. Universal culture

Reisinger (2009) stated that universal culture refers to culture of humans such as behavior in punctuality and morals. Back et al. (2006) defines that punctuality is an important social behavior in everyday life. So, punctuality is also a wonderful trait of a person should be admired and respected (Kajidori, 2015). This statement states that punctuality is very important to humans but in every country has different punctuality so people should respect the punctual from a different country.

Susana (2018) argues that moral is the study of what thought to be right and what is done by a group, society, or culture. Moral also includes of norms and understandings determining about the things which are considered as good and bad thing. So, humans can understand what is good and bad for them and around them.

## 3. Individual culture

Individual culture refers to an individual's belief which is influenced by human personality for example knowledge about myth and legend (Reisinger, 2009). A myth is a traditional story that may describe the origins of the world and/or of a people. Also explains about mysteries, supernatural events and cultural traditions (Ojumu, 2016). In conclusion, myth is a traditional story

telling of mysteries, supernatural events, and also cultural traditions or beliefs without real explanations.

Ojumu (2016) also defines that a legend is a traditional tale handed down from earlier times and believed to have an historical basis. Furthermore, a legend is a story purposed to be historical in nature. So, the legend is usually a traditional story in the past that has interesting story of king and queen. It is still known and remembered by many people until this day.

### **1.5.3 Strategies in coping the cultural differences in tourism**

It is important to note that different background people have their own culture. For avoiding mistakes and coping the cultural differences, Zofi (2017) defines that there are several strategies when interacting with different background people. They are listening and respect differences. Both strategies can be coped with cultural differences in tourism.

The first strategy is listening. It is one of the ways to overcome barriers communication. In the other words, listening people from diverse cultures may use the same words but in different ways, so repeat what is being taught out, listen up and ask if it is meant to confirm the understanding of what has been said (Zofi, 2017). This strategy usually is used in avoiding and preventing misunderstandings in communication.

The second strategy is respect differences. Alam and Rasheduzzaman (2018) argues that respect the differences are accepted and show respect for different standpoints. This one is very important thing to realize that there are differences in every human are different. Therefore, human needs this strategy

to avoid problems with people from different country which has different culture. For instance, the tour guide and her tourists have different religion but they are respecting each other.

The main reason why tour guide needs strategy in coping the cultural differences is to prevent misunderstandings and respect differences between the tour guide and her tourists in guiding. For instance, when the tour guide did her job to tour tourists, she and her tourists were telling a story about religion at that time. So, in the fact that there are several religions but they should respect each other.

## **1.6 Methods of the Report**

### **1.6.1 Location and participant**

The writer conducted a case study and observation in several tourists in Malang Tourist Information Center (MTIC). Supervisor as the writer's leader in MTIC consisted of one male, almost seven years Mr. Anto who has been working there. In this case, the writer asked permission to him that the writer collected the data through voice recorded and documentation. After the writer got permission, she was allowed to collect the data through those things. The writer also asked permission to the tourists from several countries before the journeys began, and after she got permission, the tourists were enthusiastic and wanted to help the writer to complete the data.

### **1.6.2 Data Collection**

In carrying out the case study, the writer used several instruments bellow.



### 1.6.2.1 Observation

The writer used observation to know the types of cross-cultural differences found by the tour guide while doing an internship in Malang Tourist Information Center (MTIC). Then, the writer found the tourists from the famous country because of their habits. The writer noted and found out the types of cross-cultural differences through observation to strengthen her statement of problem.

### 1.6.2.2 Semi-Structured Interview

To gather data, the writer used semi-structured interview through the recording to the tourists during the tour to discover about strategies in coping the cultural differences to prevent misunderstandings and avoid mistaken, moreover to know the types of cross-cultural differences found by tour guide while doing an internship in Malang Tourist Information Center (MTIC). From the tourist's country to across with those places which the writer doing tour as tour guide such as Bromo Mountain, Tumpak Sewu Waterfall, Kampoeng Heritage Kajoetangan, and Temple Tour. Then the writer compared with the culture that exists in Indonesia and also from those places by journal, villagers, and also website which can be evidenced for the writer's report.

### 1.6.3 Data analysis

In terms of data analysis, the writer used triangulation of data collection techniques to answer the statements of problem. Look at the following table.

Table 1. Triangulation of data collection techniques to answer statements of problem.

Units of analysis	Data collection techniques
1. Types of cross-cultural differences that were found by tour guide while doing an internship in MTIC	1. Observation 2. Semi-structured Interview
2. Strategies that tour guide found in coping the cultural differences in tourism	1. Semi-structured Interview

Following up the table 1 above, the writer analyzed the data collection from each of instruments separately based on the units of analysis. After the writer found scheme from each of data, she combined the findings from each data to answer statements of problem.

## 1.7 Framework of the Report

