

CHAPTER 1

INTRODUCTION

1.1 Background of The Report

According to Hulls (2016), being a tour guide is one of the most pleasing and delight ways to learn about a culture and history of a country's, we could also share our travel with people who love traveling just like us. When we become a tour guide, we can learn so many skills and we will do everything from conflict resolution, public speaking, event management, therapy, accounting, and more by ourselves. It is also stated by Jackie (2016), the best part is that while we are leading our group from one city to the next, everything from our transportation to accommodation will be covered.

According to Hulls (2016) being a tour guide is one of the best jobs in the world. We could be destination experts since we know the history of a place, the fact and the myth of a place and we know all the best restaurants, bars, cafes in some areas. While doing our job we can also get new friends from all over the world. We can be friends with the other people who shared the experience with us during the tours. Anyone who takes a tour with us could be our friends at the end of the trip. That means, as a guide, we are going to have many best friends who were on our tours from different parts of the world and that we will better understand histories, art, architecture from a place that we have studied.

A tour guide is one of the fun jobs, such as vacation while working, but becoming a tour guide does not mean a permanent vacation. We face competition at work. We have to compete with our friends, so we can get tourists. Working as a tour guide signifies that we also have to live out of a suitcase, answer hundreds of questions every day, and work with many people with different personalities and cultures from all over the world. We must be able to make our customers feel pleasure in doing the tour and understand all the explanations that we say. A tour guide has an important role in a tour, a tour guide could make or break the experience of the tourists (Leona, 2018).

Becoming a tour guide is not always easy. We have to undergo training, interviews and various other tests to become a tour guide. Being a tour guide also requires us to respect and accept other cultures, to own problem-solving skills, and the ability to think logically. We need to study all the time. It is better if we know more about history, culture, food, language, geography, politics, economy, and flora and fauna before heading out on our trip, so we will be well-prepared. We will never know all the answers, but we will learn smooth ways to acknowledge that, or find out and provide a helpful response, or direct the passenger to where they might find out.

Tour guides are freelancers, who bring our own set of challenges, like needing independent health insurance and struggling to throw enough work together — especially at the beginning. When we have an activity the next day, we have to wake up early than the guest so we get very little sleep and

we have to study commentary and during the guide, we will also face other problems that have to be solved by ourselves (Fitzsimmons, 2013).

I conducted my internship at HPI (Himpunan Pramuwisata Indonesia) Prambanan as one of the intern guides there. HPI is a guide service provider company. English is a must-have language in this company that it is used in front office and guiding. My English ability could be used fully since many foreign tourists came to Prambanan. Besides, these practices were to improve my English skills and gave me new experiences. This internship gave me lots of benefits such as being able to communicate with foreign tourists, listen to foreign tourists' stories about their countries, have new knowledge, and make new friends.

The topic that I would like to observe was identifying problems that appeared during guiding to the intern guides and strategies used by professional guides at HPI Prambanan. The reason why I choose to observe that topic was at that time, during my internship I met a lot of tourists and they often asked questions out of context that I did not know. I had to keep learning so I could answer their questions and during my guiding, there were many other problems that appeared too. Other intern guides also met problems that were not much different from mine. My curiosity about professional guides in HPI Prambanan was also one of my reasons. Some professional guides have been working in HPI Prambanan for more than 30 years. I'd like to know more about their strategies to be able to remain as a guide in HPI Prambanan since the new guides keep coming. In sum, I would like to discuss it in this final report under

the title “PROBLEMS FACED BY INTERN GUIDES AND STRATEGIES USED BY PROFESSIONAL GUIDES AT HPI PRAMBANAN”.

1.2 Statement of Problem

- 1.2.1 What were the problems that appeared to the intern guides of HPI Prambanan during the guiding process?
- 1.2.2 What were the strategies used by professional guides in HPI Prambanan to improve their guiding skills?

1.3 Purpose of the Report

- 1.3.1 To discover the problems that appeared to the intern guides during guiding
- 1.3.2 To discover the strategies used by professional guide at HPI Prambanan to improve their guiding skill

1.4 Significance of The Final Report

- 1.4.1 For the writer
This final report is beneficial for the writer in:
 - 1. Getting new experiences and gain more knowledge about tour guide
 - 2. Developing my speaking skill
 - 3. Getting new friends from other country
- 1.4.2 For alma mater
This final report is beneficial for the alma mater in:
 - 1. Introducing HPI Prambanan to Universitas Airlangga
 - 2. Establishing good cooperation relationship between HPI Prambanan and Universitas Airlangga

3. Improving the quality of Universitas Airlangga students

1.4.3 For company or institution

This final report is beneficial for company or institution in:

1. Strengthening the relationship between Universitas Airlangga and the company.
2. Promoting HPI Prambanan.
3. Submitting final report as a company policy

1.4.4 For other interns

This final report is beneficial for other interns in:

1. Creating a reference material for other interns
2. Providing insights about tour guide for other interns
3. Motivating other interns to write a good final report

1.5 Review of Related Literature

1.5.1 Common problems appearing to the tour guides

According to Lennon (2019), several common problems that appeared during tour guiding coming from tourists, such as interrupting, ruining the experience for other guests, being a know it all, lacking participation of tourists, feeling lonely, repeating traveling the same place, and the last is being knowledgeable is a must.

First is interrupting. According to Lennon (2019), when we are on tours, it is only polite to not interrupt the tour guide when they are talking. This problem is quite common during the tour. Some tourists do not adhere to this problem. Lots of tourists talk to each other or do not listen to the tour

guide when they talk. It is even worse if there is a tourist trying to interrupt the tour guide to make a correction. Tour guides are people too, and so, they could also make mistakes. But the worst time to bring it up is in the middle of their conversation.

Second is ruining the experience for other tourists. According to Lennon (2019), if there is a tourist who acts rudely, asks unimportant questions, and giving inappropriate jokes, those behaviors are very annoying to other tourists and make the tour atmosphere uncomfortable. Almost every common problem mentioned above is just as annoying to other tourists on the tour as it is to the tour guide themselves. If there is someone does not follow the rules, it can ruin the experience for everyone else. Keep in mind that every action will affect other people.

Third is being a know-it-all. According to Lennon (2019), nobody likes a know-it-all. Many people believe if there are people who believe themselves know more about something or cleverer than the others, they are going to be annoying. It is also happening on tours. If there is a tourist who believes himself know better than the tour guide, he will definitely annoy and disturb others on the tours. Tour guides are trained to do their jobs. It is not enjoyable for them to have someone in the crowd who tries to correct them. It could interrupt the concentration of other tourists and make some other tourists uncomfortable.

Forth is lacking participation of tourists. According to Lennon (2019), when guiding tourists who do not doing anything at all or do not

participate at all can be very frustrating for tour guides. Tour guides will be excited when the tourists are enthusiastic. It is not much fun to be on a tour with people who are not enthusiastic and would rather be somewhere else.

Fifth is feeling lonely. According to Ni (2019), being tour guides requires them to travel a lot, flying away from their families and friend; even they work with a group of tourists, it will feel different if they are far from their family. This is one of the problems that is often felt by tour guides. We often work with strangers, which makes us often miss family, friends, or relatives. Sometimes we cannot meet with our families in a long time. Certainly, tour guides are surrounded by many people while working, but those people still cannot feel as intimate as family members and old friends in just a short-period trip.

Sixth is repeating traveling to the same place. According to Ni (2019), when we travel in the same place for 1 month long, it can make us feel bored. Overtime working in the same place can make us feel bored. We just need to repeat a story from the same place for many times. Eventually, traveling within the destination would end up being just a business trip. As a result, it is pretty essential for tour guides to revive their interests in tourist attractions that they need to repeatedly visit, like creating terrific traveling moments with interesting people on tours.

The last is being knowledgeable that is a must. According to Ni (2019), being tour guides requires us to understand the history of a place or even a country, the economy of a country, the geography, and the fact or the

myths of a culture. This is the basic role of tour guides but also one of the problems we face. We must have basic knowledge such as the history of a place we visit for a tour. And also other knowledge, such as the nearest or best tourist attractions, restaurants that serve the most delicious food, the best bar or cafe. Being a tour guide requires us to know various kinds of knowledge, not only about history, myth, or fact of a place but also other informal knowledge. We will deal with language communications, currency exchanges, so we have to prepare well all the time.

1.5.2 Strategies used by tour guides to improve their guiding skills

According to Steinberg (2015), being tour guides requires us to have perfect performance, substantial memory, and excellent customer service; we may not look like we are reading books when we are guiding. Tour guides are always repeating a visit to the same place, explaining the same story so that we remember the story well, and also our obligation to always learn also makes us have a strong memory.

According to Dino (2018), there are several strategies to improve guiding skill. The first is know your audience. We need to know our audience, people that we are going to talk to, especially if we want to connect and influence a specific group of people. The second is to manage the group. Management skills are very needed when we are dealing with a large or small group of tourists. The third is to make smooth transitions. If we want to make our tourists feeling amazing touring experience, we have to be able to keep the group's feeling active during the tour. Fourth is to evaluate our

tour in order to become a better tour guide and prepare for our next tour. The last is making the tour dynamic. A dynamic tour needs to have variety, interest, and enthusiasm throughout:

- Games. The tour guide can invite the tourist to play small games to make the tour atmosphere fun.
- Activities. Making tour activities become more fun by trying to do new activities.
- Demonstrations. Inviting tourists to make crafts.

According to Food Tour Pros (2015), to improve guiding skill, tour guides must have the knowledge of a local and passion for their city. Tour guides who have experience and more detailed knowledge about a city are tour guides that can make the tour atmosphere more fun and more special in the eyes of the tourists. With knowledge and experience that is not possessed by other tour guides can make the tour guide look more memorable. This also stated by Ap and Wong (2000), tour guides should be quite knowledgeable and put their best effort on tour. Those special tour guides can take a tour from typical to outstanding. Anyone can point and recite facts, but those that really love what they are doing can pass that zeal onto tourists and locals to make them feel it too. Tour guides need to have their own competencies. Professional works required different professional competencies to accomplish the job's goals (Chen, 2017).

Memory and communication are also important. A great tour guide could command large groups of people; he also has the capability to project his voice across large groups and fluency when he is explaining the information (Johnston, 2020). Tour guides should be able to speak clearly and loud, always be patient and remain approachable even when under pressure, speak politely, act nicely, and answer tourist questions calmly. If a tour guide is reading off of books during guiding and they sound like memorizing something, the guests will think that the tour guide is not well prepared and they will feel upset. We supposed to know the history, story or the script so well until it look like it is our own story (Steinberg, 2015).

1.6 Method of The Report

1.6.1 Location and Participant

I conducted my internship at HPI Prambanan. I was guiding forty-five foreign tourists and interviewing three intern guides and five professional guides for a month. In this case, I focused on studying four intern guides, including me and twelve tourists that I guided, to answering the first problem statement. Then I particularly studied five professional guides to answer the second problem statement. I also asked permission to the head of HPI Prambanan and also other professional guides.

1.6.2 Data Collection

To gather data, I used two data collection techniques: observation and interview. In terms of observation, I wrote down a daily journal for a month. I guided forty-five foreign tourists. In terms of the interview, I voice-recorded my interview section with three intern guides and five professional guides. I studied my observation with twelve tourists and interviewed three intern guides to answer the first problem statement. To answer the second problem statement, I studied the interview with six professional guides. In this case, I conducted the interview separately for each guide. In the end, I collected eight recordings from eight different interviews.

1.6.3 Data Analysis

In terms of data analysis, I used triangulation of data collection techniques to answer the statements of problem. Let's take a look at the following table.

Units of Analysis	Data Collection Techniques
Common problems that appeared to the intern guides	Observation (daily journal) Interview
Strategies used by professional guides	Interview

Following up the table above, I analyzed the data collection from each of instruments separately based on the units of analysis. After I found

patterns from each of data, I merge the findings from each of data to answer statements of problem.

1.7 Framework of the Report

