

**THE INFLUENCE OF TOUR GUIDING ON THE GUIDES'  
PERCEPTION TOWARD THEIR ENGLISH SPEAKING  
SKILL**

**THESIS**



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# THESIS

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On Teacher Education

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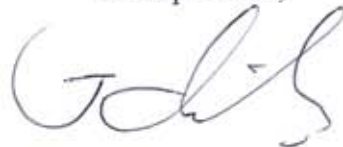
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Banda Aceh, January 12, 2018

Muhazir

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Muhazir

## LIST OF CONTENTS

<b>ACKNOWLEDGEMENT.....</b>	<b>i</b>
<b>LIST OF CONTENTS.....</b>	<b>iii</b>
<b>LIST OF APPENDICES .....</b>	<b>iv</b>
<b>DECLARATION OF ORIGINALITY .....</b>	<b>v</b>
<b>ABSTRACT.....</b>	<b>vi</b>
 <b>CHAPTER I: INTRODUCTION</b>	
A. Background of Study.....	1
B. Research Question.....	5
C. Research Objective.....	5
D. Significance of the Study .....	5
E. Limitation of the Study .....	6
F. Definition of the Key terms .....	6
 <b>CHAPTER II: LITERATURE REVIEW</b>	
A. Tour Guide.....	8
1. The Definition of Tour Guide.....	8
2. Types of Tour Guide .....	10
3. Tour Guide Requirement.....	11
B. Developing of Tour Guide Skills.....	12
1. Excellent Public Speaking and Narrative Skills.....	12
2. Adaptation of Cultural Differences .....	13
3. Creating Similarities.....	13
C. Speaking Skill.....	15
1. The Definition of Speaking.....	15
2. The Function of Speaking .....	18
3. Aspects of Tour Guiding Influence Ones' Speaking Skill.....	21
D. Tour Guiding and Speaking Skill .....	24
 <b>CHAPTER III: RESEARCH METHODOLOGY</b>	
A. Brief Description of Research Location. ....	26
B. Research Method .....	27
C. Collecting Research Participant.....	27
D. Data and Instrument.....	28
E. Procedure of Data Collection.....	28
F. Data Analysis .....	29
 <b>CHAPTER IV: RESULT AND DISCUSSION</b>	
A. Research Findings.....	30
1. Increased Confidence .....	31
2. Improved Pronuciation.....	32
3. Understand new Vocabulary .....	33
4. Direct Practice .....	34
B. Discussion .....	35
 <b>CHAPTER V: CONCLUSION AND SUGGESTION</b>	
A. Conclusion .....	38
B. Suggestion.....	39
<b>REFERENCES.....</b>	<b>41</b>
 <b>APPENDICES</b>	
<b>AUTOBIOGRAPHY</b>	

## **LIST OF APPENDICES**

- I. Appointment Letter of Supervisor
- II. Statement Letter of Executed Research From *Himpunan Pramuwisata Indonesia* Banda Aceh.
- III. Guidelines Interview
- IV. Autobiography





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## ABSTRACT

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Title : "The Influence of Tour Guiding on the Guides' Perception toward  
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Key words : Tour Guide, English Language, Speaking Skill

This thesis is entitled "The Influence of Tour Guiding on the Guides' Perception toward their English Speaking Skill". The aim of the research is to investigate the perception of tour guides toward their English speaking skill. Qualitative method involving 4 participants is applied to complete the data of this research. The participants of this study were the guides in *Himpunan Pramuwisata Indonesia* Banda Aceh and they are selected based on purposive sampling. Semi-structured interview is applied which allowed guides to freely answer the questions. Based on the result of interview, all participants had similar perception toward the influence of guiding experiences on the guides' English speaking skill, including increasing their confidence, understanding new vocabularies, producing good pronunciation and practicing English speaking directly. On the other hand, they have similar way to make tourists enjoy the trip in Aceh. It can be concluded that, all tour guides have similar perception toward the influence of tour guiding in improving the speaking skill of guides.

## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background of the Study**

The Indonesian Province of Aceh is located at the northern tip of Sumatra Island also the western tip of Indonesia and has geographical area as big as 5.795.600 km<sup>2</sup>. Its capital is Banda Aceh and known as the Veranda of Mecca, as Indonesia's only province that has enforced sharia law (*Islamic law*), the enforcement of this particular law into his own demand of Aceh people in general. In addition, the application of sharia law in Aceh is also known as first history of Islam spread in Southeast Asia.

Aceh apparently has many exotic and amazing tourist attractions offered to tourists, from cultural, historical, natural, and religious sites such as Baiturrahman great mosque that was built by Sultan Iskandar Muda in 1612. Aceh is famous for its beautiful nature and beaches flanked by both Indian Ocean and Malacca Strait. Despite, the heartbreaking history of the tsunami at the end of 2004, the natural disaster has even added to the attraction of visitors to get closer to nature and the city of Aceh. The December 2004 Tsunami has also become an impetus for foreigners to visit Aceh in various purposes such as study research, project development, cooperation, holiday and others.

There are hundreds of tourism destinations in Aceh Province, consisting of 426 natural tourism sites, 268 cultural tourism sites, and 114 special interest tourism sites according to Aceh Governor Mr. Irwandi Yusuf on his speech to *The*

*Jakarta Post* newspaper on October 4, 2017. Some of the popular tourism destinations in Aceh are *Lampuuk*, *Ulee Lheue* and *Lhoknga* Beaches, *Suhom* Waterfall, *Sabang* Island and Tsunami Museum.

Based on the data from Department of Culture and Tourism of Aceh Government during the period of 2008-2012, the number of tourists visit Aceh as much as 25.830. The highest numbers of visitors are coming from Malaysia; Aceh has also attracted tourists from England, Australia, and Germany. This is because Aceh government is consistent in developing tourism sectors such as arts program, exhibition, festival, and promotion domestically and internationally.

Tourism is one of sectors that contribute to domestic product for Aceh, and it is one of the most important contributors in increasing national income. The tourism sector is received in every region because it supports some profession that takes a place in public service. Furthermore, International Labour Organization (ILO) states that tourism industry is one of the important labor creations in the world that needs various levels of skills for the young labors and also women in order to enter the labor market (ILO: 2011). The tourism sector represents one of the most important workforce operators in Aceh by providing more new working opportunities; one of them is tour guide profession. This is considered one of the most essential professions in the tourism sector. Tour guides play an important role as an ambassador for the state or province they are representing. The behaviors and attitudes of tour guide towards tourists should be representative of the culture and tradition, as it would leave a long lasting impact on tourists.

In addition, tour guides are the only liaison in tourism sector related to businesses such as hotels, restaurants, transportation and the tourist. In concept, tour guides are the ones who accompany the most time with the tourists. It is understood that tour guides should understand any of the specific needs of tourists. It is important, therefore, to enrich the skills, attitudes and needs that are required for this job from the point of view of the tour guide.

This is to ensure that they will enhance their quality and job satisfaction. By increasing tour guide's commitment and satisfaction level, tour guides would be able to provide high quality services to tourists. This would greatly boost Aceh's tourism industry. Qualifications of tour guide are important to fulfill these needs of tour guides. According to Coccossis (2005) "Tourist guides, as representative of a destination, country and national culture, they should be carefully selected and trained."

Tour guides are also expected to be able to present the different issues pertaining to their hometown in an interesting manner for tourists. Aceh has witnessed a remarkable development in the tourism sector as different services and facilities, which are provided for tourists including tour guiding. In September 2016, the province won three awards in the categories of Muslim friendly airport given to Sultan Iskandar Muda International Airport in Banda Aceh, as well as best Muslim friendly cultural destination, and best tourist attraction for Baiturrahman Grand Mosque. As a result, the number of tour guides in Aceh has increased significantly.

In addition, there is a strong need to boost their English skills as Aceh is in process of boosting its tourism growth and will pave the path to reach the goal of regional economic integration. With sufficient English knowledge, Aceh would be able to reach the international standard, as English is considered the global language in terms of communication. To enhance the communication skill especially English language skill, Government of Aceh has paid much attention through establishing capacity building training and supports the tourist guide association (*Himpunan Pramuwisata Indonesia*).

*Himpunan Pramuwisata Indonesia* as an association of the tour guides in Indonesia that should be strengthened in order to play an optimal role in training and empowering members to do the best for the progress of Indonesian tourism. As the matter of fact, that the main factor for developing the tourism sector not only depends on the interesting tourist areas, the complete facilities and infrastructure, culture but also on the tour guides itself. *Himpunan Pramuwisata Indonesia* also dedicated and committed to establish contact with tourist guide members of Indonesia, tourism training institutes and to reinforcing their professional ties to be a good liaison with the guests.

Accompanying tourists as tour guide activities for long-lasting period would be impact to their personal for instances; language performance and competence, these influence strongly expected tend to the positive values of one's personality and language communication skill, on term of the language in this research the writer investigated those tour guide activities influence tour guides' English speaking skill.

**B. Research Questions**

Tour guides are the most influential factor as the first liaison with guests in travel trips. Tourists would make their personal impressions about the country they have visited through their interactions with tourist guide. As such, tour guides must possess specific skills and attributes. The problem of the current study is addressed through answering the following questions: To what extent tour guides' perception on the influence of tour guiding toward their English speaking skill?

**C. Research Objective**

Overall, In line with the research questions; this research attempts to promote an understanding of how tour guiding can contribute in improving the speaking skill of English learner which being a tour guide. The proposed of this study underlines the following objective: To find out the influence of tour guiding on the guides perception toward their English speaking skill.

**D. Significance of the Study**

The important role played by tour guides is in the communication skills as tour guides must be able to increase satisfaction. This study would provide a valuable contribution to the tourism literature as an understanding the importance of communication skills that will increase the quality of tour guide services provided to tourists, which may surpass the level of expectations set by tourists.

In contrast, tourist satisfaction with the service experience refers to the entire consumption experience, which influenced by individual factors such as communication skill of tour guide. Moreover, findings in this study would be valuable to Aceh tourism board, as it may alleviate any communication issues that occurred in the tourism service and this research would be valuable reference for further researchers on this issue.

#### **E. Limitation of the Study**

This research is intended to identify tour guides' performance in speaking skills and factor that is most influential in affecting the skill. Hence, the study would be focused on the speaking skill of tour guides and the factors influencing it. The writer has limited this study to tourist guide association of *Himpunan Pramuwisata Indonesia* in Banda Aceh only.

#### **F. Terminology**

To avoid misinterpretation, some significant terms would be used throughout the research explained below:

##### **1. Tour guides**

World federation of tourist guide associations (2005) states that tourist is a person who guides visitor in the language of their choice and interprets the cultural and natural heritage of an area, a person normally possessing an area-specific qualification, usually issued and recognized by the appropriate authority. Oxford advanced learner dictionary defined Tour guides (travel guides) as person



who shows other people the way to a place, especially somebody employed to show tourists around interesting places. The terminology of a tour guide its self can be stated as a person who is hired to conduct a visitor or tourist and point out objects of interest. Thus, the writer specified the operational key term is that a person or groups of people who guide the tourists to explore places around Aceh Province, particularly tour guides pertaining that domicile in Banda Aceh somehow organized by Tourist Guide Association (*Himpunan Pramuwisata Indonesia*).

## **2. Speaking skill**

Hornby (2002: p.1289) stated “speak” is to talk to somebody about something or to have a conversation with somebody. While, “skill is the ability to do something” well (p. 1255). Furthermore, speaking skill is the ability to talk to other people about something. Speaking skill is intended the ability of tour guides to communicate with tourist in guiding and delivering information by using foreign language.



## **CHAPTER II**

### **LITERATURE REVIEW**

The writer conducts the analysis and literature review after a structured interview research. This includes ideas, generalization or conclusion, methodologies and others. It is hoped that what is included in this chapter would help the reader for better understanding that would be conducted and the definition of terms is presenting to support this research.

#### **A. Tour Guide**

##### **1. The Definition of Tour Guide**

The World Federation of Tourist Guide Associations (2005) defines a tourist guide as a person who guides visitors in the language of their choice and understands the cultural and natural heritage of an area. The knowledge and speaking skill of guides in developing tourist experiences during the historical theatrical tours would help better understand why tour guides should be an important element in the tourist experience during the consumption process.

Tour guides play a significant role in the process of making visitors feeling welcome in destination and right interpreting sights (Braidwood, Boyce & Cropp, 2000; Ham & Weiler, 2000; Omar & Hawkins, 1998). Tour guides work in a variety of locations, depending on the type of guiding they do, some may work indoors, giving tours in art galleries, museums or historical buildings. Others may

spend most of their time outdoors, leading walking tours of cities, towns and parks, leading bush walks, or conducting visits to outdoor monuments. Most tour guides are on their feet for most of the day, or confined to tour transport that can be cramped. Tour guides frequently do shift work and work in the evenings and on weekends. If they are conducting a travelling tour, they can be away from home for a few days up to a few months. They share accommodation, transport, meals and outings with their tour group, so the free time that they have is very short.

Tour guiding takes place in every geographical region of every country in the world. According to Zillinger (2012, p.1), “Guided tour can be found at more or less all places where tourism exists”. Tour guides are often believed to have an exceptionally simple role; this includes guiding visitors to historical places and pointing out artifacts based on script. Ones could see them as strategic actors who act and learn how creating and sustaining the conversation in delivering or explaining information to the guest. Holloway, J.C. (1981) argues that guides are found to develop manipulative and dramaturgical skills to satisfy their passengers' quest for a unique touristic experience. The mediation of the guide as “culture-broker” eases and may make more meaningful the contrived and artificial relationship between tourists and their hosts.

Macdonald (2006) and Weiler and Yu (2007) also stress the importance of the guide in brokering encounters or interacting within and between the group and host communities and environments, For example, by providing language interpretation and facilitating communication between hosts and visitors. Guides

also broker encounters with heritage and nature (Macdonald, 2006; Markwell, 2001). As with physical access, a guide can also limit visitors' interactions by drawing a group's attention inwards toward the guide rather than outwardly directing it (Holloway, 1981; Cohen, 1985). Tour guides can passively or actively mediate encounters and may act as a role model for appropriate environmental, social and cultural behavior and interactions (Gurung, 1996; Weiler & Yu, 2007).

Hopf (2010) defines that a tour guide is someone who shows visitors around an area, with the guide using extensive local knowledge to share the area with visitors. Tour guides are hired to help people navigate unfamiliar areas, and to make trips special, as a good tour guide sets a positive tone for a trip and shows people things they would not have discovered otherwise. Using a tour guide while traveling can also be useful because tour guides are very knowledgeable, and they can provide facts and information, which help visitors interpret and understand the places they see.

## **2. Types of Tour Guide**

According to Mancini (2001: 5), divides tour guides into two types:

### **a. General tour guide**

The General Tour Guide is expected to manage the visiting group (both locals and foreigners) and deliver the tour itinerary in a professional and welcoming manner, ensuring the sustainability and preservation of the activity or spaces visited.

Furthermore, the tour guide provides reliable information and ensures the safety of the tour party. The tour guide should be first-aid certified, and, having working knowledge of a foreign language is also considered an asset in the industry. The tour guide should also have an engaging personality.

The function of the tour guide is not limited to its title description; tour guides also provide critical services, particularly to foreign visitors, in terms of organizing and managing tourist trips and visits, for example, arranging transportation and creating an itinerary. Basically, the general tour guides must knowledgeable about the state of the economy, politic, culture, society and life in general tourism.

#### **b. Special tour guide**

Tour guides are knowledgeable and provide explanation of the objects and tourist attractions specifically about a museum, the temples, the life of a particular society, architecture, customs, and certain events. They are focus or mastered in some field, for example English basic guide, boat operator-tour guide, tour guide sightseeing.

### **3. Tour Guide Requirement**

Yoeti (2000, p. 19) describes that guides are required to have a certificate as a result of following the course and exam, as well as the identification given operational license:

- 1) Test material, the form of certificates, and identification guides.

- 2) Certificate and guides badge issued by the governor or designated officer.
- 3) Certificate and photo ID issued by the regulator tour director general of tourism or the designated official.

## **B. Developing of Tour Guide Skills**

For a tour guide to be able perform his work professionally, he has to possess several attributes such as being confident, enthusiastic, active, energetic, sensitive, observable, sensitive to others' arguments, open to other perspectives, humor, knowledgeable, communication skills, organized, decisive in exceptional and emergency situations, good physical health and being attractive (Al-Maqableh, 1999).

Guides are careful about language skills, including different vocabulary, tones and speed. Interviews and participant observations indicate that most tour guides have developed these skills to a high degree. Huang (2011) defines some aspects to develop tour guide skill are excellent public speaking and narration skills, adaptation to cultural difference and creating similarities.

### **1. Excellent Public Speaking and Narrative Skills**

Tour guide will generally be speaking in front of a huge group of people on most of the tours they lead. Groups can have anywhere from 5 to 30 people, so a guide has to understand the basic principles of public speaking in delivering the information. It is a great idea to do a public speaking course, so the guide can get more comfortable with addressing people in a relaxing and engaging way. Tour guide should learn the way to speak clearly, how to project their voice, talk

calmly with good intonation, thus the guest would be easily receive any information that have been delivered by the guide.

## **2. Adaptation of Cultural Differences**

Tour guides have to understand any cultural backgrounds of their guest and could work together. Guides would have to unanimously identify a common approach adaptation to the differences between themselves and the tourists, and the differences among the tourists. Several guides indicated that this adaptation was not based on knowledge of professional roles or intuition.

Huang, Y. (2008, p.147) defines that to adapt successfully requires knowledge of cultural differences, which is divided into two aspects: adaptation to style and to interests. Adaptation to cultural styles is influenced to some extent by group size, but mainly by cultural differences and ways of communicating such as ways of talking, e.g. the appropriate use of words, and the style of communication. In accordance with the group and tourists, some tour guides emphasized the effectiveness of giving systematic introductions to tourists who are travelling long-distances.

## **3. Creating Similarities**

Huang, Y. (2008) states one common factor in tour guides' strategies is their awareness of the need to create perceived similarities between people from different cultures in order to cross cultural boundaries and to engage tourists in communicating. To contrast and compare is also a suggested effective strategy to help tourists understand the culture. To some extent, it is a way to create



similarities between cultures, making it easier for mutual understanding. This mutual understanding is achieved by effective communication between the tour guide and the tourists.

#### **a. Education and Knowledge of Tourist Guide**

According to Haralambos and Holborn (2005), education is one of the segments of the socialization process, which comprises acquisition of knowledge and skill. Importance of education and training should be generally created to achieve Standard Operating Procedures (SOP) to obtain more effective and efficient work. Coccossis (2005) defines that tour guides are representatives of a destination that recognize the location and culture. Thus, they should be carefully selected and trained.

#### **b. Good Language Skills**

According to Huang, Y. (2008), guide tour should be aware that they have to adapt to cultural differences in order to have effective and appropriate communication with international guests. The guides are careful about language skills, including different vocabulary, tones and speed to communicate with varied tourists. This basic are belong to student of English department who has some English basic in communication and familiar with vocabulary, tones and speed in speaking interaction.

## **C. Speaking Skill**

### **1. The definition of speaking**

Language helps the effectiveness of communication involves two or more people. Ones communicate with others to express the idea and to know others' ideas as well. There are many kinds of communications such as gestures or body language, written and spoken language. All of these communications are related each other. People tend to use gestures while they speak, as it is needed in order to strengthen their ideas and expressions. An email or letter correspondence is used when we need to communicate with someone who lives in different countries. Written language can be the best way to deliver the message in its situation. Indeed, we can use different languages and types of language; gestures in a variety of situations in order to communicate with others. According to (1978, p. 58), "speaking has two meanings: First, it refers to the manner in which language is manifested and the second, it refers to the manner in which language is realized as communication".

The Oxford Dictionary (1987, p. 827) claimed, "Speaking is to make use of a language in an ordinary, not singing, to state view, wishes or an act of spokesman". Meanwhile, Tarigan (1981, p. 15) defines speaking is ability in conveying words or sounds of articulation to express or to deliver thoughts, feelings or opinions.

Speaking is used for many different purposes and each purpose involved the different skills. As an example, when we engage in a discussion with someone,

the purpose may be to express the ideas or opinions, to clarify the information, or to persuade someone of something. In this case, people will tend to use polite gestures and speak slowly and comprehensible, so that the recipient understands the message. In line with, Bryne (1998, p. 8) states “oral communication (speaking) is the two-way process between speaker and interlocutor and involves the productive skill of speaking and the receptive skill of understanding”. Based on the previous four definitions, it can be synthesized that speaking is the process of sharing anything such as knowledge, interest, attitude, opinion or idea with another people.

Johnson, Keith & Morrow, Keith. (1986) Defines that speaking is the act of oral communicating that involves two or more people where the participants are both hearer and speaker who react to what they hear. Speaking is the ability to produce words in language practice. Though talking someone can deliver his idea directly to other. Speaking also is a manner of expressing thoughts aloud using the voice or talk. When someone interacts with others by using a language as a means, certainly, they would want to convey something important.

Speaking is the action of conveying information or expressing one's thoughts and feelings through spoken language. Tarigan (1990, p. 3-4) states speaking as a language skill, which is developed in childhood preceded with listening skill. This shows that speaking is the basic skill in learning language. The skill of speaking itself has been taught since students are in Junior High School in Indonesia. However, it is not easy for the students to communicate in English. Students often have to internalize and process the information conveyed

to them in English, and consequently think of a response to the information in English. Ideally, students should always be in environment that is conducive for them to speak and practice English with others.

Bygate (1998, p. 7) opines that interaction skill involves the ability to use language in order to satisfy particular demands. First, it is related to the internal conditions of speech. Second, it involves the dimension of interpersonal interaction in conversation. According to Tarigan (1990), “the main purpose of speaking is to communicate”. Furthermore, he argues that: “speaking has three general purposes; to inform, to entertain and to persuade”.

According to Sanggam (2008), speaking is a person’s skills to produce sounds that are meaningful and can be understood by other people, so that able to create a good communication. The interaction of speaker is intended to build a meaning through producing, receiving and processing information. Speaking itself is one of the four-macro language skills in studying a foreign language.

From those theories, the writer concludes that speaking is important to communicate between guides and tourist and it is used as media to show ideas, information, opinions, thoughts and feeling to other. As stated Brown and Yule (1999), the primary functions of spoken language are to establish, interact each other and to maintain relationship.

## **2. The Function of Speaking**

Several language experts have attempted to categorize the functions of speaking in human interaction. According to Brown and Yule (2008, p. 21), the functions of speaking are classified into three types; they talk as interaction, talk as transaction and talk as performance. Each of these speech activities is quite distinct in terms of form and function and requires different teaching approaches.

### **a. Talk as interaction**

The daily communication remains interactional with other people, this is refers to what ones said as conversation. It is an interactive communication, which is done spontaneously by two or more person. This is about how the people try to convey his message to other people. Therefore, they must use speaking skill to communicate to other person. The main intention in this function is a social relationship.

### **b. Talk as transaction**

In talking as a transaction, it is more focused on the message that is conveyed and what we want to convey to others, clearly and accurately. In this type of spoken guides and tourists are usually focused on meaning or talking in the way their understanding. For example, tour guide may be engaged in hand-on activities (in travel trips) to explore concept associated with tenses and derivations. According to Jack, (2008, p. 22) talk as transaction has several main features as follows:

- 1) It has a primarily information focus

- 2) The main focus is the message and not the participants
- 3) Participants employ communication strategies to make themselves understood
- 4) There may be frequent questions, repetitions, and comprehension checks
- 5) There may be negotiation and digression
- 6) Linguistic accuracy is not always important.

Jack, (2008, p. 23) also mentioned the linguistic accuracy is not always important some of the skills involved in using talk for transactions are:

- 1) Explaining a need or intention
- 2) Describing something
- 3) Asking-questioning
- 4) Confirming information
- 5) Justifying an opinion
- 6) Making suggestions
- 7) Clarifying understanding
- 8) Making comparisons

### **c. Talk as performance**

In this case, speaking activities are more focused on monologue rather than dialogues. The function of speaking as a performance happens at speeches, public talks, public announcements, retell stories and so on. Examples of talk as a performance include giving a class report about a school trip, conducting a class debate, making a sales presentation, and giving a lecturer. According to Jack, (2008, p. 24) the main features of talk as performance are:

- 1) There is a focus on both message and audience
- 2) It reflects organization and sequencing

- 3) Form and accuracy is important
- 4) Language is more like written language
- 5) It is often monolog

Talk as performance tends to be in the form of monolog rather than dialog, often follows a recognizable format (e.g., a speech of welcome) and it is closer to written language than conversational language. Similarly, it is often evaluated according to its effectiveness or impact on the listener, something that is unlikely to happen with talk as interaction or transaction. Jack, (2008, p. 24) stated that the features and skill involved in using talk as performance are:

- 1) It uses an appropriate format
- 2) It presents information in an appropriate sequence
- 3) It maintains audience engagement
- 4) It uses correct pronunciation and grammar
- 5) It creates an effect on the audience
- 6) It uses appropriate vocabulary
- 7) It uses appropriate opening and closing

In conclusion, there are three functions of speaking that are categorized by the experts into “talk as interaction”, “talk as transaction”, and “talk as performance”. These are the kinds of speaking activities that we usually use in daily speaking with its different functions (Jack, 2008).

### **3. Aspects of Tour Guiding Influence Ones's Speaking Skill**

The component is what aspect influencing how well people speak English. According to Syakur (1987, p. 5), speaking is a complex skill because at least it is concerned with components of grammar, vocabulary, pronunciation, and fluency. In other side, some components such as confidence also plunge into skill of speaking, whereas in personality of tour guide it is the most important component in order to support theirs performance. Confidence was improved by practicing regularly such as being a tour guide. The components that related in tour guide performance are confidence, pronunciation, knowing new vocabulary and practice regularly.

#### **a. Vocabulary**

Vocabulary is a list of words with their meanings that accompanies a textbook in a foreign language. Vocabulary, as one of the knowledge areas in language, plays a great role for learners in acquiring a language (Cameron, 2001). Vocabulary means the appropriate diction, which is used in communication. Vocabulary knowledge is often viewed as a critical tool for second language learners because a limited vocabulary in a second language impedes successful communication. Without having a sufficient vocabulary, the tourist guides cannot communicate effectively or express their ideas.

The guides would learn and improve their vocabulary knowledge while they are guiding in communication with the tourist. Neuman and Dwyer (2009, p. 385) states vocabulary can be defined as "words we must know to communicate



effectively; words in speaking (*expressive vocabulary*) and words in listening (*receptive vocabulary*).”

### **b. Pronunciation**

According to Lado (1964, p. 70), pronunciation is the use of a sound system in speaking and listening. It deals with the phonological process that refers to the components of a grammar made up of the elements and principles that determine how sounds vary and pattern in a language. There are two features of pronunciation; phonemes and supra segmental features. A speaker who constantly mispronounces a range of phonemes can be extremely difficult for a speaker from another language community to understand (Gerard, 2000).

Pronunciation is a very important aspect in learning English for non-native speakers, especially for local guides when they are interacting with foreigners to ensure that no miscommunication of ideas would happen that would unconsciously lead to misunderstanding. Accordingly, tour guides would learn to mimic the pronunciation of English words from the foreign tourists by listening directly to them. By achieving a common standard of pronunciation, this would allow both parties to understand each other better in the conversation. Pennington & Richards (1986) states pronunciations from communication and from other aspects of language use, for sounds are a fundamental part of the process by which we communicate and comprehend lexical, grammatical, and sociolinguistic meaning.

### **c. Confidence**

Confidence as the face and voice ancient of living cultures, a certain amount of confidence is needed to project authority and mastery of the information. In order to deliver information, the influence of confidence is very important to convey all ideas smoothly. When people stay with confidence they can set situation to enjoy it. According to Goldsmith, B. (2010), confidence is not about taking over the world; it is about enjoying your world as much as possible. In concept, confidence is defined about certain of your own ability or about having trust in people, plan or the future. A hesitance or unconfident tour guide is not only unpleasant to watch but also will not inspire confidence in their tour.

Tourists prefer tour guides that have strong command in their self-confidence. Personality is the first impression that the tourist gets when he lands in a foreign country. As he is unaware of the local culture, language and geography, a confident tour guide can help him navigate calmly, thus enabling him to enjoy his vacation with enjoyable. Cimacio *et al.*, (2009) add that people travel from one place to another for physical and health-related, enjoyment, educational and recreation reasons.

### **d. Direct Practice**

The direct practice is known as direct method, it is intend that students learn how to communicate in the target language. The direct method, which is also known as natural method or conversational method, has been popular since it enables students to communicate in the foreign language. Direct method through

focusing on everyday language, and using questions and answers lays an emphasis on teaching oral language. The primary objective of this method is associate meaning and the target language directly through the use of realia, pictures or pantomime (Larsen-Freeman 1986, p.29).

Rivers (1968) defined the characteristics of the direct method as “students learn to understand a language by listening to a great deal of it and that they learn to speak it by speaking it- associating speech with appropriate action”.

#### **D. Tour Guiding and Speaking Skill**

Communication is a process through which a message is transferred. Overall, human communication can be divided into two types: verbal communication and nonverbal communication. Communication done with speaking is considered as a verbal communication. We should use the words accurately in order communicating and providing services to the guest. Geva (1991) defined that tour guides are responsible for tourist satisfaction with services provided in local destinations.

Every word arises with different emotions, senses and reactions in people. If a tour guide uses the words, which are contextually appropriate, they will leave a desirable impact on tourists. In order to do so, he/she should be careful to avoid negative words such as “I cannot, it is impossible, never and so on”, when facing new visitors. Tour guide should be aware of the power of words and the effect that they can have to others (Yahyai & Tavili, 2006).

The tour guide's verbal communication with the tourists is one of the main points, which should be considered. According to J. B. Heaton (1989, p. 100)

Verbal communication consists of; Accuracy, Fluency and Comprehensibility.

- 1) Accuracy consists of pronunciation, grammatical, lexical, phonological, and causing confusion
- 2) Fluency; speaking with a fairly wide range of expression
- 3) Comprehensibility; easy for the listener to understand the speaker's intention

A pleasant way of speaking, high verbal abilities, and desirable and suitable tone of language allows the tour guide to establish a good relationship with their companions. A tour guide should have a considerable capability with tourists. They should attract the tourists and gain their confidence. A tour guide is able to show his skills through mixing and establishing relations with visitors (Pond, 1993).

### **CHAPTER III**

#### **RESEARCH DESIGN**

The purpose of this research is to find out the influence of tour guiding on the guides perception toward their English speaking skill in *Himpunan Pariwisata Indonesia* (HPI) Banda Aceh. The writer collects the data by using qualitative research. To support this research, writer applies qualitative technique to analyze the data. This chapter also discussed about the location and time of the research, research design, participants, and technique of data collection.

##### **A. Brief Description of Research Location**

This study took place at *Himpunan Pramuwisata Indonesia* in Banda Aceh. HPI is a national association has established an organization that accommodates this profession, the Indonesian guides. HPI is a nonprofit, nonpolitical association which groups together, a licensed and individual tourist guide and honorary members who have direct attention with tourist guide professionalism. In this association there are tour guides, they are person employed either by the travelers, a travel agency or any others tourist association, to inform, direct and advice the tourist association, to inform, direct and advice the tourists before and during their short visits. In this case, they communicate in English to help the tourists and the person in charge of providing guidance, information, and directions about attractions or destinations. The head of this intuition in Banda Aceh is Siti Jihadun

Nufus A.md. The institution is located Jl. Sultan Iskandar Muda, Desa Blang Oi, Kota Banda Aceh.

## **B. Research Method**

This research is designed as a case study on qualitative approach. A qualitative research is a collection analysis and interpretation of comprehensive narrative and visual data in order to gain insights in a particular phenomenon of interest (Airasian, Mills & Gay 2006, p. 399). They also added that the purpose of qualitative research are broad in scope and center around promoting a deep and holistic or complex understand of particular phenomenon such as an environment, a proses, or even a belief (2006, p. 399). In this opportunity, the writer who investigates a process of variables are influenced, on this particular issue that is tour guiding influence tour guides' English speaking skill and experiences contribute to tour guide performance.

## **C. Collecting Research Participant**

According to Airasian, Mills & Gay. (2006, p. 113) "Groups or individual is chosen as key informants that contribute to help the researcher to understand the phenomenon investigated". The participants were 4-tour guides who domicile at Banda Aceh. These numbers are taken through purposive sampling. Researchers on qualitative research commonly use purposive sampling and they spend time to detect general information of the sample before they are chosen and to ensure that

they are thoughtful, informative, and articulate and experience to related topic and setting (Airasian, Mills & Gay, 2006, p. 114).

The selected participants of the research are selected after the researcher found out some information by interviewing the representative of tour guides association (*Himpunan Pramuwisata Indonesia*) related to amount of tour guides in Aceh and Banda Aceh. He also added hundreds of tour guides spread in all Aceh province, some of them are not registered as members of HPI and some of them are registered but not as active members and some not domicile in Banda Aceh and only small number (7) who serve English as a basis language. After 7 guides selected, only 4 were staying in Banda Aceh at that time to be interviewed. Thus, purposive sampling suits to this research.

#### **D. Data and Instrument**

The writer applied interview as an instruments. The interview is a research tool to find the data where the writer makes an interaction with the interviewee (Airasian, Mills & Gay, 2006, p. 419). This research is applied by interviewing the members of tour guide *Himpunan Pramuwisata Indonesia* in order to obtain the tour guiding activities whether it influences their English language speaking skill. This instrument is central in answering the research question proposed.

#### **E. Procedure of Data Collection**

Tour guiding activity which influence the guides' English speaking is found out through interviewing the research participants as a part of data collection

effort for the research. The questions designed as structured interview, which involve 4 contents that related to the tour guiding such as build the confidence, produce good pronunciation, and understand new vocabulary and direct practice. The researcher has a specified set of question that elicits specific information and the perception from the respondents, which is asked all of participants the same series of questions.

#### **F. Data Analysis**

After all interview data have been collected in a transcript, the nature of field worked is over. The writer examines related information gained during data collection. To do this, the data would be broke down to its category of similar entity under the basis of content open coding technique. The research findings in this research will be analyzed qualitatively by using open coding technique. It is a big source of descriptions that must be managed and controlled when doing grounded theory and case study research. Open coding allows the writer to see the direction in which to take his research so he can become selective and focused conceptually on a particular social problem (Glaser & Hon, 2016). This technique is used to extract the data from writing. In sort, the procedure allows the writer to explore both the formulaic features and the guides' perception.





## **CHAPTER IV**

### **DATA ANALYSIS AND DISCUSSION**

#### **A. Research Findings**

This research discussed about the influence of tour guiding on the guides' perception toward their English speaking skill. The technique of data collection used in this study was structured interview to find out the formulaic features and the guides' perception toward English speaking skill. The writer selected 4 tour guides as participant in this research. They are purposively selected members of *Himpunan Pramuwisata Indonesia* in Banda Aceh based on the reason and consideration. They are mentioned anonymously IM, AB, AH and FW.

The interview was analyzed qualitatively in order to explore the participants' point of views. Based on the data of interviews, there are several interesting findings regarding the questions explored in this study. This chapter, the writer will elaborate the features of tour guide perception regarding the data interview.

Furthermore, all participants perceived that being a tour guide such as interesting job, as AB stated, "since I join in HPI Banda Aceh, I got great experience, knowledge and some additional information from the tourists". The guide not only get memorable experience or improve the capacity in speaking but also enhance their knowledge, build new connection with tourists around the world and many other things that related in the field of tourism. Moreover, they could learn some additional ways to be professional guide from their guest.

For example, improving vocabularies or pronunciation, and sharing the idea or information, by knowing these strategies, their performance would be better such as speaking skill was improved.

Regarding to the research question, the writer found several points about the influence of tour guiding on the guides' perception toward their English speaking skill. According to all participants, they have similar perspective including as improved their confidence, produced good pronunciation, understand new vocabularies and direct practice.

### **1. Increased Confidence**

Based on my interview, three participants agreed that being as tour guide will increase their confident and improve their capacity in speaking skill. They should update the information about the place, restaurant, and transportation. Besides that, they have to be able to speak clearly in delivering the information for tourists. The other participants said that confidence is important thing in guiding the tourists, as IM suggested that;

I have less confident to speak English especially with the tourist, but now it was better, since I join to *Himpunan Pramuwisata Indonesia* Association, my confident has improved and I have be able to speak with tourists even personally or group. Besides that, it has big problem if we have less confident in speaking, because it will affect the way we deliver the ideas for them, we spent much time to think the vocabularies or the correct pronunciation.

From the answer of the participants, it can be concluded that confidence is an important aspect for guide because it affects their performance in communication. It is one of the things that have to be considered as guide.

## **2. Improved Pronunciation**

According to all participants, pronunciation is important because every tour guide have to speak with correct pronunciation to make the tourism understand the information. If the tour guide does not know the word or the vocabulary, they will use the synonym and the tourism will try to understand the meaning of it. In this case, FW stated that;

If I feel difficult to remember the vocabularies or to find some specific word, I try to elaborate with other word but in the same meaning, even though sometime they do not understand, I try to explain repeatedly.

Besides, AB argued,

That is why I enjoy being a tour guide, because most of the tourists comes from English speaking country, they never comment with our pronunciation or accent as long as they understand or get the information about the trip from us, it is okay.

From the explanation of tour guide, it can be concluded that they can improve their pronunciation progressively since they listen to the response of tourists, they can correct the pronunciation directly. On the other hand, some tourist considers that the knowledge or the information is more important than the pronunciation.

### **3. Understand new Vocabulary**

This aspect is similar to the pronunciation; the tour guide used this way to deliver the information to the guest. Guides always develop their vocabularies while guiding or before and after and it could be though learning by the time. The capacity of guides in conversation and speaking ability will be improved by the time, because this job is realized more practice than theory. To reinforce this explanation, AB clarified that;

Absolutely, if we guide the tourists, we will have vocabularies improvement directly, especially in the field of tourism. The tourists will ask many questions to us, therefore, we have to grasp a lot of term and provide a lot of information for them.

Further, IM added,

Being a tour guide is the best way to improve speaking skill rather than join speaking class because we practice it every day and we interact directly with native speaker.

In addition, FW stated that: “it is better if we take a note while guiding when we speak with the guest, we can read again the note after the end of the trip”. Therefore, by this way the quality of speaking could be learned and will be better.

Based on the explanation, the writer can sum up that not all participants use the note to write some points from the tourism, the other participants use their own strategies to improve or to develop their vocabularies such as memorizing the word.

#### **4. Direct Practice**

Practice is the most important strategies to improve speaking skill because this way does not only used to improve speaking skill but also writing, listening, and reading. By being the tour guide, it means the guide has practiced their speaking directly. In this case, AH stated;

By the time, my speaking skill has been improved, because I speak directly with native speaker, and it was different when we speak with nonnative speaker. When we explain something in front of the class we not try to speak fast because we try to make sure all of the audiences can understand what we are saying but in guiding section that we have to compete with the speed with theirs speed.

Moreover, AB stated that;

Absolutely, my speaking skill was better, because as we know practice is everything. So, what we want to be, we have to know our own skill or ability and we develop it by practicing.

From the explanation of the participants, it can be concluded that through practice everyone would be skillfulness. In addition, the more ones practice, more vocabularies ones would acquire as well as the correct pronunciation. Besides, ones would learn a lot about public speaking; how to attract people attention, suit the words appropriately based on the condition and these concerns someone become a professional guide. Furthermore, guides can attain this knowledge everywhere such as at the formal and informal situation.

## B. Discussion

The purpose of this study is to find out tour guide on the guides' English speaking skill. To collect the data, the writer has conducted semi-structured interview to participants. The tour guide at *Himpunan Pramuwisata Indonesia* Banda Aceh perceived that being a tour guide such as interesting job, because it would increase their speaking skill. The research question of this thesis is about to what extent tour guides' perception on the influence of tour guiding toward their English speaking skill?

Generally, based on the result of interviews that have conducted, the writer found that there were similar and different perspective of tour guide toward their English speaking skill, such as increased their confident, improve their pronunciation, understand new vocabularies, and direct practice. The participants gave good responses to the interview even though there was a differentiation of opinion but it is still in the small scale. The result of the research shows that there is no significant different between the participants. They stated that being a tour guide is interesting job because they not only improve their capacity in speaking skill but also enhance their knowledge of tourism, culture and creating a relationship with the tourists. As in Chapter II previously mentioned that tour guides have to work with tourists from varied cultural backgrounds. Guides would have to identify unanimously a common approach adaptation to the differences between themselves and the tourists, and the differences among the tourists. Several guides indicated that this adaptation was not based on knowledge of professional roles or intuition (Ying, H. 2011, p. 147).

In addition, this knowledge revolves around two aspects: adaptation to style and to interests. Adaptation to cultural styles is influenced to some extent by group size, but mainly by cultural differences and ways of communicating such as ways of talking, the appropriate use of words, and the style of communication. In accordance with the group and tourists, some tour guides emphasized the effectiveness of giving systematic introductions to tourists who are travelling long-distances.

Additionally, all participants have similar responses about improving the pronunciation or understanding the vocabularies. For example, they use synonym or similar word to make the tourists understand the whole information. This problem also stated in chapter 2 that one common factor in tour guides' strategies is their awareness of the need to create perceived similarities between people from different cultures in order to cross cultural boundaries and to engage tourists in communication or speaking. To contrast and compare is also a suggested effective strategy to help tourists understand the culture.

Moreover, Coccossis (2005) added that "tour guides are representatives of a destination, country and national culture thus they should be carefully selected and trained". The guides that confident and knowledgeable are able to share the information and find the solution to every problem that happens in guiding the tourists. Therefore the guides' confidence is an important factor in guiding the tourists. The conditions of tourist with different background require tour guides have to be able many kind of information that related in tourism field. Besides,



they have to use appropriate way in guiding the tourists and ensure that they understand the whole information.

Guides face several problems in guiding their guest, which is difficult to remember some specific vocabularies when they communicate with the tourists. In solving this problem the guide have several way such as they have to take note and sometime have to refer to the dictionary and less able to pronoun some difficult words in English. In reference, Huang, Y. (2008) being aware that they have to adapt to cultural differences in order to have effective and appropriate communication with international tourists, guides are careful about language skills, including different vocabulary, tones and speed to communicate with varied tourist. Besides, Bygate, (1998) opines that interaction skill involves the ability to use language in order to satisfy particular demands: first, it is related to the internal conditions of speech and second, it involves the dimension of interpersonal interaction in conversation.



## CHAPTER V

### CONCLUSION AND SUGGESTION

In the conclusion and suggestions chapter, it presents the analysis of the data and the discussion of the result findings. Several suggestions are recommended to make this research as one of the field of learning and quarrying the information, so it will be useful for educational aspects.

#### A. Conclusion

The interview result of members *Himpunan Pramuwisata Indonesia* Banda Aceh reflected that they have similar perception toward the influence of tour guiding on their English speaking skill. They emphasized that being a tour guide will impact in improving their English speaking skill, because tour-guiding activity make the guide or English learner interact directly with foreigner, they serve English as *lingua franca*. The profession requires more acts than theory that affect some aspect in communication, that is increased the confident, produced good pronunciation, understand new vocabularies, and as a direct practice for English learners or guides in each performance, which is thoughtfulness with the tourist as the first liaison in guiding. Besides, the guide has prepared many strategies to make the tourist enjoy the trip such as updating the information about the phenomenon around the destination, bringing the dictionary and practicing English every day. Tour guiding activity not only will improve learners'

vocabulary, but also lead to produce good pronunciation, accent and will increase the knowledge about tourism field and language.

To be professional guides, they have to master many aspects about communication that can make the tourists enjoy the trip and easily understand the information such as places, histories, cultures, regulation and many other aspect that related in tourism field. Furthermore, they suggested to the English learner that never be afraid being a tour guide and never shy to try this job because most of the tourists do not care about our style in speaking, they only need the guide who are respectful and friendly in travel trip, and the most important is a clear information about the destination that we deliver to them.

## **B. Suggestion**

The writer purposes several recommendations after passing some of the task for this study. Firstly, in order to become a professional guide, the tour guide has to enrich their capacity in speaking in order to be an affective communication. They should commit to practice and learn a lot about English and the field of tourism. Secondly, future research on this similar topic could further enhance this study by conducting further investigation in order to get more information about the effectiveness of tour guiding in improving the speaking ability of English language learner and also the speaking skill of tour guides itself.

Finally, the writer hopes that this research does not only prove useful for the study of tour guide, Aceh's Government, the tourist guide association of *Himpunan Pramuwisata Indonesia* Banda Aceh, but also for Students of Faculty

of Education and Teacher Training Department of English Language Education who want to increase their speaking ability.

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**DEWAN PIMPINAN CABANG  
HIMPUNAN PRAMUWISATA INDONESIA  
KOTA BANDA ACEH**

**Jl. Sultan Iskandar Muda, Desa Blang Oi, Kota Banda Aceh**



Banda Aceh, 4 Januari 2018

**SURAT KETERANGAN  
Nomor: B.206/DPC.BNA-HPI/I/2018**

Dengan ini menyatakan bahwa yang bernama:

Nama	: Muhazir
NIM	: 231324380
Fakultas	: Tarbiyah dan Keguruan
Jurusan	: Pendidikan Bahasa Inggris
Judul Skripsi	: The Influence of Tour Guide on The Guides' English Speaking Skill

Benar yang bersangkutan telah melakukan penelitian di organisasai Himpunan Pramuwisata Indonesia DPC Banda Aceh pada tanggal 20 Desember 2017 s.d 25 Desember 2017.

Surat keterangan ini diberikan agar dapat digunakan sebagaimana mestinya.

**Dewan Pengurus Cabang  
Himpunan Pramuwisata Indonesia  
Kota Banda Aceh**

**Wakil Ketua**

**Almuntarizi, S.Pd.I**

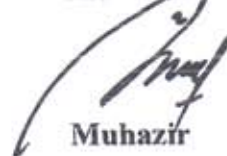
Guidelines Interview	
1. Confidence	<ul style="list-style-type: none"> <li>a. Do you think learning speaking through tour guiding is enjoyable?</li> <li>b. Do you feel confidence with your job?</li> <li>c. How does it affect your performance?</li> </ul>
2. Pronunciation	<ul style="list-style-type: none"> <li>a. Have you ever had difficulties in pronouncing some words while guiding the tourist?</li> <li>b. How do you deal with this problem?</li> <li>c. Do you think that being a tour guide helped you in speaking English associated with good pronunciation?</li> </ul>
3. Understand New Vocabularies	<ul style="list-style-type: none"> <li>a. Do you think that being a tour guide helps you learn some new words or vocabularies?</li> <li>b. Does it much easier to remember new vocabularies?</li> <li>c. How do you memorize the new word that you get while you are talking with the tourist?</li> </ul>
4. Direct Practice	<ul style="list-style-type: none"> <li>a. Do you think that being a tour guide helps you to practice English speaking?</li> <li>b. Has your speaking improved? How does it improve?</li> <li>c. Do you agree that learning English can be everywhere? (Not only in formal institution like University, but also in informal activities, such guiding tourists)</li> </ul>

## AUTOBIOGRAFI

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Banda Aceh, January 12<sup>th</sup>, 2018

The Writer



Muhazir