HANDBOOK OF ON-JOB-TRAINING FOR TOUR GUIDE IN TOURISM INDUSTRY

BY
Dr. GIYOTO, M.Hum

FACULTY OF ISLAMIC EDUCATION AND TEACHER TRAINING
THE STATE ISLAMIC INSTITUTE OF SURAKARTA
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PREFACE

This book is arranged simply for making the tour-guide-will-be master the technigue of handling passengers practically starting from picking of arrival them to transferring them for departure. It is used to fulfill the need of students in training the basic services and understanding.

The content of the material is meant to train the students to master the given techniques by providing so many exercises that the materials are internalized naturally to the student's mind, and hopefully the material will be somewhat automatically practiced.

The materials are explained in such a way to be systematically and easily understood and thought. The selection of the material is based on the level and form of handling based on the kinds of tour guide's services.

We are very grateful to the Dean of Faculty of Islamic Education and teacher training of IAIN Surakarta that always stimulates and publishes this book for the students to be professional tour guide and lecturers of the relating subjects, especially in tourism industry.

It is unavoidably that this book is not the most and final perfect book. We realize that there might be found some weaknesses and incompleteness, and therefore we kindly request the reader's advice, revise, and others that can make this book useful and helpful to the students or general readers.

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Dr. Giyoto, M.Hum

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CHAPTER 1
HISTORY OF TOURISM

A. Definition of Tourism

In 1937 the League of Nations recommended a definition of a "tourist" as one who travels for a period of 24 hours or more in a country other than that in which he usually resides. This was held to include persons traveling for pleasure, domestic reasons or health, persons traveling on meetings or an business, and person visiting a country on a Crouse vessel (even if for less than 24 hours).The principal weakness here is that it ignores the movement of domestic tourists.

Later the United Nations conference on international travel and tourism, held in Rome in 1963, considered recommendation put forward by the IUOTO (now the word tourist organization) about visitor. They agreed to the term "visitor" as "any person visiting a country other than that in which he has his usual place of residence, for any reason other following an occupation, remunerated from within the country visited".

The definition was to cover two classes of visitors:

1. Tourists, who were classed as temporary visitors staying at least 24 hours, whose purpose could be classified as leisure (whether for recreation, health , sport, holiday, study of religion), or business, family mission or meeting.

2. Excursionists, who were classed as temporary visitor staying less than 24 hours, including cruise travelers but excluding travelers in transit.

Once again the definition becomes overly restrictive in failing to take domestic tourist into account. The inclusion of "study" in this definition is an interesting one since it is often excluded in later definitions, as courses of education.

A working party for the proposed Instituted of Tourism in Britain (now the tourism society) attempted to clarify the concept, and reported in 1976: "Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and witch activities

during their stay at these destinations. It includes movement for all purposes, as well as visits or excursions.

This broader definition was reformulated slightly without losing any of its simplicity at the International Conference on Leisure – Recreation – Tourism, held by AIEST and the tourism society in Cardiff in 1981, "Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home".

The above definitions have been quoted at length because they reveal how broadly the concept of tourism must be defined in order to embrace all forms of the phenomenon. Indeed, the final definition could be criticized on the grounds that, unless the activities involved are mere clearly specified, it could be applied equally to burglary or any of other hundred activities. Here, no guidance on the particular activities is offered, nor does it get us any nearer solution as to how far away a tourist must travel from his home base before he can be termed as such.

Conceptually, then, to define tourism precisely is a difficult, if not impossible, task. To produce a technical definition for statistical purposes is less problematic as long it is clear what the data comprises, and one compares like with like, whether interregional or internationally, we can leave the conceptual discussion to academics .With the advent of twentieth century, mass tourism perhaps the most accurate definition of a tourism is *"Someone who travels to see something different, and then complains when he finds things are not the same or expected"*.

B. History of Modern Tourism

The earliest organization of anything that we would recognize today as tourism started in the mid-nineteenth century. Thomas cook historically credited with organization the first ever tourist excursion in 1841 when he sold tickets for a train ride from Leicester to Southborough as a means of

promoting the temperance cause. Methodist missionary Henry Luun pioneered the skiing holidays just a few years later.

It was the industrial revolution that really began to open up tourism to the working classes. As a result of the widespread social and technological reforms a new middle class grew up, who's increased intended prosperity that they could afford to travel. The bank holiday Act of parliament in 1871, creating four annual holiday allowances of six days, provided the necessary legislation of giving the working British public leisure time at no financial loss.

The new railways provided cheap travel to seaside resorts such as Scarborough and Blackpool. Public holidays would see a mass exodus from the large cities of Manchester, Liverpool, and Leeds to the coast, for people to be entertained at fun fairs and shows catering to the tastes of the working man.

In only a century the holiday has changed beyond recognition. In 1980 a typical family holiday would be a day trip to the nearest seaside town. Armed with bucket and spade and a picnic, the family would take advantage of the half-a-crown cheap-day excursion offered by the private companies who ran the new railway network. The 1990s family, however, if far more likely to take a two-week package tour to the Mediterranean, where the whole holiday will be paid for before leaving home and one can enjoy the guaranteed sunshine.

C. History of Tourism in Indonesia

To know the development of tourism in Indonesia chronologically, the following is brief description of the history of the tourism in Indonesia before the World War II up to now.

1. 1910

The activity was to conduct the tourism trip for Dutch in Indonesia. The tourism objects visited are Brastagi, Lake Toba in North Sumatra, Bogor, Lembang, Pangalengan, and Bandung *"parijs van java"* in West Java Sarangan, including Tawangmangu, Tretes in East Java, Bali etc.

2. **1926**

   It was built some hotels, like Hotel Des Index and Hotel Deer Netherlander in Batavia (Jakarta) hotel Savoy Homan and Grand Hotel Preanger in Bandung, Hotel Simpang in Surabaya, Hotel the Boer in Medan, Hotel Bali in Denpasar, etc. The transportation companies used for tourism at that time were:

   a. Train company   : Staat Spoor (S.S).

   b. Sea company   : Koninklijke Packet Vaart Maatshappij (KPM)

   c. Air company   : Koninklijke lucht Vaart Maatshappij (klm)

3. **1926**

   The Dutch government built a travel company named "LISSONNE LINDEMAN" (LISLIND) in Batavia.

4. **1947**

   The government or Republic of Indonesia built the state company for hotel and tourism (*perusahaan negara hotel Negara dan tourism (Honet))* under the ministry of transportation.

5. **1953**

   Some private hotel business built the Group Institution of Hotel and Tourism of Indonesia.

6. **1955**

   It was built Indonesia Tourism Foundation *(Yayasan Tourisme Indonesia (YTI)).* The government and *Bank Industri Negara* built national hotels and tourism Ltd. which manages: Simpang Hotel in Surabaya, Bali Hotel in Denpasar, Kuta Beach Hotel in Kuta Bali, Sanur Beach Hotel in Sanur Bali, and Numbai Hotel in Jayapura.

7. **1956**

   In 1956 the government conducted the tourism and entertainment fair led by Mrs. Fatmawati Soekarno.

8. **1957**

   In 12-14 January 1957 in Tugu Bogor there was conducted the first national conference of tourism *(Musyawarah Nasional Tourisme I).*

9. 1959

In Tretes, East Java, it was conducted the Second National Conference of Tourism in Indonesia.

10. 1960

It was built The Consultation Board for Souvenir Shop *(Badan Konsultasi Souvenir Shop).*

11. 1969

On 8 February 1969 there was built the Indonesia hotels and restaurant association *(Perhimpunan Hotel dan Restaurant Indonesia (PHRI))*

12. 1971

It was built the association of the Indonesian tours and travel agencies (ASITA).

D. Elements in Tourism Industry

The elements, which involve in tourist industry, are accommodation, restaurant, transportation money-changer, tourist attraction, souvenir and travel agent.

1. Accommodation

Accommodation is a place for someone to stay temporary. The kinds of accommodation are hotel, home stay guesthouse, motel, cottage, inn, camp, etc.

2. Restaurant

Restaurant is an organized hospitality industry, which operates in providing food and beverages commercially.

3. Transportation

Transportation is a hospitality industry which operates in couriers service. The transportation service can be conducted though ground, sea, and air. The operation can be managed by private or state organization.

4. Money - changer

In this era the place of the foreign money changing grows rapidly. The money changing can be done in a bank and a money changer companies spread in strategic locations, especially in big cities.

5. Tourist Attraction

Some kids of the tourist attrition are dance, music, cultural, ceremony, etc. The attraction can be presented rationally or modernly.

6. Souvenir

Souvenir is a gift, which can be brought by the tourist when coming back to their homes.

7. Travel agent

Travel agent is a company, which manages the service of all travel, process of someone from departure to arrival in order that he/she feels comfortable in the trip.

The above elements of tourism industry can be described into the following scheme:

Table 1.1 Elements of Tourism Industry

Lodging Operations	Transportation Services	Food and Beverage	Retail Stores	Activities
Hotels	Ships	Restaurant	Gift shops	Reservation Business
Motels	Airliners	Retail Stores	Souvenir Shops	Entertainment Meeting
Resorts	Autos	Vending	Arts/Crafts Shops	Sporting Events
Camps	Buses	Snack Bars Cruise Ships	Shopping Malls	Ethnic Festivals
Parks Pensions	Trains	Bars/Taverns	Markets	Art Festival
Motor Homes	Limoux sinus		Miscellany	Cultural Events
				Tidy Trips
				Seasonal Festivals

Each country does not have to follow all the element of the tourism industry. For instance the country which has no a sea will not operate ships as the sea transportation. So, every country has specific modification related to its situation and geography condition.

CHAPTER II
CULTURAL, NATURAL, AND PERSONAL UNDERSTANDING

"How to see" of a tourist to a certain tourist object is sometimes different because of the different characteristics of the environmental or individual factors. So, a tour guide has to modal and shapes himself with the knowledge about the characteristics of the tourist.

A. Environmental Background

1. Nature factors

   The nature factor has big role in formulating the characteristics of a nation, i.e.:

   a. Criminate (cold, medium, and hot)

   b. Season (season temperature, rain frequency, etc)

   c. Geography (land and archipelago)

   d. Morphology (mount, mountain, etc)

   The tourist coming from a very hard nature-environment usually has more stamina during the tour, whereas the tourist coming from the facilitated nature-environment often asks for facilities.

   For example: The tourist from south France (cote d'Azhur), often wants many things of facilities because of the effects of their nature which are pleasant and comfortable.

   The different of nature factor also affect to:

   a. The different of aspiration, inspiration, desire, response, and thinking to a tourism object.

   b. The different of life facilities:

      1) Home condition.

      2) Food (taste, ingredient, cultures used, mealtime).

      3) Clothes (style, the way of clotting, etc.).

      4) The way of life (the custom of going and waking up, the official working hoarse /day, the custom to speed the leisure time, hobby,

etc. For example: People coming from industrial countries generally tend to have a tour to avoid themselves from noisy situation, monotones work, and the bound of the high discipline.

c. History

The history of a nation/country gives special characteristics to the crater and certain appetite. Thus a tour guide has to know about:

1) Development of tourist's country

2) The important event of where the tourist comes from in relation with the history of the visited tourist object.

d. Culture

The culture determines the process of how to think, behave and the development of the society's way of life. To avoid irritating the feeling of the tourists, a tour guide is supposed to know about:

1) The general characteristic of the western culture:

   a) There is a competition in reaching the progress

   b) They are individualistic and materialistic

   c) They are discipline and admire the time

   d) Every problem is considered rationally

2) The general characteristic of the eastern culture:

   a) The private relation in family life is very close and dominant.

   b) The rational consideration is always followed by the since of humanity

   c) The needs of materiel are supposed to balance with the psychic needs.

   d) The effects of the customs are strong in the daily life

2. Politic

Giving service to tourists (especially the foreign tourists) related to tour country's politic, a tour guide is supposed to understand the general aspects of the political background of the country where the tourist come from, like:

a) the party system

b) the government system

c) the ongoing government leaders

d) the general policies programmed, especially the sectors of economy, social, culture, education, health, etc.

3. Economy

The government's policy on tourism is a factor which supports the tourist to have trip. Someone's level of income also affects to the way of life and behavior of him/her during the trip. So, the knowledge has to be well recognizes by at tour guide, like:

a) the government politic of the country where the tourist from

b) the national income and the income per capital

c) the other thigh, like the economic relation between Indonesia and the tourist's country.

4. Social

The way of tourist's life is also affected by the social norm of their country like: religion, belief, principals of morality, etc. The way of social like which is carried on while he is visiting the tourism object are:

a) the norm of social contact

b) the tourist's social background

c) the custom norm in the tourist's country which still exist

B. Personal Background

The desire to see, hear, or enjoy the types of tourist attractions by tourists is closely related to the gender, age, education, talent, or social status or them.

A tour guide in giving service to the tourists is supposed to know the private background of the tourist.

1. Gender

The gender many cause the different desire and perception about a tour program. A male tourist is generally more rationalistic.

2. Age

Age affects to the physical stamina, responsibility, and desire to know the tourism object .A tour guide is supposed to understand thing interesting for tourism based on the age.

a. Children

Children are generally interested in:

a) things which stimulate the five since (seeing, hearing, tasting, feeling and kissing)

b) soft thing which satisfy the five senses

c) various thing which satisfy the five senses

d) objects which are easy to stimulate the since, like, wonder, sad, happy, etc.

b. Teenagers

Teenagers focus more on:

a) the event giving sweet, sad or happy memories

b) the back ground which stimulates their thinking power

c) things which stimulates their imagination

d) description about art (dance, song, picture, craft, music, etc).

c. Adult

Generally the adult have many experiences in their life. They are interested in:

a) things which stimulate their memory of youth

b) things which is related closely to the aptitude, education, profession or hobby

c) things which is useful for keeping them young

C. Educational Background

The grade and kind of tourist's education will affect the attitude, aptitude, and desire to know the rich of the visited tourist object .

1. The tourist having educational background of exact science will be interested in the numeric date and the natural mechanism of a tourist object.

2. The tourist having educational background of social – cultural science will be interested in the tourism cultural attractions.

3. The tourist having educational background of agricultural technique or surgeon will be more interested in the tourist object with many flora and fauna.

4. The tourist having talent of art will be very interested in the tourist guide who can explain about the art interested by the tourist.

5. The tourist having the medical education background will be interested in the medical issues

D. Professional Background

The profession or occupation of a tourist also affects his motivation to trip. It can be seen from the tourist's choice of the object and program in the desertion of objects. Based on the above description-to know the tourist characteristics-a tour guide is supposed to learn more from literature and experience.

CHAPTER III
TOURISM OBJECT MASTERY

The tourists coming to certain tourist object are expecting satisfaction. They want to know, to understand and to enjoy more about the tourism object in a relatively short time by as passable fee. It is normal that a tourist needs a tour guide who is able to answer the question proposed by the tourist about the object, society, and the lotion visited.

As a guide who gives explanation and suggestion to the tourist, a tour guide has to strengthen himself/herself by having a deep knowledge and the tourism object, society and region to visit.

A. Knowing the History, Culture and Belief Related to the Tourism Objects

A tour guide has to know deeply about the following aspects of tourist objects:

1. *The characteristics of tourism objects*

    The tour guide has to know the dominant characteristic of a tourism object, like the name (the meaning and the history), location (geographical description, available facilities, and aptitude), archeological value, artistic, social, condition, and impossible the comparison with the other tourism objects.

2. *The history of the tourist objects and surroundings*

    It is important to master the history of a tourist object, like when a how the object existed related to the history of the after tourism objects, who built, the underlying historical value had inside, and in the impacts to the surrounding society.

3. *The cultural history and belief related to the tourism objects*

    It needs knowledge of history, form, cultural development and belief living in the society around the tourist object, like the procession of traditional ceremony, folk festival, and the calendar of event.

4. *The rule, policy and procedure at the tourism object*

To enter a tourism object, it often needs a special of permission from an intuition likes to enter the national park, forest tourism object, and hunting in a hunt forest. To keep the environment, it is usually announced many things forbidden in a tourist object. Because of that a tour guide has to know the rules at the tourism object, like:

a. The rules how to enter and the attitude during visiting the location.

b. The day and times of visit.

c. The rules of punishment for the rules-breaker which are written or not.

5. *The development and preservation of tourism objects*

The tour guide is supposed to know generally about the plan and policy of the government to develop, to preserve, and to interior, land usage, etc.

B. Knowing the society and the location

Indonesia consists of various ethnic and group of society who have various culture, customs and norms of life which are different one among others, but in certain ways they have the uniformity. The unique and variety of the custom and traditional way of life, rich interest the attention and invites the tourist both domestic and foreign.

1. *Knowing the society*

The knowledge of the social, economy and cultural concinnities the various ethnic and the groups of society have to be mastered by a tour guide. It is imparted because Indonesia consist of various ethnic and way of life which impact to the difference of social, and cultural background.

a. Society

1) The history of the people, where they come from and how is the process of movement and the development.

2) Demography. It consists of the amount of ethnic, group of society, annually people growth, growth rate, mortality, etc.

3) Religion and Belief. The religion and belief followed by the people, the different characteristic of each religion and belief in daily implementation, various festival, ceremony of traditional customs

related t the relation and belief, the tolerance of religion of Indonesian, etc.

4) The hierarchy of government and familiarity and the formal and non-formal intuition of education.

b. Economy

1) The main job of the people.

2) The main products and their marketing.

3) The economic level of the people, income per capital, the gross domestic production of national and regional.

4) The industries with the information of from, history location, kind of companies (cooperative, home industry, state company, foreign company, joint venture, individual, etc.).

5) Agriculture with the life, farmer's activities, belongings of farm, its organization, the methods of agriculture (traditional or mechanics), season, kind of plans, origination system, etc.).

c. Culture

1) Custom and the background of various ethic and communities (groups) about:

- Custom and norms which are locally dominant and still being kept.

- Something still being believed (taboo).

- Norms punishment (both written or not) to the incursion done by the member of society (custom environment).

2) The rules of traditional life like:

- The traditional ceremony of birth process, marriage, death.

- The traditional ceremony of the certain events related to the people life (farming and life cycle), like the ceremony of harvest season, praying to have a rain during the dry season, etc.

- Various type of traditional uniform, characteristic and time of dressing.

- Various types of art, dance, and handicraft of the people.

- The traditional architecture of the regent, consisting of special buildings, function and the history, the used materiel, quality, etc.

2. *Knowing the regent/location.*

The knowledge of a regent is essentially needed as a capital for a tour guide in the doing is job.

a. Location

The location of star line, height, island, province, City Street, regent, mountain, etc.

b. Geographical situation

The characteristics of nature and its physical.

c. History

The history about the nature and surrounding life environment, like the explosion of volcano, earthquake, river erosion, burning or the other natural disaster happened at the area.

d. Flora and fauna

Various kinds of flora and fauna at the area, especially ones are protected.

e. Climate and Season

The average temperature: per month and per year, raining frequency smog, season, and wind-directions.

f. Parks and gardens, roads and arcades having historical value, recreation places, police station, post office, bank, money changer, hospital, restaurant, hotel, travel agent, foreign consulate, airlines company, etc.(especially their address and phone numbers), mass media and the communication facilities, like radio, TV, newspaper, etc.

g. Accessibility

It consists of facilities of transportation (kids, frequency, free, etc.)

CHAPTER IV
TOUR PLANNING

A tour planner who knows the aspects of tour, especially the tourist, usually arranges the tour planning. A tour planner knows about the objects, events, facilities used, and fee calculation to determine the tour price will be sold.

In a big and bona-fide tour operator or travel agent, the position of a tour planners help by someone who has authority to decide the plan and policy.

To arrange a plan of tour, a tour planner has to know the aspects of: Tourist Object, Events, Tran potation, Accommodation, food and beverage with all its prices.

A. Tourist Objects

To arrange a tour, it must be determined the main object will be visited besides the other object. The object must be suitable with the length of visit planned.

In arranging the itinerary, the tour planner has to find a good combination among the tourist object, Tourist attraction, and the entertainment possibly given. So, we can avoid the bore of the tourist during the tour.

There are three factors of requirement to be paid attention to and object will be visited:

1. Is there a factor of 'something to see'?
2. Is there a factor of 'something to do'?
3. Is there a factor of 'something to buy'?

The factors above will succeed the tour conducted. Therefore a tour planner has to know the tourism geography in the country and abroad well.

B. Events

In a tour planning, event is very important to add the interest power of the tourists. In Indonesia, there are many seasonal events, like Ngaben in Bali, Sekaten in Yogyakarta and Solo, Ramayana in Prambanan or in Pandaan,

Karapan Sapi in Madura, Pesta Panen in Sumedang, Waisyak in Borobudur, etc.

C. Transportation

A tour planner has to pay attention to the transportation used for the tour. Does it use ground, sea, or air transportation? It depends on the consideration of the cheapest fee, comfortable, and the speed of earth transportation. In choosing the transportation he has to pay attention to the local transfer and transport because they will affect to the tour price will be sold.

D. Accommodation

To determine in what hotel/ accommodation a group of tourist will stay usually depends on two factors, i.e. the facilities and the rates. To place a group with many members is using a hotel with the grouped rooms, no separate in order to make easy for the tour conductor as the leader of the group. But for group with small member like a family may stay in a bungalow or cottage in order that they get their privacy. One important thing for the tour planner is to choose the hotel located in the center of a city or near a shopping center. It will facilitate the tourist to be pleasant to stay in the hotel.

E. Food and Beverage

To reserve food and beverage for a tourist group tour planner must be careful in paying attention to the taste of the members. To decide the choice, a tour operator has to pay attention to the majority of tourist group. He has also to pay attention to the certain individual, like a vegetarian. Based on the above aspects, we can arrange a tour planning and make a fixed-tour itinerary to be included into the printed brochure.

To get the data of the above aspects can be done by two ways, i.e.:

1. By conducting a survey, by the tour planner, to the important places of the tour.

2. By doing correspondence with the companies of tourism industry and - if needed –make a joint agreement which is profitable.

The best method is by combining the both ways in order that there is no doubt for a tour conductor in the implementation of the tour.

To guide the tourist group abroad, a travel agent or tour operator has to know well about:

1. the exit and entry requirements
2. the regulation concerning visa
3. the money exchange regulations and values
4. the background information of the country and cities will be visited, like the geographical history, the characteristic of the people, and the government. To make easy in communication, it is important to know the language of the country will be visited.

The above data are usually included in a special brochure to be given complementarily to the group to gather with the itinerary of the tour conduced. Thus the group members had to image about the object will be visited.

CHAPTER V
GUIDING PREPARATION

Guiding is an art of service conducted by a tour guide skillfully, flexibly, and professionally to the tourists. In his working he is conducted by the rule of counted. Rules of conduct are the rules collection agreed together to be used as a norm. In doing his/her duty, a tour guide has to pay attention to the rules conduct. The tour guide, in Indonesia, is an Indonesian who was to implement *"Pancasila"* and *Undang-Undang Dasar 1945*, so that he/she has to take a part in developing the Indonesia tourist through increasing the service by:

1. keeping the good name, profession, and the company reprinted
2. keeping honest and trust
3. acting politely, wisely, and responsibly

A. Self preparation

Based on the rules of conduct of a tour guide, the duty can be done will if it is being prepared previously. The preparation consists of:

1. *The psychical preparation*. The thinking system started by asking questions to us about :

   a. What will be done?

   b. Who will be served and who will serve?

   The persons will be served are the tourists. So, we will have to know that the tourists are the most important persons because:

   a. the tourist give us business,

   b. the tourists do not depend on our company, but the company depend on us,

   c. the tourists are not out of our company, but as a part of our company,

   d. the tourists have sense of human being, emotion, estimation, etc.,

   e. the tourists are not the person who need debating because they will always feel true by their reasons.

Basically a tour guide is a representative of a company and acts as a salesman who has self-confidence. Acting as salesman, the tour guide has to know the five knowledge, i.e.:

a. knowledge of products

b. knowledge of market/customers:

   1) knowledge of his company

   2) knowledge about the competitors

   3) knowledge about the principal friends

c. When

It relates to the time. One thing needs attention is about the obligation to be punctual. The time must be planed accurately.

d. Where

It relates closely to the knowledge of tourist object, society, and region.

e. How. It relates to the planning of action.2.

2. *Personality*. Personality is not static. It can be developed, trained, and formed. The good personality can be knows through the following characteristics:

a. Friendliness, happiness, self-belief (knowing self-skills and them as good as possible)

b. Stability (managing self- problems)

c. Sense of humors (skill to laugh for him)

d. Skill to get criticism and learn it

e. Be initiative (skills to know something by himself)

f. Skill to know what is needed to be done and how to do it

g. Smart (be able to solve to problems in a difficult situation)

h. Optimistic, not depend on the other persons

i. Punctual, and able to work without supervision

j. Concerned with the skill to finish something already been started

3. *Physical Preparation*

The self-performance that is fresh, energetic, and always looks happy in guiding the tourist is a success key. We can reach the condition by keeping the physical health well. The physical preparation includes:

a. Clothes   : A tour guide has to dress neatly and cleanly.

b. Cleanliness   : A tour guide has t keep his cleanliness of the body (nail, teeth, hair, etc.).

c. Face   : The face always looks happy and smiles.

d. Language and expression

Language is a tool to communicate one to other. The mistakes to choose and use the works may affect the misunderstanding. Therefore, a tour guide has to improve his language by much reading, especially the books related to his job.

B. Ethic Codes of Indonesian Tour Guide

The government office of tourist made ethic codes for the Indonesian Tour guide as follows:

1. A tour guide must be able to promote a good image of the regent, country, nation and culture.

2. A tour guide must be able to manage himself, be calm, fresh, tidy, clean, and has sympatric performance in doing his provision.

3. A tour guide must be able to create a happy atmosphere and be polity according to the Indonesia norm.

4. A tour guide must be able to give the some service to the tourist without asking for tips, selling goods, and commission.

5. A tour guide must be able to understand the background of the tourists and try to convict them to obey the law, rules, and norm which still valid and take art part to preserve the tourist objects.

6. A tour guide must be able to avoid the talk and opinion that stimulate the debate about belief, custom, and religion, ethnic and social-politic system of the tourists' country.

7. A tour guide must be able to give the information well and truly. If the tour guide cannot explain something; he must try to get the information about it and then explain it to the tourist in the next time.

8. A tour guide is forbidden to stain the company, his friends of the some profusion, and the other elements of tourist.

9. A tour guide is forbidden to tell his problem to the tourist with the purpose to have a pity from them.

10. A tour guide must be able to give a good image to the tourist when the farewell in order that they want to visit Indonesia again.

C. Some Services of Tour Guide

1. Regular tour service

   Name list of the passengers, hotel name and address, tour programs, start and end of the tour (length of the trip), closer police station, hospital, mosque; enough money, entrance ticket, tips, snack if necessary, the label of the group, place of picking up and getting off, informing the driver about the program: the traffic, shopping, hotel, restaurant, and other stops, medicine for first help.

2. Picking up services

   a. Come to the office before to see some preparation or change

   b. Coordinate with driver what to do, take the name list with you and some voucher for hotel, restaurant

   c. Come to the front office and check the passengers to the office

   d. Introducing to the passengers (your name, travel, etc)

   e. Take them to the bus/call the bus to come and help for their belongings

   f. Collect the voucher of travel, ticket, to make sure that they are your correct passengers

   g. Tell them where to go, to do, to see, to stay, etc. now and the whole programs of the trip

    h. Introduce them the driver

3. Dropping off service
    a. Take them to the starting point
    b. Ask them to seat in the bus properly
    c. Take the smooth traffic
    d. Tell the following programs of the trip
    e. Say farewell
    f. Check all the left belongings of the passengers in case there is something left

4. Arrival Transfer
    a. Check the STA and ETA if changes, plan your time to come at the airport, traffic jam, recheck the reservation to the hotel, the room list, and some requests
    b. Informing the about the arrival and the welcome drink, and check in procedure
    c. Checking the driver and the bus
    d. Telling them about the hotel, the programs
    e. Check the needed documents: name list, voucher, travel identity, guide license,
    f. Help them in immigration

When they arrive:
    1) Making all the staffs (ticketing, luggage fan, driver) ready for the passengers
    2) waiting in easily seen place and greeting them for welcome
    3) find the TL soon and check the passengers
    4) take care all the belongings by using the luggage claim number kept by the TL
    5) introduce your identity and travel as well as driver
    6) telling the passengers about the luggage fan

7) telling the whole programs and the ongoing drive

8) telling the tomorrow/following programs

9) telling them about the hotel, its environment, facility, shopping place, transport/taxi, attraction around

10) after arriving at the hotel : ask the passengers to have seat and welcome drink

11) check in process with the TL based on the name list, send the luggage to the room based the name list

12) have short brief with the TL or the passengers

13) Confirm the point of meeting for the following transfer.

5. Departure Transfer

After the tour guide books the hotel/bell captain about: collecting luggage, time, place and informs the passenger one day before or a few hours before about the checking out of the hotel, the tour guide, then, takes them to the airport.

❖ In the bus on the way to the airport:
   1) informing the flight number, airline, time of departure and arrival
   2) informing the passengers about the carrying of the luggage
   3) check the airport for departure: delayed or not
   4) preparing the bus, ticketing staff, luggage fan
   5) being at the hotel fifteen minutes before
   6) checking out process
   7) informing not to have something left at the hotel
   8) others

On the to the airport:
   1) telling about the airport, flight, time, facilities at the airport
   2) inform the check in procedure for departure
   3) reminding all the vital traveling documents
   4) apologizing to the passengers

5) take all to the check in counter for the luggage

6) luggage tag and claim

7) farewell

8) others

6. Meal Transfer

    1) Confirming the time of taking

    2) Coming 15 minutes before if the dinners is not taken on the way of trip

    3) telling about the restaurant, place, facilities, length of the drive

    4) telling the main courses, taste, and some specials of the local food

    5) informing the table manner of the meal

    6) telling the program after meal

    7) informing the length of having the meal

    8) telling the time and place of meeting or getting the bus

    9) etc.

7. Shopping Handling

    1) telling about the art shop, place, facilities, length of the drive

    2) informing the quality and the quantity of the articles sold

    3) explaining the process of making the articles

    4) informing the average price

    5) informing the strategy and the process of buying, etc.

    6) informing the time spent for shopping

    7) informing the place and the time of getting to the bus

    8) etc.

D. Some characteristics of Tour based on the time

1. Half-day Tour

    1) City Tour

        1) giving the general illustration and the image of the city

2) giving the detail of certain object, to be interesting by comparing to others

3) telling persuasively the object to visit

  2) Special object visit

    1) object that is outside the city tour

    2) usually arranged as tour package

    3) telling the equipment or some preparations: custom, photograph, forbidden things

    4) inform and recommend the quality of provided goods and the of bargain

2. Evening tour

  1) Safety, comfort, distance, time, escorted, well-arranged

3. Full-day Tour

  1) taking more than six hours

  2) nice preparation because far from office to contact and more expensive

  3) avoiding of being bored, tired, complaint by jokes, games, songs, legend and myth

  4) controlling the speed of the bus, not too late and too early

  5) some preparations:

    a) check the driver, AC, Cleanliness, Bus condition, sound system,

    b) informing in case they want the safety box

    c) checking the box of first-help medicine

    d) Informing the object so they can decide the custom camera, etc.

  4. overland tour

CHAPTER VI
NATURAL AND ARTIFICIAL ATTRACTIONS

Tourism object and attraction are forms or activities and their related facilities that are able to attract the visitors to come or enjoy. These should develop as well as possible to be tourism asset. In developing them it is compulsory to do any research, inventor, and evaluate them before stated to be tourist object and attraction. This is required to have good relation or matching with the market and its further development. Generally, the tourist attraction can be classified into three categories:

1. Natural attraction
2. Cultural attraction
3. Artificial attraction

The other classifications are into two kinds:

1. Natural attraction
2. Social cultural attraction

The planning of the tourism object should be in agreement with the regional and national development policy of a country.

A. The Natural Attractions

The natural attractions include:

1. Climate

   a. Usually, people coming from the cold climate will be interested in the warm climate and vice verse.

   b. A place that has seasonal climate has more chances to have the natural attractions.

   c. Some tourists will find a certain different climate for the health reason.

2. Natural beauty and unique

   a. The beauty of the natural view: mountains, valleys, lakes, dessert, etc. will attract the tourists that want to do the activity of natural view, climbing, camping, boating, having photos, etc.

b. The view of the farming, gardening, etc

c. The natural unique: volcanoes, waterfall, caves, and the like.

d. The required accessibility: the road of getting nice view (view point), path, camping ground, view tower, place of shelter, etc.

3. **Beach, seaside, lake**

Beach, sea, lake, and river for having activity of swimming, surfing, sun bath, fishing, diving, water skiing, boating, cruising, canoeing, under water view, etc. The required facilities are toilet, fresh water (shower), room for changing cloth, nails, lifejacket, oceanorium, etc.

4. **Flora and fauna**

This includes the varieties of unique vegetation and fauna. This will be used to have activity of natural view, research, and photos. The required facilities are view point, view watch, natural path, toilet, zoo, botanical garden, etc.

5. **A certain form of natural attraction**

This includes waterfall, volcanoes, lakes, caves, etc.

6. **Park and conservation territory**

There are more or less 1200 national parks as natural conservation in the world, the rest are the regional and local park. The natural conservation includes the ground or the sea environment. In conservation there are certain types of zoning to take into consideration. Some types of the zoning are:

a. **Sanctuary Zone**

The visitors of this zone are completely not allowed to enter, except for very restricted number of researchers. The facilities available are fire extinguisher, monitoring equipment for guarding, and the like.

b. **Wilderness zone**

It only allows very few visitors. The main purpose of this conservation is for the original of the area without any disturbance or focusing on the natural balance. This is like: Jaya Wijaya primitive tour, Asmat tribe, etc.

c. **Semi-Intensive Visitor Use zone**

In this zone the care taker of this zone will provide the need of the visitor and give the chance as much as possible to the visitor to enjoy the beauty of the nature and learn it. The facilities provided are: path, place of shelter, view point to see the fauna. The origin of the nature is still the main focus to take care.

d. **Wildlife Management Zone**

The care taker of this zone may manipulate the condition of the nature, like giving some fences, watering, cutting grass, cleaning them, etc.

e. **Intensive Use Zone**

This is a zone of intensive recreation, including the providing the facilities and services for the visitors. This zone is usually relatively smaller or narrow compared to other zones. This zone will be divided into sub-zones depends on the function and the use.

1) Special use zone

   This zone has conservation house, service area, parking space, dense recreation activity, camping path, etc.

2) Recovery zone

   A zone which is decided for special recovery of the nature to the origin. This can be damaged area because of the excessively wood cutting.

3) Fishing zone

   This zone is especially for fishing.

4) Historical sites

   This zone is special zone that has a valuable history, like megalithic era, prehistoric cave, etc.

5) Traditional use zone

   It is a zone where the traditional and original tribe lives, which its life depends much to the nature.

f. **Buffer Zone**

This zone is as the border between the conservation area and the other unrelated activities, lay farming, gardening, housing. This zone will also eliminate the influence from other activities.

There are some terms of Indonesian conservation:

a. **Suaka Alam**

   It is special area with special characteristics, on the ground or the sea, to conserve and maintain the diversity of the flora and fauna, and its ecosystem.

b. **Cagar Alam**

   This is a kind of Suaka Alam in which there are certain characteristic of fauna, flora and its ecosystem that need to be protected and developed. This ecosystem goes naturally, without any interference of the human being.

c. **Suaka Margasatwa**

   This is a Suaka Alam in which there are many special characteristic species of fauna, animals. This conservation is done to protect and keep their survival.

d. **Cagar Biosfer**

   This consists of unique, origin, or/and degradation ecosystem protected for the need of research and education.

e. **Kawasan Pelestarian Alam**

   This is an area of natural conservation to keep the balance of the ecosystem, to save the diversity of the flora and fauna.

f. **Taman Nasional**

   This is an area of conservation that has the original ecosystem and conducted by zoning. This is used in the purpose of research, science, education, tourism, and recreation.

g. **Taman Hutan Rakyat**

   This is a kind of the nature conservation to collect the flora and fauna either the natural or artificial ones.

h. **Taman Hutan Raya**

This is a kind of nature conservation either the natural or artificial to be used in research, science, education, culture development, tourism and recreation.

i. Taman Wisata Alam

This is a kind of conservation which is used for tourism and recreation necessity.

The above classification follows the IUCN classification (International Union for Conservation of Nature and Natural Resources).

7. Health reason (resort)

These include sauna, steam, massages, pedicure, and sulfur bathing for skin health. The other present health attractions are diet resort, drug dependency, and tuberculosis resort.

B. The Cultural Attractions

The cultural attractions include:

1. Archeological artifact, history.

This involves the entire archeological and pre-historic artifact: sea archeology, old building, historical place (battle-field), monuments, etc.

2. Cultural pattern

This includes the style of living, pattern of civilization, living standard, community awareness of the cleanness, health, etc. The required facilities are: tour guide, sample of pattern of village,

3. Art and handicraft

This includes the carving, painting, batik, silver handicraft, dance, drama, etc. This can be the modern or traditional style. This sale will increase the national income or regional income. The facilities required are gallery, theater, art shop, periodical performance, information center, etc.

4. The interesting economic activities

This includes the sightseeing of the traditional market, trading way, bargaining way, the people business, main people job, etc.

5. The interesting city activities

This concern with city sightseeing whether at night or day.

6. Museum and the other cultural facilities

This is a form of tourism development or expansion that tells and informs the historical, cultural, art, handicraft, technology aspects.

7. Cultural festive

The cultural festive here includes either the traditional and modern ceremony. The ceremony can be the closely related to the human being cycle or farming cycle. The human being cycle is a ceremony to celebrate the event relating to the human being, like: wedding party, cremation, filing the teeth, etc. The farming cycle relates to the ceremony of harvesting, planting, storing the rice, etc.

This may involve the dances, drama, and the like.

8. The local hospitality community

This is concerned with the way of the people of the community communicate with one another, mainly the hospitality brought by them.

C. **The Man-made (artificial) Attractions**

The Man-made (artificial) attractions include:

1. Theme park, circus, attraction park

This is usually a people park completed by any attraction, like circus, live music, toys, shopping center, kid games, etc. Theme park is usually a special park for special thing or attraction, like Bird Park, Crocodile Park, etc.

2. Shopping tour

Shopping is actually the additional attraction but now days this has been the main attraction for the visitor of certain area. The shopping activity can give a very advantageous income for the concerned region. This may include shopping of the local man made product: clothes, handicrafts, process of making the stone handicraft, duty-free goods, antique, etc. The facilities provided are proper parking space, interesting art shop, information center, toilet, etc. The quality control and marketing policy in this case are the main focus or concern.

3. Dining

   Most of the tourists want the qualified food, not always the expensive one, but those that care the health, cleanness, and nice taste. Many tourists want to try the local food although it is only once. Generally in its developing, it is needed the hotel with its restaurant, restaurant with relatively different price, interesting building, clean and health environment, and completed by the professional cook.

4. Special event

   Many of sport events and traditional events can be the tourist attraction. The visitor can be the players or the supporters, and watchers.

5. Entertainment, Gambling, and Casino

   This involves the dances, drama, music, film that concern either the traditional or modern culture. The night life sometimes also attracts the visitors: night club, discotheque, gambling, entertainment center, Recreation Park, etc. The facilities required are parking space, entertainment facility (film, casino, theatre).

CHAPTER VII
THE TASK OF THE TOUR GUIDE

A. How Tour Guiding Tasks Classified

The task of the tour guide was generally presented and anlyized by Gusti Astika (2004:108-197) on his research of his doctorate graduate. The following description is dominantly quoted from his report of his research. I quote most of the descriptions to show to the readers the complete and comprehensive message of his analysis. Some of quotations are the examples of practical guiding technique in the actual works of tour guide, mainly in Bali area. His descriptions color much of this chapter.

He suggests that when target tasks have been identified through needs analysis, they are classified into task types by grouping together those target tasks that are more common characteristics although the details may be different. For example it is meeting tourists at the airport. There are some common characteristics of the guide's task at this setting such as welcoming a couple, welcoming a small group, or welcoming a big group, handling tour, handling meal, and handling hotel. The details of each of these characteristics are not always the same. Their needs are in according to the size of the group, the arrival time, or the topics of their conversations.

The first task is taking tourists from or to the hotel for check-in, and second, taking tourists to a day tour. The first task comprises three sub-tasks because it involves three setting and the guide's job in each setting is distinctly different from one another. The three sub-tasks are meeting tourists at the airport, giving information on the way to the hotel, and helping tourists with hotel registration. For the purpose of the analysis, each for the check-in sub-tasks will be referred to as task or task type with an understanding that the task was part of the large task; that was the check-in task. The second major task; taking tourists to a day tour covered eight sub-tasks:

1. meeting tourists at the hotel lobby,
2. beginning the tour,

3. describing the itinerary,

4. describing objects on the way,

5. describing religious objects,

6. describing process,

7. going to a restaurant,

8. describing sites.

Each of these sub-tasks will be referred to as task or task type with an understanding that each task was part of taking tourists to a day-tour task. The day-tour sub-tasks were also done in that order except the describing objects on the way and describing religious objects tasks. These two tasks were done alternately depending on the kinds of objects being seen and commented on by the guide. The sections below discuss each of these tasks either through monologues or conversations. The analysis of the tasks also includes interpretations about what was happening in the tasks during the tour.

1. Taking tourists to the hotel for check-in

The analysis of this task was drawn from three check-in trips. As mentioned earlier, this task comprised three sub-tasks because it involved three setting and the guide's job was different from one setting to another. The first task was meeting tourists at the airport. The guide met the tourists and checked their travel documents before they were transferred into the hotel. The second task was giving information on the way to the hotel. The guide gave preliminary general information about things the tourists needed to know before they took a tour. The third task was helping tourists with hotel registration the guide helped the tourists with hotel registration at the hotel counter, and to make an appointment with tourists who came on an optional tour. Table 6.1 displays the settings, tasks, topics and language functions utilized by the guide in carrying out the check-in task.

Table 6.1 Setting, Task, Topic, and language Functions in the Check-in

Setting	Task	Topic	Language Function
At the airport	• Meeting the tourist • Welcome tourist • Check vouchers • Check luggage • Talking to tourist	• Vouchers • Luggage • Late arrival	• Greeting tourist • Introducing oneself • Identifying luggage • Asking permission • Expressing apology • Explaining
On the bus	Giving information	• Going out • Changing money • Food & drink • Shopping • Hotel	• Greeting tourist in bus • Expressing apology • Explaining • Introducing oneself and driver • Reporting • Giving suggestion
At the hotel reception office	• Helping tourists with registration • Make appointment	Meeting service	Offering help Asking permission Making appointment Making suggestion Inquiring time for a meeting

2. Meeting Tourists at the Airport (Task 1)

This section discusses the first task at the airport. As indicated in table 6.1 there were four important things a guide did when he met tourists at the airport. The task demand was determined by, among other things, the number of tourists that had to be handled. The first thing a guide did was to greet the tourists when they arrived. This was carried out in one meeting of there were only two or three tourists. If the group size was large, tourists could not arrive at the same time. They usually came out from the customs in small groups at different times and the guide met the group one by one. Then the guide checked the tourists' vouchers. The guide checked the tourists' names on the vouchers against the names of the job assignment (document issued by the travel agency) be had from the travel agency. After that, the guide had a conversation with the tourists when,

for example, tourists who came earlier had to wait for another group. An interview with a guide showed that this task often involved a guide having to handle complaints from tourists.

If we handle a group of tourists, the problem with the tourists is that they do not come at the same time. The problem is the tourists. Some have waited outside, some are still inside. This is the source of complaints. They ask me, 'how long we are waiting?' This is the problem if they do not come at the same time.

What makes it difficult is that the tourists who come earlier have to wait for the others. Sometimes there are problems inside. This is the reason why they do not want to wait. These interviews suggest that the task of the guide could be affected by problems associated which are beyond the control of the guide. In one interview, a guide mentioned that the problem could be associated with the luggage or travel document.

The last thing a guide did was checking luggage. A guide had to make sure that no luggage was left at the airport or misplaced by the airport porter. A problem in handling luggage may arise and it could compel a guide to work beyond his working hours. One guide, in an interview, revealed his experience about having to find lost luggage. Before looking for the luggage, the guide had to meet the tourists at her hotel, groups were staying. In the interview, the guide said,

Yesterday, when you came with me to the airport, one bag was left at the airport. I spent the whole night to find it. When we arrived at Santrian Hotel, I felt there was no problem. But when I came home, one tourists phoned me, 'my bag is not in the hotel. Where is my bag?' Then that night I went to the hotels, one by one, to find her bag. The bag was not there. I went to the airport, to the lost and found counter. The bag was there. The driver did not put it in the bus.

This is beyond the guide's check-in task or beyond the normal requirement at this task, but his experience points to the language problem of handling a large

group at the airport setting which could affect the way a guide has to handle his task. Compared to handling luggage of two or three tourists, the task of the guide in handling luggage of a big group appears to be more difficult from the language point of view because there is a greater probability of complex problems arising from the interaction with the tourists, which in turn, increases the complexity of the task and of the language.

The conversations between the guide and the tourists at the airport were not recorded because it would have been too intrusive and could have made the tourists feel uncomfortable considering the context of situation at the airport. This context refers to the environment at the airport at the time of arrival including the verbal environment. After a long flight, the tourist may feel tired, the verbal environment at the airport is noisy, and it is not favorable for recording. Therefore, the analysis of language functions used by the guide at the airport was not based no recorded verbal data but derived from field and observations of interactions between the guide and the tourists and interview with the guide.

3. **Language Functions Required in This Task**

The observations of interactions between the guide and the tourists at the airport show that their conversations involved short turn utterances, which could be classified into three types of language functions. The first language functions were greeting. This was the first thing the guide did when the tourists came out from the customs. In an interview with the tour guiding teacher, I asked him if this skill was important. He said, - At the airport, a guide has to wait. He has a signboard with the name of the tourist(s). When he meets the tourists, he says, 'Good afternoon' or 'God evening' if they arrive in the evening. Or 'Welcome to Bali. Happy to meet you. I'm from Vaya Tour'. This greeting is important. Then after that, he asks, 'what about the baggage? is that all? shall we go to the bus? the car is outside. Please follow me. As this interview shows, meeting tourists at the airport involved more than just common greeting such as a good afternoon or good evening. It also involved other language functions such introducing oneself,

introducing the travel agency, identifying the tourists' luggage, and directing tourists to the bus.

Another language functions used was asking for permission. After greeting and introduction, the guide requested permission from the tourists to check their voucher, which had names of the tourists, the hotel they were going to stay at and their trip arrangements. Following this, the guide then made a small talk with the tourists in which the guide used his interaction skills to talk about general topics. The guide used more than one language functions, which served to build relationships with the tourists, for example, inquiring about their flights. It was realized in questions such as, how was your flight? or did you enjoy the flight? There were cases when a conversations in this setting was prolonged because they had to wait for other tourists or the guide had unexpected problems about transport. On one occasion, the guide expressed an apology for the delay to go to the hotel. A guide in an interview revealed this when I asked what he had to say to the tourists when they had to wait. In the interview the guide,

> *We apologize [because] we still have to wait for other tourists. If they want to wait for another ten minutes, we wait. If ten minutes is over, then we have to go to the hotel.*

This indicates that, besides expressing an apology, the guide should have the skill to make statements or clarification to explain things; what the problem was and what action should to be taken.

4. Giving Information on the Way to the Hotel (Task 2)

The distance between the hotel and the airport could affect how much information can be presented to the tourists. For example, on the check-in trip to Nusa Dua, there was much time because the distance between the airport and the hotel was about twenty kilometers and it took approximately twenty minutes. The guide gave much information to the tourist because the distance between the hotel and the airport was quite far. On the check-in trip to Kuta, on the other hand, the distance between the hotels and the airport was very close. The guide did not give

as much information as he could have because the time was limited and he had to decide on the most important aspect because the guide had to race against time.

Another constraint that affects the amount of information given to the tourists is the characteristics of the tourists. On trip two, for example, the guide learned that some tourists had been to Bali before. To a certain extent, this affected the guide as to what information was necessary to those "repeaters". Giving familiar or known information may not be appreciated, while at same time there are also tourists who come to Bali for the first time. They deserve as much information as possible. This situation may put a guide in a dilemma-which group of tourists he has to attend to. The characteristics of the tourists (new comers, repeaters) are an important factor in this task that may constrain the extent of information given to tourists.

5. How Topics Were Presented In This Task

There were given important topics presented by the guides on the way to the hotel for check-in. Each guide had different ways of beginning and developing the topics. However, all of the topics had similar schematic structures. The guides initiated the topics by identifying the tourists' needs, and then developed the topics by giving suggestions to the tourists-what they should not do to meet their needs.

Below are the topics presented by the guides when they took the tourists to the hotel. The topic 'going out from the hotel' was initiated by mentioning the need of the tourists. Then the guide developed the topic by giving a suggestion to the tourists, what to do and what not to do. This topic was presented in two trips and the guides' descriptions of the topic are presented below.

If you go out from your hotel, you should not bring your important stuff like your ticket, your passport, or all your money. If you go out just bring enough money. If you go outside from your hotel, please be careful. People are selling many things. If you do not want to buy something, please you say 'No, thank you' and don't touch.

Both descriptions concerned the 'safety' of the tourists. The first description emphasized the importance of securing travel documents such as ticket, passport, or money. The second description contained a suggestion to the tourists to be careful with a cautionary remark. In developing the topic, both guides gave reasons why the tourists had to be careful if they wanted to go out. In the second description, the guide said that the tourists could refuse if people on the street offered something to buy. Both descriptions were developed by giving suggestions to the tourists-what to do if they wished to go out from the hotel.

On trip two, a similar topic (changing money) was also presented by the guide. The guide developed the topic in a monologue because they used a bus. In the bus, the guide stood at the front, beside the driver, facing the tourists when he gives the commentary using a microphone that was connected to the speakers installed in the bus. Below is the commentary of the guide.

Ladies and gentlemen, so if you are going to change money you can do it inside your hotel or outside your hotel. If are you going to change money you should remember or I remind you if are you going to change, you know, outside of you hotel, you should, you know, which one is the best or which one is better. Because you know, there are moneyc hangers which offer very much, some money changers are illegal. You should read the rate, no commission. So that you do not charged ten percent. Sometimes, you know, you will be ripped off because the calculator had been set up in the wrong number or something like that. Or sometimes in the bundle of money of fifty thousand rupiah…sometimes inside there is twenty thousand too. You should really check one by one and also please recount with your calculator.

The topic on this trip was presented in a different way and it was more elaborated than the previous topic but the content was similar. The guide identified the tourists' need for local currency and developed his commentary by describing the characteristics of money changers (legal vs. illegal), and how they (the illegal ones) were running the business using calculator, mixing money in

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bundles). These were the reasons for giving a suggestion to go to the best money changer and to always check and count their money. Both guides developed the topic in a similar way; by describing the practice of money changers, and giving a suggestion; what to do when the tourists changed money.

6. Helping tourist with hotel registration (Task 3)

The task of the guide when they arrived at the hotel was to take the tourists to the reception office. At the hotel counter, the guide helped the tourists with hotel registration and then made plans for the tour. The type of tours that tourists are going to take has an effect on the kinds of task a guide does in this setting. On the first trip to Kuta, for instance, the group was on an optional tour, which was arranged after day arrived at the hotel. The guide made an appointment with the tourists to have a meeting service the next day to decide what tour the tourists would want to take. On another trip to Kuta, there two groups as far as tour arrangements were concerned. The first group was on a package tour. This group had made a tour arrangement before they left for Bali, so their tour had been pre-arranged. The guide did not make an appointment to have a meeting service which this group. The second group was on an optimal tour. This group did not make a tour arrangement before they left their country. The guide made appointment with this group to have a meeting service in which they decided what tour they wanted for the first day and what tour on the following day.

Considering the context of situation at the reception office at the hotel, recordings of conversations between the guide and the tourists were not made. The tourists and the guide moved about and it was difficult to record their conversations. Besides that, requesting permission to record their conversations while they were busy trying to get things done would be interfering and be too intrusive to the guide's job. Therefore, the analysis of the guide's task and language functions in this setting was taken from field notes and observations.

The topic of their conversations in this setting related to their plans to have a meeting service. To do this, there were several language functions involved. Examples of the guides' language have been put in the parentheses. The first

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language function was offering help at the registration (e.g. Can I help?). Besides offering help, another language function that the guide utilized was asking permission to see the tourist's travel document such as a passport (e.g. May I see your document?). After finishing with the registration, the guide made an appointment with the tourists for a meeting service the next day. Making and appointment is a 'task' by himself and the conversation may involve one or more language functions such as making suggestion for the time of the meeting (e.g. Can I meet you tomorrow?), or inquiring about the best time when the tourists can meet him (e.g. What time are you ready for meeting?). These were not the only language functions involved in the conversation between the guide and the tourists in this setting because the content of their talk varied and, therefore, the kinds of language functions could not always be predicted on the basis of one or two observations.

7. Taking tourist on a day tour

This task comprises seven sub-tasks. For the analysis, these sub-task will be referred to as task with an understanding that they are parts of the large task; taking tourists on a day tour. Each of these task is discussed in the following sections together with the topics and language functions employed by the guide associated with the task and topics.

a. Meeting tourists at the hotel lobby.

Recordings of conversations between the guide and the tourists at this setting were not available due to technical problem such as constant movement of the guide and the tourists. Beside, the content to record their conversations could not be requested before the meeting between the guide and the tourists. This was the time when the purpose of the study was explained to the tourists. The table below displays the task, topic, and language functions used when the guide met the tourists at the hotel lobby.

Table 6.2 Task, Topic, and Language Functions in 'Meeting Tourists at the Hotel Lobby' Task

Setting	Task	Topic	Language Function

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Hotel	Meeting tourist	Cost of tour to Lombok	Greeting: good morning
Lobby	Talk to tourist	Picking up different group on the tour	Making suggestion: shall we go?
			Reporting pick up plans
		Difficult of finding a parking space	Explaining difficulty of finding parking space
			Expressing apology for not being able to take the bus to the hotel yard

Before the tour began, the guide always met the tourists at the hotel lobby and had a conversation. There were several variations of meeting between the guide and tourists before the tour began and their conversations varied in length depending on the size of the group. If the group was small, consisting of two or three tourists, for example, the conversation was short. If the group was big, the meeting and the conversation took a different form. On tour one, for example, where there were thirty tourists, the guide had conversations with different tourists while waiting for other tourists to get ready for the tour. This was intended to socialize and build rapport with the tourists. The topics in the conversations varied from casual to more serious topics about things they were interested in. In one interview with a guide, I asked what he accused with the tourists when he met them before the tour. The guide said,

> *In Melati beach resort, their names were Mr. and Mrs. Paul. In Puri Raja hotel their names were Mr. and Mrs. Karen. They came to Bali for honeymoon. In Melati Beach Resort, I collected money because they wanted to go to Lombok.*

This interview extract indicates that the meeting with the tourists before the tour began could be used to discuss things related to the tour such as the cost of a tour or to collect money. As this guide revealed in the interview, he went to two different hotels to meet different tourists (couples). He used this opportunity to discuss the cost of the tour to Lombok, which they planned on the following day with the same guide.

Another variation of the guide's task was to meet and pick-up two different groups at different hotels. On the tour to Kintamani, for example, the guide when to the first hotel and after a short conversation with the tourists, the guide picked up the second group at another hotel that was closed to the first hotel. Here, too, the guide had a short conversation with the tourists before he took them to the bus and began the tour.

On another tour to Kintamani with a different guide, the guide had to go to four different hotels because there were four groups, three groups stayed in Kuta, and one in Sanur, about ten minutes' drive from Kuta. On the way from Kuta to Sanur, the guide talked with a few tourists who were sitting in the front row of the bus. At this phase of the tour, the guide did not give any commentary. When they arrived in Sanur, the guide went to the hotel lobby to meet the tourists. After having a short conversation, they got on the bus and began tour.

The task of the guide before the tour began was also determined by the location of the hotel. The guide met the tourists at the hotel lobby and they had to explain the problem of finding a parking space because the bus could not go into the yard of the hotel. Therefore, the guide told the driver to part the bus a couple of blocks away from the problem of finding a parking space.

The descriptions of this task suggest that the topics could vary depending on the size of the group and the unfinished business at a meeting service between the guide and the tourists. The variations of the guide's task suggest some variations in the language demands in terms of the kind of information that have to be given to the tourists at this phase of the tour.

b. Beginning the Tour
The table below shows the task, topic and language functions used by the guides at the beginning of the tour.

Table 6.3 Setting, Task, Topics, and Language Functions in
'Beginning the Tour' Task

Setting	Task	Topic	Language Function
Bus/minibus	Begin the tour	• Time when the tourist got up • Hotel the tourists stay at • Tourists' plan for the next day • Past activity: what the tourists did	• Find out opinions: the pool was good? • Recognize opinions, plans, past, activities, factual information • Plans: what do you plan tomorrow? • Past activities: where did you go yesterday?

As seen in the table, the guide began the tour in different ways. On tour one, for example; the guide began the tour with a description of the location of the hotel. The guide asked the tourists to look at the map that had been distributed to them prior to the tour. On this tour, there were about thirty tourists and the guide spoke from the front of the bus using a microphone.

On tour four, where there were only two or three tourists, the guide used a minibus. The guide sat on the front seat of the minibus, beside the driver. He did not use a microphone and, therefore, he had to speak loudly because of the noise from the traffic and from the engine of the bus. The tourists set in the second row behind the driver. When he gave a commentary, he looked back at the tourists. On this tour, the guide started the tour by describing the Barong Dance. A billboard of a mask dance elicited this commentary and Jogged Dance that the guide and the tourists saw outside the hotel compound, a few minutes after the bus left the hotel. The billboard was used by the guide a starter to begin the tour commentary.

Another way of beginning a tour was found on tour five. To begin the tour, the guide welcomed the tourists to the tour and introduced the driver. The guide said,

Ladies and gentlemen, I am on behalf of Satrivi and Garuda Orient Holidays. Our driver's name is nada.

Unlike the guide on tour one, the guide on this tour began with a welcoming remark. After greeting the tourists, the guide described the island of Bali, its

population, and its size. This was another way of beginning a tour in a bus setting. When a minibus was used, the guide began the tour with a conversation. The guide asked the tourists about their experience for the past days, their opinions about the hotel and facilities, or their plans for the rest of their holiday. On tour eight, the guide asked more questions at the beginning of the tour compared to other guides. It was the second tour with the same tourists and familiarity with the tourists and the small group size (two tourists) could have been the reason for the guide to ask more questions to the tourists.

c. Describing Itinerary

The itinerary description was presented in two different ways: monologue or conversation. Unlike the beginning stage of the tour where the setting determined by differences.

In describing the itinerary, the setting did not seem to be an important factor that determined the way the itinerary was presented. In a bus setting, the guide presented the itinerary in a way that everyone in the tour could hear it. It would not be appropriate from the guide to present the itinerary in a conversation with a few tourists setting at the front because many of the tourists would be deprived of the itinerary information. When a minibus was used, the guide presented his commentary either in a monologue or conversation. When a conversation mode was used, the guide could talk with the tourists as the distance between the guide and the tourists allowed them to listen to each other and the information could be presented interactionally. Another advantage of a minibus setting was that the guide could interact with the tourists and got feedback from them. Unlike the bus setting where the guide was detached from the tourists, a minibus setting provided the opportunity for both the guide and the tourists to interact. This is to stylize his interaction skills in presenting his commentaries. The table below presents the task, topic, and language functions used in this task.

Table 6.4. Task, Topic, and Language Function in 'Describing Itinerary' Task

Setting	Task	Topic	Language function
Bus Minibus	Describe itinerary	▪ Barong dance ▪ Silver smith ▪ Batubulan village ▪ Celuk village ▪ Mas village ▪ Ubud village ▪ Prices of silver jewelry ▪ Prices of woodcarving ▪ Terraced rice field ▪ Lunch	▪ Describing about the topics ▪ Explaining about the topic ▪ Explanation ▪ Response to questions for facts

The topic described in the itinerary determined the kinds of information given to the tourists. In the description of a Barong Dance below, the guide described it from a historical perspective; how the dance was organized in the past and how it is organized show.

Well, as you know, it was before tourists come to Bali, the barong dance is just performed during the festival. Why? Because in the former time there are many people uneducated. Not so many people read. And now, because you know, everybody can read. And in the former time the temple festival twice a year. And if the barong dance is performed during temple festival, tourists could not see that because it is twice a year. It is our decision to organize the Barong Dance every day. Because tourists come to Bali everyday.

Describing the visit to the silversmith on tour one, the guide described it from a different perspective. He described its production aspect, as can be seen in the commentary below.

So then we can stop in this village to see people making silver and gold. But in Bali we don't have silver and gold. We are imported from Sumatra and Kalimantan but they making here like Balinese style, ya. But this is like a…I bringing you in the factory to see the real silver and gold. They made up by hand. You can take a picture of people making silver and the gold. They still made up by hand.

In the two examples above, the guide described what aspects of the objects or places were important. These examples show that the guide's task varied according to the topic dimension or what was being described.

In an interview with a guide, there was an interesting aspect of itinerary description that he revealed. He said that a guide was also expected to play the role of a salesman when he described places, which had an economic value such as Celuk village, the centre of silversmith, or Mas village, the centre of woodcarving. Here is what the guide said,

Yes, there is a motivation so that the tourists buy things at the arts shop. Why? Freelance guide make a living from the arts shop. If you don't, you know…frankly speaking you can not live. The guide' fee is only 200.000 rupiah per month. Therefore, we have to have that salesmanship skill.

This could be the reason why the guide's commentaries about those places had description about bargaining and suggestions to bargain the prices at the arts shop. Regardless of the types of settings, one common feature that characterized the guide's task in describing the tour itinerary was the ability to make a displaced reference (Robinson, 1995: 102); that is the ability to describe things not present at the moment of speaking. To accomplish this task (describing itinerary), the guide described places using the ability to retrieve information from memory. This task necessitates language ability which involves familiarity with linguistic features verb tense and aspectual system that enable the speaker (the guide) to refer to past events or talk about thing that are not present at the time of presenting the tour itinerary.

d. Describing Objects On The Way

The table below displays the task, topics, and language function used by the guides in carrying out this task.

Table 6.5. Task, Topic, and Language Function in 'Describing Objects on the Way's Task

Setting	Task	Topic	Language function
Bus Minibus	Describing objects	1. in monologue • 'activity' topics • 'function' topics • 'symbolic' topics • 'material' topics 2. in conversation • job of Balinese women • mountain • lunch • students • road condition	• description of objects • information about facts • explanation about phenomena • response to suggestions • responses to factual questions • responses to yes/no questions • responses to question for confirmation.

In describing objects on the way, the guide used a lot of directives, hand gestures, or relied on visual supports to begin his commentary. The choice of a particular directive depended on what was in sight. The directives were used to direct the tourists' attention to the objects being described.

B. Full Day Tour

The guide initiated the conversation as the bus was approaching a spot from where they could see the view of the mountain. The guide began the conversation by providing information about the object (Here, it is still active). The tourist gave feedback to the guide's statement. In the subsequent turns, the guide's commentary was interrupted by the tourist's question. The function of the question was to seek confirmations and clarifications about the information from the guide. In this conversation, there were three requests for clarification. The first request was a response to the guide's information about the last eruption of the mountain. The second request for clarification was the response to the information from the guide. The third request was for clarification. This was the tourist's

response to the guide's message. The request for confirmation was also a response to the guide's pronunciation problem when he informed that the mountain had erupted three times. In topic of the language difficulty, the guide discussed the characteristics of the mountain, the historical events, and the impacts brought about by the events and the information from the guide was understood by the tourist, indicated by her responses such as: Ooo…it was really a big one, and O ya, a lot of damage.

The third pattern can be consisted of question and answer. The conversation having this pattern was initiated either by the guide or the tourist. The question generally had the role to seek information or to ask about something. The conversation about lunch, for example, had this pattern. It look place in the bus after the tourists finished lunch at the restaurant in Kintamani. The guide initiated the conversation.

a. Describing religious objects

The guides' description of religious objects varied across the tour according to the settings. In the bus setting, the guide presented his description in a monologue. The tourists did not ask any question when the guide was presenting the description and the guide decided what objects to describe. In the minibus setting, on the other hand, the guide presented the descriptions either in a monologue or conversation. When the tourist nominated an object, then, the description was presented in a conversation. However, when the guide nominated an object, the description was presented either in a monologue or conversation and the choice of the delivery mode depended on the guide's preferences. The following table displays the task, topics, and language function used in describing religious objects.

Table 6.6. Task, Topic, And Language Function in Describing Religious Topics'
Task

Setting	Task	Topic	Language function
Minibus Bus	▪ Describing religious topics ▪ use objects as 'Springboard'. ▪ -'self-nominated' descriptions ▪ details in Descriptions ▪ how to keep tourist interested ▪ -'organizing principles' of description	▪ colors in offering ▪ black and white colors ▪ ceremonies ▪ Galungan day ▪ the five principles ▪ cockfights ▪ Nyepi day	▪ description ▪ explanations ▪ explanation ▪ responses to question

The description of religious objects did not contain directives (e.g. on the right, on the left, over there) like those in the descriptions of non-religious objects such as trees or buildings. Instead, the guides used objects that they saw as a springboard to describe religious topic. For instance, the description of belief in the manifestations of God; Brahma, Wisnu, and Syiwa, was initiated by the guide by showing some flowers from an offering in the bus, as seen in the commentary below.

And also you can see the flowers, red color and yellow color and white color. This is symbolic of the God like Trimurti like Brahma Wisnu and Syiwa. Because in Bali we are believing in one God and also we believe in manifestations of the God like Brahma, Wisnu, and Syiwa. Brahma is the God of creative or the God the fire with red color. And Wisnu is the God of the look after or symbolic of the water and yellow color and the Syiwa is the power of the God like destroyer, and the color is white color. That's Brahma, Wisnu, and Syiwa.

b. Describing Process

Process descriptions were presented during the visit to Celuk and Mas villages. The first description was about the process of making silver jewellery in Celuk village, and the second description was about the process of woodcarving

in Mas village. The local guides who worked for the arts shops presented these two descriptions. The task of the tour guide in this setting was to introduce the tourists to the local guide, and then he joined the group to listen to the commentary from the local guide. The table below shows the task, topic, and language function used in the task; describing process.

Table 6.7. Task, Topics, and Language Function in 'Describing Process' Task

Setting	Task	Topic	Language function
Workshop	▪ Describing process of making jewellery ▪ Describing process of woodcarving ▪ Used of referential words	▪ silver jewellery ▪ woodcarving	▪ identifying objects ▪ explaining ▪ reporting ▪ warning ▪ comparing ▪ offering ▪ inviting

As the table shows, the description about the process of making silver jewellery presented in the workshop, where there were some artists working. While listening to local guide, the tourists could actually see the artists working on different parts of the of processing work. In his description, the guide used a lot of referential words such his hand, in there, like this / that one etc. The guide often relied on the physical text to help give meaning to his description.

Below are two examples of process description; each was woodcarving by a presented local guide. The description, making silver jewellery and woodcarving, were described according to the steps; how they were made. Below is the guide's description silver processing work. In the first column, there are the steps and in the second column is guide's description of the processing work.

Table 6.8 Process of Making Silver Jewellery

Step	Description
1. Describe the material	If you want to make jewellery for one hundred percent silver like this one, not so well, because why? Because one hundred percent silver is too soft. Then after that, to make stronger we mix it with copper only five percent. Make it a little bit stronger
2. Make silver block	Then after that, from one hundred percent silver and five percent copper like this one, they melted together, like this

	one, it melted then, and also make silver block like this, to make a silver block like this.
3. Make silver plate	Then it must be hammer like this one, and also we have special roll machine in there, to make silver plate like this to make a…..long plate this one. This one must be long short like this one.
4. Make silver wire	And after that, our silver in Bali is well known and is very famous like filigree silver. Like the small balls like this one. You can see like the tiny ball. Ok, how you get small ball like this one, you can get from this plate, you can start one by one, we have special hole size, and you do like this one. You get from this and we have silver wire, long silver wire like this one. You get from this one, depend on the size. If you have small wire, we have small size, and also if you have big wire we use big size. And we pull it. Then silver wire like this one.
5. Make silver balls	Then after that, from the wire silver, to make a small ball like this one, we cat small by small, and then we heat become small like this one. Ok you can understand what I mean.
6. Put decorations	And then from plate silver you can make some necklace like this one, sometimes for bracelet of ring and so on, then after that the small ball silver we put one by one. Made by hand because everything here almost by hand.
7. Make glue	And you know for putting like this one, we use just temporary glue. We use temporary glue. In Bali we call it piling-piling fruit. So we open first then we put in some water and then mix to make a local glue.
8. Soldering	But of course with glue like this one not strong enough, just temporarily. And to make a little stronger we use the silver solder and then we fire them again like this one. It is very strong enough. We have…..we use by petrol.
9. Cleaning	After we fair, of course the color is dark like this one, how to clean it? We use water mix with lemon juice. And then quality everything here we use 92.5%, it mean the quality is guaranteed.
10. Describe quality	Because there also many silver jewellery in Kuta or everywhere you sure be careful. Because why? Because they have just less silver. You get cheap price like 10 or 50 thousand rupiah but the quality not guaranteed. And this bull shit, ok. If it is good silver, it mean 95% silver, the price of course a little bit expensive because why? Because the quality we have guaranteed.
11. Invite tourists to the stop	Ok, you have any question? If you don't have any question, please you see inside the finish one.

As the description shows, the workshop setting affected the way the guide presented his description. The guide relied on the physical context to refer to the objects and used many deferential and process words. An interesting part of this process description, in my opinion, was the last two steps, when the guide compared the quality of the jewellery in this shop with jewellery sold in other places such as Kuta. The purpose of this comparison was to convince the tourists of the fight quality of the jewellery and then invite them to look at the finished products in the shop.

The woodcarving descriptions below similar features like the description about silver jewellery. The guide relied on the physical context to give meaning to his descriptions when he referred to objects being described by using referential words such as here, over there, this one, that one, etc. at the end of the description, the guide also invited the tourists to came into the arts shop. The guide's description of woodcarving is presented below.

Table 6.9. Process of Making Woodcarving

Step	Description
1. Show the wood	I will give you some information about the statue, the processing of the carving. The first I will show you what kind of material we use. Some example wood like a…..ebony wood, one we get from another island, from Kalimantan,. But this Indonesia ebony, the color of the ebony is like this one. But the Indonesia ebony you can look here. We have two kind of the color, black and the brown one. But this still one kind of the wood. This is the real ebony. For this wood is a bit hard that other wood. For this same size, it is more heavy.
2. Show statue	And you can see there, this is the statue, the motive of the figuran like his, from the Ramayana story, like Rama and Sinta. We have the story of Ramayana.
3. Show another wood	Another one we also have a….like aa……hibiscus wood, the same style like that one but different wood, it a bit lighter. it is local wood, Bali wood. But here also we have many kind of the wood. It natural wood. And another one we also have the white wood here like this one. This lighter wood, soft than ebony, it is easy to carving in here. And this because the…..in Bali we have so many, like the

	crocodile wood, like this one, is a crocodile wood. This Balinese people call it a……crocodile wood because the bark of the wood look like crocodile. There is so many you can find in Bali. And make it easy to remember if you find wood like this one. So the Balinese people call it crocodile wood. The same wood with here.
4. Cutting	Before they do the carving they must cutting. Also in here we have some from the root of the tree like that one. From the teak wood, in here we have many kind of the root of the tree which available here, like a….hibiscus wood. This is the root
5. Form, details, finishing	There are two step. The first step they make it the from, the first artist, for the form of the statue. The second artist make it the detail here. And the last processing to make it the smooth. We use the sand paper. First time you can see different people the carving.
6. Polishing the statue	After that to make it more shiny we have a….polish with the Shoe kiwi polish. Shoe kiwi polish makes it shinier. And polish here it depend on what kind of the color. If black color of the wood, we use black shoe kiwi. If the white, we use the white shoe kiwi.
7. Compare real vs imitation	And you see here. This is the imitation. But in here we don't sell the imitation. Just for the information, this one is the real from the imitation. if you want to know the real from the imitation, you can like this one. If you cat a little bit, and you can see different color from inside and outside, that mean imitation one. You can get from the price. Because in here, in Bali think, many people are selling the imitation one. They say the original ebony wood.
8. Invite tourist to the shop	Ok, do you have questions about the processing? May be you want to take photography after that you can look inside. They can show you they have the big type of statue like that from the mahogany wood. A mahogany wood we get from java island. Well, have look inside.

As these two descriptions show that the guide developed the topic by describing the materials used, the steps taken in the process, and comparing them with other products in terms of quality and prices, and finally inviting the tourists to see the products. After the local guide finished his description, the tourists went into the stop. The tour guide joined to walk around with the tourists, and helped them choose statue and bargain the process. The guide's task in the shop could put him a dilemma. A guide said, "Frankly speaking, as a guide I earn a living from

there too, you know. From the tour company I also get some commission. From the arts shops, too. The salary from the travel agency is not much. I often say, the life of guide is dependent on the arts shops."

This interview `indicates that a guide should help tourists get good prices and make them happy. At the same time, he also had to think about the commission that he would get from the shop which was determined proportionally to the value of purchase; the higher the purchase, the higher the commission he would receive from the shop. Beside, the interaction in the shop involved another party; the shop assistant, or the shop manager who would naturally prefer to make good profit. This was another factor that contributed to the difficulty of the task in the arts shop setting.

c. Taking Tourists To A Restaurant

The task of the guide when they arrived in Kintamani was to take the tourists to a restaurant. The restaurant was located beside the main road. It had two floors and the guide took the tourists to the second floor from which they could enjoy the view of the mountain and the lake. Each trip was planned in such a way so that they arrived at the restaurant at lunchtime. The task, topic, and language function used in this task are presented in the table below

Table 6.10. Task, Topic, and Language Function in 'Taking Tourists to a Restaurant' Task

Setting	Task	Topic	Language function
In a restaurant	- giving information about lunch - taking tourists to their seats - explaining the menu	- food and drinks - street vendors	- giving information - giving explanation - information time - giving precautions.

A few minutes before the bus arrived at the restaurant, the guide informed the tourists about lunch and drinks. The guide also warned the tourists about the street vendors at the restaurant because they were very aggressive and tricky. The purpose of giving this information was to caution the tourists against being

cheated by the vendors. They were very aggressive in asking the tourists to buy souvenir and this practice often made the tourists angry and, as result, they complained to the guide.

In the restaurant, the guide took the tourists to the seats, explained the menu briefly, and then went to the café on the first floor of the same building. The café served food and drinks specially prepared for the guides and the bus driver. The guide did not gave much commentary about the restaurant or the view of the mountain and the lake. It was not necessary the guide had described it in his itinerary. Familiarity with the restaurant setting and a shared knowledge of how one was expected to act and behave in the setting could be the reason why the guide did not give much information inside the restaurant. An interview with a guide I asked what his task in the restaurant was. He said, "I only took the tourists to the seats, and then I told them 'this is your table'. And if necessary, I choose a good place so that they can see the Mountain View. Then I talked for a while 'has good lunch, and so on'. Then 'please help yourself, whatever you want, such as sate, fried noodles, fried rice and many kinds of things'. Sometimes the tourists invite me to join their lunch but I don't have the 'mood' and I don't feel at ease with the tourists. The restaurant has provided a place downstairs for guides to have lunch."

This suggests that the task of a guide in restaurant was to choose a good spot so that the tourists could enjoy the view of the mountain and the lake. Besides choosing a place, a guide also showed them the table, and explained the menu briefly. The conversation with the tourists involved receiving/refusing their invitation to have lunch together, as indicated by the guide in this interview. The main concern of the guide at this point of the tour was the service that the tourists were supposed to receive from the restaurant.

The importance of giving clear information about the vendors at this restaurant and clear advice for the tourists should not be overlooked. An embarrassing happened on tour four when the tourists finished their lunch and they were walking to the bus. It took place in the restaurant yard. The following description of the event was taken from the field note.

This event could have been due to the information from the guide, which was not clear to the tourists; that they should avoid the vendors and should not ask for prices. Below was the guide's information given to the tourists before they arrived at the restaurant.

G: Well, one thing I recommended with yourself when we arriving at the restaurant. In the front, so when people promising with you selling sometimes, many people grabbing you. Be careful. Because here is many swapper.

T: What?

G: Swap, swap, swap. All another things. If you decided to by one thing, with a good price, then swap to another thing.

The information given by the guide was certainly not clear and the tourists did not get the message that they should avoid the vendors. This restaurant was unique in the sense that was the only restaurant where the vendors were very aggressive. They were backed up by the restaurant security. The guide in an interview revealed this fact as follows,

The restaurant was owned by a Chinese man and the security cooperated with the vendors. Once I tried the tourists through the side door of the restaurant but the security told me to go through the front door where the vendors were waiting. He did not allow use to take another door to go to the restaurant upstairs. He apparently had made special agreement with the vendors.

The interview shows, the guide tried to avoid the vendors by taking the tourists to the restaurant through the side door, but he failed. This interview and the event described above indicated the importance of giving a clear message to the tourists so that they knew a hat to do or say to the vendors when they arrived at the restaurant.

The guide developed this topic by describing the vendors' behavior and the tricks they used. The guide also suggested that the tourists should not buy souvenir from the vendors or ask about prices of things they were selling. In

developing the topic, the guide described the characteristics of the vendors and their trading practice.

Table 6.11. Task, Topics, and Language Function in 'Describing Sites' Task

Setting	Task	Topic	Language function
House compound Temple Family farm	giving information answering question	bedroom offering preparation closing the visit shopping granary kitchen	descriptions explanations expressing gratitude
		plants meeting hall temple yards temple membership cows	

One of the visits on the tour to Kintamani was to a Balinese house compound. The compound is approximately about 600 to 800 square meters. it comprises a few separate buildings each with a veranda functioning as a sitting room where the family spend most of their time. The buildings are the sleeping quarters for the parents, grandparents and children. Each of these building has a small door and window for ventilation. In addition to the sleeping quarters, the compound has a kitchen and a granary. The most important part of the compound is the family temple in which there are several shrines of pods and ancestors. In this temple, the family holds most of their family rituals.

There were two main jobs of the guides in the compound site: giving information about the sites and answering questions from the tourists. The extent of information given by the guide in a monologue depended on what the guide considered important, while information in the conversation depended on what question the tourists asked and howmany. The following are three versions of monologue descriptions from different guides about the sleeping quarter in the compound.

On this place mum and dad sleep here and the children this one for the women and that's for the man. We separated, ya. You can see the room. This is the room here.

Ladies and gentlemen, this is for grandparents, and this is for sons and this is for daughters. The daughter, when she gets married she follow her husband to her husband's house. The son should invite inside the family house when he gets married, the grandparent move over there and leave the house for the honeymooners. The house no windows; everything is dark and so on for the honeymooners. No peeping, ya, no windows.

I'd like to show you how they sleep. Sorry, this is a simple one. Mummy and father. They got black and white television. It's hard to explain because it's so different. This is the real way of Balinese people.

Notice that the guides emphasized different aspects in the description. The first guide looked at the parts, the second guide looked at the changing function, and the third guide looked at the quality of the building. This variability of description indicated that there was not hard, fast rule that a guide should follow in describing the site. The suggestion by the guiding expert who said that a commentary should follow the what, who, and why-principle, was not reflected in the guide's description above. Like the descriptions about the Barong Dance discussed earlier, the description about the building in the house compound here were not an ideal example based on the criteria suggested by the guiding expert. It should not be considered as the standard way of guiding behavior. It simply showed that tour guiding behavior varied from one guide to another.

The objects that were presented in the conversations with the tourists also varied according that to what question the tourists asked and what role the question served. In the conversation below, the tourist asked a factual question about what they were seeing in the compound.

T: And what's she doing there?
        G: They preparing for tomorrow. They making offering. This
              made up from young coconut leaf. This is a young coconut
              leaf. And also tomorrow we will make big offering, we mix
              it together with fruit and cake and the flowers for. This big
              offering like this. And after that when people finish praying,
              some of the offering we leave in the temple and then we
              take back at home and we eat together with the family. That
              mean blessing from God.

This response, the guide did not only tell the tourists about the activity of the women, but to describe how they made the offering and what they would do to the offerings after the ceremony. The visual supports (coconut leaves, fruit, cake, flowers) from the context developed the guide to elaborate his commentary. However, when a visual support was not sailable, the conversation could be very short as seen in the conversation below between a same guide and the tourist in the conversation above.

        T: So this is a prosperous family? A well to do? Or…..
        G: Ya, they living from the rice field. They have rice field
              somewhere here.
        T: Rice field.
        G: Ya.

In this conversation the guide did not elaborate on his answer. The absence of a visual support (rice field) could be the reason for his brief response although he had a good knowledge of rice field (indicated by his previous commentary about rice field) and how people in Bali, and the family in particular, lived on rice farming. It would appear that the information presented in a conversation was also determined by the availability of visual support from the context of speaking.

There was no prescribed order or procedure that a guide should follow. Each guide had his own preferences as to what object he wanted to describe first and what object next as they were around the compound. Beside, interruption from the tourist's questions also played a role in the way the guide organized his description. However, there were two points of similarity as far as the order of presentation was concerned; first, at the beginning of the visit, and second, at the end of the visit. At the beginning of the visit, the guides started with a description

of a small welcome statue with a Balinese inscription on it, located on the entrance gate of the compound. Beside the statue, there was an offering. Below is an example of how the guide began his description of the house compound.

Ladies and gentlemen, this is the old Balinese letter, om swasti astu, the meaning is welcome. You know, the family welcomes to you to come inside. And this is the offering, and this is the symbol of volcano, mountain.

At the end of the visit, the guide, on behalf of the family in the compound, thanked the tourists for visiting the compound. Here are guide's remarks to conclude the visit.

Thank you. I hope you enjoy it. I appreciate that you will have good memories from this family and, you know, don't forget it. We should thank to all of you guys for the trip to day. This will be something special for you. Ok, and now it's almost six o'clock we ride back to our hotel, it takes another hour drive from here to get back. Once again, thank you so much and I am appreciated that you had a lovely day with us. Thank you.

The description about he temple visits was also characterized by their variable order of presentation. On an visit, the guide began with a description about offering explanations, and then followed a description about temple membership, temple history, and so on. On another visit to the same temple, the guide began his description about the status of the temple, then its history, then the division of the temple yard, and so on. There was a set of order to follow in a presentation about temples. But it is like teaching, like in art. It depends on the time we have. It depends on the interests. People [guide or tourists] have different interests. If you want to be systematic, you could start out with the name of the temple, and then when it was built, by whom, what was its function in the past, its function now." It depends on the methodology they [guides] use in giving information. They give information based on what they learned. They might give information using where, how, when, why, what. This is what they use as a guideline.

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Both the teacher and the expert said that there were no hard and fast rules that should be followed in describing temples. In general, presenting temple description depends on the interest of individual guide; how he wants to describe things, and the interest of the tourists; what they want to know. As a general guideline, the expert suggests using where, how, when, why, and what in the description. According to the tour guiding teacher and the expert, each guide has his own method and his interest may play a role to determine how a guide presented his description.

Besides giving information to tourists in a monologue, the guide also described thing in the temple in conversations. Using conversation in describing temples helped the guide decide what information was necessary or needed by the tourists. It would seem that the task of the guide in a temple setting, if he chose to use a conversation, was to make statements eliciting information needed by the tourists, and then expected responses from the tourist, which, in turn, could be used as bases for giving more information. The tour guide mediated response from the tourist would indicate what information was important, thus reverting the guide from giving unnecessary information. In a monologue, it was the guide's sole privilege to decide what information to be presented to the tourists and consequently, the information may or may not be important from the tourist's perspective. The task of the guide in the temple setting, in many ways, was similar to the task of the guide in presenting description in the house compound. The guide relied on visual support available in the temple and used hand gestures to clarify meanings that could not be expressed verbally either in monologues or conversation.

Another factor that affected the task of the guide on the temple visit was the weather condition. On tour five, for instance, heavy rain prevented the guide from taking the tourists to the inner yard of the temple. Consequently, the guide and the tourists took shelter in the meeting hall located just outside the temple's main compound. The guide could not describe things, as he should have because of the rain. Therefore, he had to adjust his description accordingly and it was

limited to what was visible from the meeting hall. This incident points to the need for a flexible task plan and an ability to deal with contingencies.

The task of the guide on the visit to the family farm did not require the ability to describe abstract concepts. In the farm, there were different kinds of fruit trees and vegetable. The guide and the tourists walked around the farm and the order of the guide's description depended on what he saw and what question the tourists asked as they were walking around. In general, the tourists asked informative question about names and functions of fruits vegetation they saw on the farm.

The visit to the waterfall had another dimension that contributed to the task of the guide. The waterfall is located in Gitgit village, on the way to Singaraja. It is about a half kilometer off the main road and the path to the waterfall is about one meter wide, winding up the down with little steps. Along this path there many little stalls selling souvenir, cloths, bedspreads, shirts, hats, etc. one of the women on this tour could not make her way to the waterfall and the guide suggested that she stayed at one of the stalls waiting for the rest of the group to return from the waterfall. This illustrated that the physical context in which the task in carried out could contribute to the complexity of the task.

Another task for the guide in this place was to help the tourists when they wanted to buy something. On tour seven, for example, the tourists stopped at a stall and wanted to buy a bedspread. The lady in the stall was a Balinese who did not know much English. Therefore, the guide translated back and forth for the tourists and the lady. Here is how the transaction was done at the stall.

Tm   : male tourist
Tw   : female tourist
Sk   : shopkeeper

Tm	: Single bed. Narrow bed.
Sk	: This one, sir?
Tm	: No, that for one person. One person bed.
Tw	: She doesn't understand
G to Sk	: Dia minta yang kecil, gek.(tr: he wanted a small one)
G to Tm	: She doesn't have.
Tm	: Not in single here.

G to Tm	: No other size. So, well, the best just come to the water fall that we can look one.
Tm	: O ya.
G to Tm	: Because there are so plenty of that.

This conversation illustrates that his waterfall setting made the guide assume an additional responsibility that involved a translation skill. Fortunately, the lady did not have the bedspread that the tourist wanted. If she had, then, the guide's task would have been more complicated because it could involved negotiation about prices.

During the visits to the sites above, the guide presented many topics. Most of the topics presented in the house compound were about buildings and they were described according to their function, quality, or system of ownership. The description about the granary, for example, was developed in terms of its function as a place to store rice.

This is the granary. Granary is very useful to keep the stock of the rice. And the dry season helps you know, because in the dry season not all field can be planted, some part is a planted for soybean, or sometimes for sweet potatoes or something like that.

In describing the kitchen, the guide looked at the quality (simple) and physical characteristic (it did not have a dining room), as seen in the description below.

Ladies and gentleman, we are in the inner place of a Balinese house. This is the kitchen. It is very simple. They don't have dinnertime or dining room like in your country. And we use wood for cooking.

In describing the bedrooms, the guide referred to the system of ownership and how a family event such as marriage of a son or daughter could change the system.

d. How topics were presented in this task

The topics presented in the family farm were discussed in conversations. The farm was small and located beside the main road. It had different varieties of

fruits, vegetables, and spices. The product from the farm was mainly for local consumption and it was not widely marketed. The owner was a farmer who lived next to the farm and he they saw and the topics were developed as they walked around

The following are two segments from the conversation between the guide and the tourists about what they show. In the first segment (cloves), the guide began by describing the function of cloves. In the second segment (Salak fruit), the tourist initiated the conversation by asking a question, seeking information about the name of the plant.

G: This one we call it clove tree. The clove is very useful for you
    know, for balm and besides that for medicine of toothache. And
    also it can be used for cigarettes. Indonesia like very much to
    smoke tobacco and cloves.
T: Where are they leaves?
G: The leaves is there. It doesn't have to…because at certain time,
    we get season of you know, cloves.

T: What's this?
G: We call it snake skin fruit, salak. Salak.
G: This is avocado tree, this one, ya, but it's only blooming. It
    doesn't have any fruit
T: Which one?
G: This one, ya. Over you.
G: And we have kiwi fruit too, like in New Zealand.
T: Ya, ya.

As can be seen from the segments, the role of the statements from the guide was to provide information at the beginning of the conversation or to provide answers to the tourist's questions as the conversation developed. The tourist's questions were meant to seek information from the guide or give feedback to the guide's statement. The statements or information from the guide were straightforward, easy to understand. In giving the answers, the guide referred to the object being talked about and this visual support helped clarify meaning in their conversation.

There were several visits to the temple and the guides presented the topics either in monologues or conversation. The topics presented in monologues were developed either by describing the function or 'parts' of the objects, or a

combination of both. The description about a meeting hall below, for example, was developed by describing its function.

> *This building is not actually for religious purpose, not for badminton. But now it has multiple purposes, ya, for badminton and for religious purpose. When the festival is held, the Balinese of the Hindu followers who hold, you know a preparation of the temple. They build many kinds of, you know, decoration such as flags, and young coconut leave there. And also this is used for preparation of cooking, ya. Because the Balinese especially the men cook and the ladies, you know, decorated young coconut leaves or something like that.*

The guide initiated the description by identifying the building and developed it by describing its functions. In addition, he also described different activities that people carried out in the building, either for social or religious purposes. On another tour, the guide described the temple yard from a different perspective.

> *According the Hindu, we divide it three courtyard, you know. The other courtyard, the middle courtyard, and the inner courtyard. Different section and also different function. The outer courtyard, so in Hindu, is believe the evil spirit, the outer for the evil spirit. In the bottom we find many offering, this one section for the bad spirit. This one for human activities place for the priest, we find the many shrine.*

The guide developed this description by describing the part of the yard (outer, middle, and inner yard), the function of each yard, and activities carried out in each of the yards. These were important aspects in developing the topic.

The topics presented in the conversation generally had two patterns. If the conversation was initiated by the guide, the pattern consisted of information and questions, with the guide presenting the first information then the tourist asked questions, and so on. If the conversation was initiated the first information then the tourist, the pattern consisted of questions and answers, with the tourist asking

the first question, then the guide provided the answer, and so on. The conversation about temple membership below developed according to the first pattern.

(1) G: They have also the name list to this temple, how can we to be a member of the temple in Bali after getting married, we have to go to registration.
(2) T: If you are single?
(3) G: If you are single, no.
(4) T: No obligation?
(5) G: No, no, no obligation. Just you know…..have partner. Before we get a partner, I mean wife, it's not compulsory or obligation to member of the temple. You can getting free, you know from the activities of the temple. You can go anywhere.
(6) T: If you are over 40 and you are single?
(7) G: No, no. event the people 50 years old but still single not obligation to be member.
(8) T: You are free?
(9) G: You are free. You are getting free. That's the religious. The religious of the traditional Balinese people. We accept from the ancestor. Ya, sometime it can be change. It depends on. That's the constitutional of the village.
(10) T: Ooo…..

The guide initiated the topic by providing information about how one was allowed to be a member of the temple community. Then the tourist asked a question, requesting information about the membership for single people. Then the guide provided the information requested by the tourist. This question-answer pattern continued until the end of the conversation.

In this conversation, there were four questions from the tourist. Two of which were requests for clarification (turn 4, and 8). The first question in turn 2 was meant to seek information about the membership of single people. The subsequent questions were requests for clarification because the information provided by the guide was not clear to the tourist. In developing this description, the guide referred to the existing customs and regulations.

There were several conversations, which followed the question-answer pattern such as the presented below. The tourist initiated this conversation.

T: Do you eat cows?

G: In Bali we believe that's sacred animal, ya.
T: Sacred, oh, it is?
G: We don't eat beef for Hindu because we are believe.
T: That's right.
G: Because the cows will become human. The last incarnation of the animal.
T: So, it's the incarnation?
G: Ya, in Bali, cows are using for working in the rice field, ya.
T: OK.

The tourist began the conversation by asking a question to the guide and the guide answered the question by providing information.

CHAPTER VIII
SOCIO-CULTURAL (ARTIFICIAL) RESOURCES OF TOURIST ATTRACTIONS

A. Cultural heritage and monument

The historical heritage, monument (national, cultural), historical building, city, religious building (church, temple, mosque), battlefield are the tourist attractions in some countries. The other attractions can be underwater research, industrial archeological, and the historical parks.

The planning of this kind of attractions needs the zoning. The facility should be concentrate on certain places or area. This must be integrated with the visitor center complex and closed from the entrance of the attraction area.

The control of the natural image should be focused in the area or the surrounding of the tourist attraction area. It should be manage in such a way that the visitors are not concentrated only on a certain area, but they are distributed for among the areas of tourist attraction. The distance between the entrance and the exit way is relatively closed.

The providing of the brochure and leaflets will help in giving information to the visitors besides providing the tour guides in some language specialization.

The imaginative approach in planning of the tourism development recently becomes the effective and ideal one, mainly in giving the accurate information to the visitors in museum, research room, library, audiovisual room, stage, etc.

The general facilities should be provided are toilet, shops, waste box, maps, warning, waiting place, parking space, etc.

B. Museum and other cultural facility

These kinds of attractions are closely related to the nature and culture of certain place. The museum can be developed based on the theme: archeology, history, ethnology, nature history, art and handicraft, science, industry and technology museum, or the other certain themes.

The attractions usually complete the need of the local attractions, recreations, or spending the spare time. If the museums are managed and taken

care well, they will be the international and international attractions. The purpose of the developing of the museum is not only for the good collection reason but also for the reason of education through interpretation or special programs.

The room traffic and lighting are arranged in such a way that the goods are easily seen as well as the information. Labeling the articles of the museum can do this.

The facilities required are: wash room, waste box, some notices, information center, library, shops, lockers, etc.

The tour guide should be qualified enough not only on his language but also on the understanding all the collections of the museum.

C. The custom or the life pattern

Tradition and life pattern involving custom, clothing, ceremony, and the belief of certain people or tribe are very important components as tourist attractions in giving the complete knowledge to the visitors, besides economically can giving much income to the country in question.

The important thing to consider is the areas that have uniqueness of tradition or traditional custom, usually in underdeveloped community, and, thus, it should pay attention to the influence of the visitors to the community due the interactions. This requires the careful planning in its development scale, mainly in deciding the purpose of development. The development of this kind of attraction will be successful when it is developed in the original place of the civilization, like traditional village. But if the traditional village is not in oneness or disorder in its tradition, it can be reconstructed. Having traditional handicraft, dances, music, etc can do this.

D. The village of attractions

The developing of the village as the object or attraction involves the visitors to take part in the village activity, not only see and watch the culture of the community.

The approach of planning the development is community approach or community based development. The community will manage, develop, and own

the facilities of attraction and services. This approach hopes that the community can accept directly the influences, advantages, and prevent the urbanization.

The pattern of traditional life is the important aspect to develop. The spontaneous interaction between the visitors and the local people will support the understanding and awareness of their life pattern, as the nice attraction. Thus the people will be proud of their own culture and custom.

The constructing of the traditional and simple home stays or accommodations; with the local material, method, and design as well as the traditional food; will creates a special image or impression to the visitors. The number of the available accommodations, transportation, and other facilities should be carefully planned.

The zoning and the environment planning should be realized, besides providing the above facilities. There are kinds of zoning can be done: front stage and back stage zoning. The front zoning is the place of the artificial experience which is still related to the theme of the traditional customs and culture. This means that before entering the place the visitors get the earlier image of the traditional thing. This zoning includes the facilities of accommodation, art shops, shops, etc. The back stage is the main attraction, that is, the traditional community life with all of its way of life or activities.

E. Value, Ethnic Tour and Nostalgia Tour

These types of tour are closely related to the visitors that has similar culture, religion, ethnic and historical background of their past. The visitors of these places usually don't stay in the commercial accommodation, hotel, home stay, etc. but in their relative or family. The location and facilities required are those that concern the certain themes, for example, religion tour or pilgrim in Mecca (praying equipment, religious information, etc.).

The important planning to do is related to the fact that the visitors will spend their time in this place for recreation and sightseeing. The providing of certain facilities, services, object, other attractions are needed in the hope that they extend their stay, spend more their money, and having more satisfaction.

CHAPTER IX
INTERNATIONAL AIR TRANSPORT ASSOCIATION
AND TOURIST TRANSPORTATION

A. Function of IATA

1. For Airline

IATA is an international civil aviation organization. IATA provides service of ways in solving the problems of aviation. The problems sometimes are due to the differences in language, customs, cultures, money, and any other rules. It helps in making the routes and schedule of flight. This organization is a collection of experiences, information, and the like.

2. For the Government

IATA provides the way of coordinating the fare internationally. It also provides the practical experiences from any Airlines. It also helps in arranging the economical fare for the postal freight and make sure that the commerce, safety, and comfort is the first concern.

3. For the Public

IATA provides fixed operational standard for everywhere, a normal business operation of airline and its agents, and a relatively cheaper price. A company that has a connection to IATA will give an easy way to get everything by just calling at once, the customer can not only arrange the tour but also pay the ticket and visit some interesting places.

B. The History and The Organization of IATA

IATA was founded in 1945 for handling any problems of flight for at the last world war two. The purpose of founding the IATA is stated in its article of association, as follows:

1. To promote the safety, the accuracy, the economical air freight for all the people over the world.

2. To protect the commercial flight and to learn all of the resulted problems.

3. To provide a way of cooperation between or among the companies that is involved in the international aviation either directly or not.

4. To cooperate with the ICAO (International Civil Aviation Organization) and any other international organizations.

As a public organization IATA is open, non-political concern, and democratic. The membership is open for every company that has the license from the government, having ICAO membership. There are two categories of membership in IATA:

1. Active member is a aviation company that has a flight of international route.
2. Associate member is an aviation that has only the domestic flight.

The active member is classified into two categories:

1. Trade Association that has the activity of flight in non-commercial civil flight.
2. Tariff coordinator which has the activity of negotiating the fare and tariff internationally.

IATA is backed up by the annual general meeting. In the meeting all the active member has the same idea or policy. The policy that will run in all the years is ruled by the Executive Committee. The realization of the policy is carried out by the committee of law, technique, and traffic. IATA Tariff Coordination Conferences will carry out the coordination of the agreement fare and tariff.

C. IATA Agency Programs

A company should be able to sell its product to all over the world if it wants to get a good access in the market. For this point the aviation company should have contact to the travel agent as the retailer besides its own office. The travel agent is involved in the most of the air ticket selling. The travel agent should have a fund, security, and standard professionalism.

The agency program of IATA should be fair administratively for all the agents either of passengers or cargo. By the single contract to IATA, every travel agent that has the capability as the representative of the airline company can keep a documents of flight or aviation: ticket and sell it to get commission from the IATA member airline. It is hoped that the travel agent can improve and then be IATA Approved Passengers Agent. The benefits that can be gained are:

a. having ticket stocks of the airline company,
b. having the facility of credit from the aviation company,
c. having commission from ticket selling,

d.   having the discount of travel agent.

D. IATA Bank Settlement Plan (IBSP)

The Bank Settlement Plan (BSP) is developed by IATA Member Airline after it has contract to the travel agent for simplifying the selling, reporting, and the procedure of paying of the travel agent. This cooperation creates a high efficiency by simplifying the administration between the Airline Company and travel agent. This, of course, can save much money.

Bank Settlement Plan is a standard system of the airline and appointed agent to make easy and simplify the way of selling, reporting, and administration of the air ticket of aviation involved in.

Ticket, MCO, and the others are the aviation company document that are very important, it is called Standard Traffic Documents (STDs). By having this system the appointed agent can issue a neutral aviation company document with the Sales Agent.

Agreement Appointed Agent and then make the easy report of selling under the name of BSP Airline to the EDP center. EDP will ask the money to the appointed agent by one invoice for a certain period. By this way the agent will make payment once only for all airlines via EDP, as the agreed period of time.

E. Tourist Carrier and IATA

A travel bureau in its operation may or may not have its own carrier (transportation) for its passengers. The travel bureau has to know exactly about the available carrier and can serve the requested carrier that is possible. It must know the kinds of carrier in its surrounding, at least: the sea, surface, and air transportation. It has to know also the facilities, capacities, the fare, the address, departure, arrival, and its destination. The mastery of the carrier makes it easier to sell the available information or needed information. The more it knows the general carrier and its appropriate information. The more credible and trusted (by the costumers) the travel will be. At least the customers know and trust it in handling the transportation. This means that more people take or book transport from it, more commission it gets from the transport company.

A travel bureau should know first anything that concerns the various carrier companies that are available. Thus the travel can get many data and information concerning the transportation. Therefore, it needs a good cooperation, good coordination, a fair contract that can mutually be advantageous between the travel and the transportation company.

One of the important things in the cooperation is the way of payment, the given commission percentage to the travel. This must be in a written agreement to avoid the future dispute.

In travelling the travel should be able to serves a good transportation that is appropriate to the motives and the kinds (manners) of the traveling.

The followings are the kinds and the types of transportation that is available for traveling.

Air Transportation	Air Transportation	Ground Transportation

a. International Flight
  1) Scheduled Flight/ Regular Flight
  2) Non-scheduled flight/Chartered Flight
b. Domestic Flight
  1) Commercial Flight
    • Scheduled Airline
    • Air taxi/ Chartered
  2) General Aviation
	a. Regular Lines
	b. International
	c. Inter insular
	d. Ferry
		a. Bicycle
		b. Chart
		c. Motorcycle
		d. Public carrier
		e. Taxi
		f. Bus
		g. Motor coach
		h. Train

F. Air Transportation

a. International Flight

It is recognized that there are two kinds of airlines flight: scheduled airline and non-scheduled airline. The kinds of the airline that will be taken by a travel bureau depend on the manner of the tour which will be sold. If it is only city sightseeing, the most appropriate transport is bus, taxi, and other ground transportations. But if the passengers want to go to abroad the firstly chosen carrier may be airline; what aviation company, and then deciding what the ground carrier for the city's destination.

It is not so easy to get and use the transportation. The travel should have cooperation and agreement with the various aviation companies both overseas aviation company and Aviation Company of its own country before it carries out the tour. Therefore, the travel agent can handle any problem or jam whenever the planned or chosen aviation cannot be used or chartered.

Before handling a tour it is recommended to have survey or observation of anything concerning the transportation accordingly. It is important to know well about the time schedule of flight, the fare, and any change that goes on in certain period.

The scheduled airline is very fixed, that is governed by some rules of the flight: time, destination, kinds of aviation, and its fare. The scheduled airline cannot change, delay, or cancel the flight even though the seats are not fully occupied by the passenger while the non-scheduled airline is the airline that has no fixed time and destinations, or no scheduled time.

The flight (departure) depends much on the conducted charter. Usually the chartered flight is used by the big travel bureau. The chartered flight can be used in cooperation with any other travel agents that join the flight for the far distance traveling with a relatively cheaper price if it is compared to the scheduled flight.

The basic regulation of international scheduled airlines is the air agreement held bilaterally. The agreement was guided by the International Civil Aviation Organization (ICAO) or International Air Transport Association (IATA). The non-scheduled is not guided and influenced by that regulation but based more on the country in question.

b. Domestic Flight

Domestic airlines can be classified into two: general aviation and commercial airlines. The characteristics of the general airlines are flight of one's personal need and free of charge. It is only certain people that take part on the general airline. The plane which is used usually is company's plane, institution, or certain company, like: Caltex, Pertamina, Custom, etc.). While the characteristics of commercial airline are that the passengers have to pay for the fare and the passenger is the general public.

Commercial airline is scheduled airline and the general airline is non-scheduled airline. In the domestic airline the flight has two kinds of flight that are different from the international one: Air charter (charter flight) and air taxi (having less than 15 seats).

In handling the travel the bureau can make cooperation with the carrier company that is available and needed. The cooperation between travel bureau and the airline can be:

1) Ticket sales service

2) Tour operator (package tour)

3) Joint promotion.

In this chance the travel agents (bureau) becomes the channel of selling the tickets (seats) of airline, and get the agreed commission from the airline. The number of the commission is governed in agreement with IATA, while the travel agent of non-IATA (not the member) is under the agreement between the airline and travel agent.

1. **Ship lines**

The ship in operation can be classified into two in line with the machine used:

a) MS : Machine Ship, In Indonesia we call it KM *(Kapal Motor)*

b) SS : Steam Ship, In Indonesia it is called KTU *(Kapal Tenaga Uap)*

According to the goods the ship carries, it is classified into three:

a) Cargo Ship   : The ship used for cargo.

b) Passenger Ship   : The ship used for passengers

c) Tanker Ship   : The ship specially used for carrying oil.

In line with the operation of ship the classification can be differentiated into: Regular Lines and Irregular Lines (Charter Line).

a. **Regular Lines**

The scope of the operation of the ship can be grouped into:

1) **International Lines**

The Union Steam Ship Co from New Zealand P&O. This line has regular schedule: Australia - New Zealand - Fiji - Hawaii - Canada - America or

GFlend. The Shire Lines connects England - India - Malaysia - Hongkong - Japan.

In Indonesia we see Holland American Lines, famous in international tourism, that connects Europe - America - Karabia - Singapore -Belawan - Sabang - Pulau Nias - Sibolga - Padang - Jakarta - Cirebon - Bali - Cilacap - Jakarta - Singapore.

2) **Inter Insular Lines**

This is domestic ship (lines) that connects between or among islands. This line includes PT Pelni, Kambuna, Kerinci, Rinjani, Umsini, etc.

3) **Ferry**

This ship is passengers' ship that connects two islands because of the strait. This ship takes the passengers crossing the strait and afterward the passengers keep on their trip by land. We see many ferries that connects

- Ketapang (Jawa) - Gilimanuk (Bali),
- Panjang (Sumatra)- Merak (Jawa),
- Belawan (Sumatra) - Penang (Malaysia), and
- Dumai (Riau) - Singapore.

b. Irregular Lines (Charter Lines)

This kind of ship is usually used to cruise. This ship is equipped and facilitated well in the hope the passenger feel comfortable, like, floating hotel that serves every need of the passengers. Usually this ship is operated by selling tour package that stopover in many islands (harbors). The passengers can land to the land tour of the package that had been arranged and organized by the travel agent. In Indonesia the cruiser stops over in Bali (Benoa), Ternate, and Tanjung Priok. In 1973 it was operated a cruiser, Holland American Line, that stopped in Belawan - Sabang - Sibolga - Padang - Tanjung Priok - Semarang - Benoa. The facilities in this cruise are Bar and Restaurant, Night Club, Casino, Turkish Bath, Laundry, Ship to shore, Telephone, Barber-shop, Beauty Salon, Photographer, and supplies.

2. Ground Transportation

Most of the ground transportations can be used to carry the tourists. This depends much on the condition of the visited object.

a. Bicycle and motorcycle

In Bali and Yogyakarta, for example, the bicycle and motorcycle are transportations that are mostly rented by the tourists. To rent this kinds of transportations the tourists just show the passport number, identity card or the international license of driving.

b. Taxi

There are two kinds of taxies: private taxi and public taxi. Private taxi can be operated by the tour agent or personal without taxi meter but by charter. This kind of taxi can be seen in the park of Bali Airport, the blue taxi. Public taxi is taxi that is paid based on the meter, air conditioning, or sound system.

c. Motor coach

This transportation usually belongs to tour agent or travel bureau for its daily tour operation. The agent or bureau is usually a wholesaler travel agent. The bus is usually completed with air conditioning, sound system, soft drink, paper tissue, and tour guide or tour conductor. This bus should have large glass window to enable the passengers to see every direction.

In Bali we can see that every bus has a tour guide that conducts the travelling. Because the tour guide in Spain is very expensive, in this country most of the bus has tape or cassette to substitute the tour guide. The driver should keep the balance between the speed, the story of the cassette and the passed-by object. So there is a good agreement between what is expressed by the tape and the objects that are passed by.

d. Train

For the tourists' transportation the train is very important either in Indonesia or other countries. Like in Japan there is a popular and fastest train in the world, *The Bullet Train*, that connects every important and well known cities in Japan. This train is equipped with telephone as well.

In Indonesia there is PJKA *(Perusahaan Jawatan Kereta Api)* that organizes all the train activities.

The service of the train can be classified into many classes with special codes:

AW   : railway coach for first class
BW   : railway coach for second class
CW   : railway coach for third class
DW   : railway coach for freight
FW   : for restaurant
CFW   : combination of third class and restaurant
TAW   : special for first class tourists
SAGW   : first class equipped with beds and air conditioning
SBGW   : second class completed with beds and air conditioning

CHAPTER X
TRAVELLING TERMINOLOGY

A. The Normal Abbreviation of Time

In tourism industry, we find so many abbreviations of certain words that are used in daily tourism activity. It is usual to use the abbreviated names of the days:

Monday	MON	Friday	FRI
Tuesday	TUE	Saturday	SAT
Wednesday	WED	Sunday	SUN
Thursday	THU		

If the abbreviations in certain times are used with the code of the city, the names of the day should be written completely, for example, Saturday SAT, SAT here is not Saturday but San Antonio, Texas. The abbreviations of months are also common in English:

January	JAN	July	JUL
February	FEB	August	AUG
March	MAR	September	SEP
April	APR	October	OCT
May	MAY	November	NOV
June	JUN	December	DEC

The writing of the date and the month should be as follows:
September 10 or 10 SEP but not 10-9. The writing of 10-9 will cause misunderstanding. In United States the 10-9 means October 9th, while in Europe it means September 10th. The date must be written in two numbers, like: 02OCT, not 2OCT.

The writing of the time should be systematic. The good writing of the time should use four digits 00.00 until 24.00. This system is used broadly in America that has AM and PM.

B. Some Terminology
1. Adult
A person which is more than twelve years old

2. Air Service Charge or Airport tax or Passenger Service Charge (PSC)

A payment, which is decided by the government, to be paid by the passengers before departure.

3. **Baggage Allowance**

A free baggage is either by weight or numbers of the articles.

4. **Baggage Claim Area**

Counter where the passenger get the baggage checked when departure.

5. **Baggage Tag**

An identity (usually number) which is put on the baggage.

6. **Boarding Pass**

A card or coupon given to the passenger before departure. Holding the boarding pass means that the process of check in has finished and it is ready to board to the plane to the reserved seat.

7. **Cabatage Fee**

A special fare, limited to the people of a country with special government's conditions or ties of the country.

8. **Cancellation Fare**

A number of money paid to the customer due to the cancellation of the use of the provided accommodations.

9. **Charter**

Chartering a plane for certain traveling in certain time.

10. **Check in**

A formal procedure of the passengers to do when they arrive in hotel or airport, to exchange the ticket coupon to the boarding pass.

11. **Child**

A child is a kid between two to twelve years old.

12. **Client**

A customer of a travel agent.

13. **Commercially Important Person**

A special passenger, holding special card, who is different from any other passengers.

14. **Commission**

Percentage of money of Aviation Company given to the travel agent because it has sold tickets or any other services.

15. Configuration

The arrangement of the seats either in plane, train, bus, or the others.

16. Confirmed Reservation

Written or oral confirmation of a hotel, airline, restaurant, bus that the booking or reservation is accepted or granted.

17. Connecting Flight

A flight where the passenger takes the plane as a part of his traveling.

18. Destination

The last city, usually the furthest city the passenger visits.

19. Direct Flight

A flight between two countries or cities without any transits or stops.

20. Endorsement

An authorization of an aviation company given to people to change the ticket or flight coupon to another aviation company.

21. Estimated Time of Arrival

The estimated time of arrival of certain plane in certain city or airport.

22. Estimated Time of Departure

The estimated time of departure of certain plane from a certain city or airport.

23. Exchange Voucher

A certain document that can be exchanged into any other accommodations or services, regardless it is paid or not.

24. Fare

A number of money paid for transportation either by air, sea, or ground; international or domestic.

25. Flat Rate

A fixed price, no discount, like net price. There appears a flat rate if the productivity of selling of the travel agent is so high.

26. Flight Coupon

A coupon or part of the ticket which consists of the reservation information and the passenger's name. By having this coupon a person is accepted to have a flight or fly.

27. Flight Number

Number of flight from the Aviation Company. Usually it consists of two-letter code followed by numbers, for Example GA 892.

28. Gateway City

A city or cities, which is considered as the entrance or the exit to another country. The plane arrives firstly in here.

29. Guide

A person who gets a license to guide tourists in having their tour either city tour, half day tour, or full day tour.

30. High Season (Peak Season)

A period of a year where the number of the tourists increase and the tariff as well.

31. Incentive travel

A package of tour or a tour which is given to the productive and good employees in a certain company. The tour usually travels abroad and all the fare or fee is under the company's account.

32. Infant

A passenger that is less than two years old.

33. Inclusive Tour

A tour that consists of a number of components: air ticket, hotel, and the city tour.

34. In-transit Visitor

A passenger that stops his travel to have some tours in the city, then after all he keeps on his travel.

35. Leader/Conductor

A person which is in charge to lead or conduct a group of tourists and its tour schedule.

36. Minimum Connecting

A minimum time used for a passenger to change to another plane.

37. Miscellaneous Charges Order (MCO)

A document, issued by the Aviation Company, which can be used as payment of a air ticket, accommodation, tour, and the others.

38. Neutral Unit of Construction (NUC)

A basic unit issued by the Aviation Company to count the price of an air ticket.

39. No Show

A person, who holds the confirmed ticket, who doesn't use his ticket or fail to use it.

40. Off-season (LOW SEASON)

A period of a year where the tourist or tour is very few or rare.

41. Open Ticket

A ticket that has no date of flight. This gives the chance to the passenger to decide his date of flight and its flight by himself afterward.

42. Origin

The city where the passenger starts his trip or travel.

43. Overbooking (FULLY BOOKED)

The accidental confirmation of reservations of the hotel's room or seats of plane which cannot be accommodated or realized.

44. Passenger

A person who is taken or brought by plane, bus, or the others. This excludes the crew of the plane or the bus.

45. Prepaid Ticket Advice (PTA)

A form used by the Aviation Company to show that the payment of a certain ticket has been paid by the passenger in his city.

46. Reconfirmation

A procedure for a person to confirm his seat or ticket that has been reserved.

47. Reservation

A communication, by letter or phone, for having room or seat of the plane for a certain passenger.

48. Revalidation Sticker

A legal note of data of flight change, which is tabbed on the ticket or flight coupon.

49. Schedules Service

A form of service operation of Aviation Company for the legal route of flight. The route has been authorized or permitted by the government.

50. Seasonal Rates

A various price of the same flight service, depending on the period of a year.

51. Shoulder Period

A period between high season and low season with the middle price.

52. Shuttle Service

A transportation of plane, bus, or train that has a busy schedule and in short time, as well as near places.

53. Standby

A passenger that has no confirmed reservation, he must report to the airport and be ready to go whenever there is available seat. Some company offers this flight by very low price.

54. Stop-over

A requested stop of the passenger between the city of the origin and the destination.

55. Terminal

A part of the airport building where there is a formal process of arrival and departure.

56. Tour

A travel of a person that is combined with the transportation, hotel, tour, and the others.

57. Traffic Documents

A tickets or any other forms which are very important for the Aviation Company.

58. Transfer

A service of transportation for the passengers from hotel to airport or the airport to hotel.

59. Unaccompanied Minor (UM)

A passenger, who is classified as child, having tour without any accompanies of adult.

60. Very Important Person (VIP)

A passenger who gets very special service.

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