

CHAPTER I

INTRODUCTION

This chapter presents an overview of the study as a foundation for understanding the background, significance, and direction of the research. It begins with an explanation of the background of the study, followed by the formulation of the research problems, the scope and limitations of the research as well as the structure of the thesis are also presented. This chapter aims to provide readers with a comprehensive introduction to the research topic and the reasons why this study is important to be conducted.

1.1 Background of the Study

The term tourism is often associated with a series of trips made by individuals or groups visiting a place or area with the aim of vacationing to enjoy natural and cultural beauty, doing business, visiting friends or family, and other purposes. According to Law No. 10 of 2009 concerning Tourism, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government, and local governments (Rakha Anandhyta et al., 2020). Etymologically, the word *pariwisata* in Indonesia which means tourism comes from Sanskrit language, *pari* meaning <many= or <repeatedly= and *wisata* meaning <travel=. It can be interpreted as a journey that is repeated or that involves various specific purposes. To conclude, tourism is a series of travel activities carried out by a person or group for certain purposes, such as recreation, exploration, education, or other purposes.

Tour guides play an important role in the development of tourism in a region as they serve as a link between tourists and the destinations they visit. As tourism ambassadors, they not only convey information about the history, culture, and natural beauty of the area, but also help create memorable experiences for tourists. Professional and knowledgeable tour guides are able to explain local treasures in an engaging manner, enhancing tourists' appreciation of local cultural and environmental values. Competent tour guides can also play a role in preserving

cultural heritage, promoting local crafts, and developing sustainable tourism activities (Pakpahan, 2020).

In addition, tour guides play a role in ensuring the smooth running of the tour, from arranging schedules to handling problems that may occur during the trip. By providing friendly and informative services, they can increase the level of tourist satisfaction, which in turn encourages word-of-mouth promotion and increases tourist visits to the area. In the long run, the presence of competent tour guides can help create a positive image of the destination, encourage investment in the tourism sector, and support local economic development. Professional local tour guides will serve as the spearhead for attracting tourists, increasing the number of tourist visits, increasing the length of stay of tourists as well as increasing the amount of tourist spending. More broadly, this will create a multiplier effect in the form of employment opportunities, providing economic, social and cultural contributions to the local community (Waskito et al., 2016). This is the reason why this research was conducted, which aims to explore the level of tourist satisfaction with the quality of tour guide services, especially in language skills so that visiting tourists have the desire to visit again.

As a tour guide, good language proficiency is necessary due to its importance for the development of tourism in an area and also with the existence of qualified service quality. A competent tour guide must have adequate language skills to be able to communicate with various types of tourists. This includes clear, expressive, and easy-to-understand language skills, as well as foreign language skills in accordance with the needs of international tourists. In addition, tour guides must also be able to use good body language, such as gestures and facial expressions, to support verbal communication. This is very important because tour guides are often the main link between tourists and the destinations they visit. Not only do they convey information about the history, culture, and attractions of the tourist attractions, but they must also be able to adapt their communication style to the different cultural and linguistic backgrounds of their audiences.

Several studies have explored the relationship between tour guides' language proficiency, service quality, and tourist satisfaction. Lin et al., (2017)

conducted exploratory research examining how tour guides' professional competencies influence service quality and tourist satisfaction. The study found that competencies such as language proficiency, knowledge, and interpersonal skills significantly impact service quality, which in turn affects tourist satisfaction. Ninpradith et al., (2019) examined the effect of Thai tour guides' competency levels on service quality and tourist satisfaction among Chinese tourists. The study found that tour guides' competencies, particularly language proficiency, significantly affect service quality and tourist satisfaction. A study by Syakier & Hanafiah, (2022) investigated the effect of tour guide performance on tourist satisfaction and behavioral intentions in Kuala Lumpur. The findings indicated that the quality of tour guide services, including effective communication and language proficiency, is a crucial determinant of tourist satisfaction. ALmasoodi & Rahman, (2023) explored factors affecting tour guides' service quality and their impact on tourist satisfaction at the Babylon archaeological site. The study identified that tour guides' attributes, including clear communication skills and language proficiency, significantly influence service quality and tourist satisfaction. Soehardjo & Mukaromah (2023) focuses on analyzing the communication proficiency of tour guides in charge of the *Sam Poo Kong Temple area, Semarang*. The essence of this research is to explore the extent to which the communication skills of tour guides affect the effectiveness of information delivery to tourists. The results show that good communication proficiency of tour guides plays an important role in increasing tourist satisfaction, strengthening the positive image of tourist destinations, and supporting the sustainability of the local tourism sector.

In summary, these studies analyze the importance of tour guides' language proficiency and professional competencies in delivering good service and achieving tourist satisfaction. Similar research has never been conducted in Lovina. Thus, this research aims to analyse tourist satisfaction with language proficiency and service quality of tour guides in Lovina.

1.2 Identification of the Problem

In a tourism area, of course, tourist satisfaction is the goal to be achieved from a tourist actor. To achieve success, he must improve his abilities in any case, including language skills as a tour guide. If the tour guide service is not optimal, it can certainly have a negative impact on the image of the tourism place, especially if tourists have difficulty in getting a satisfying experience due to information that is difficult to obtain from the limited ability of tour guides. As an international tourist destination, many visitors come from various countries, making communication an essential aspect of their overall experience. However, the lack of foreign language proficiency among tour guides often leads to ineffective communication, misunderstandings, and reduced satisfaction among tourists. This issue can ultimately impact the destination's reputation and its ability to attract and retain visitors. Therefore, this research aims to analyse the level of tourist satisfaction with the quality of tour guide services, particularly in terms of their language skills.

1.3 Limitation of the Problem

In this study, the researcher divides the research boundaries into several parts such as limiting the scope of the research. This research is focused on aspects of tourist satisfaction that are directly related to the tour guide's language skills and service quality. Issues related to service quality, such as interpersonal skills, mastery of destination information, or time management, are not included in the discussion. The next thing is about the research area, the research location is limited to Lovina, Buleleng, Bali. The data collected only reflects the experiences of tourists who use tour guide services in the area, so it does not apply to other destinations in Bali. Respondents of this study only included tourists who used tour guide services at Lovina during the research period. Tourists who did not use tour guide services were not part of this study. The last thing is regarding aspects of language skills and techniques when guiding tourists, where this study only assesses the language skills of tour guides, especially in terms of verbal communication, such as mastery of

English. Nonverbal aspects and other service elements were not the focus of the research.

1.4 Statements of the Problem

The research is formulated into the following questions:

1. What is tourist's satisfaction level with the language proficiency of tour guides in Lovina?
2. What is tourist's satisfaction level with the service quality of tour guides in Lovina?

1.5 Purposes of the Study

Based on the statements of the problem above, this research has purposes:

1. To identify tourist's satisfaction level with the language proficiency of tour guides in Lovina.
2. To identify tourist's satisfaction level with the service quality of tour guides in Lovina.

1.6 Significances of the Study

There are two significances of the research:

1.6.1 Theoretical Significances

This research is expected to make an important contribution in researches aiming at understanding the factors that influence the level of tourist satisfaction, especially in the context of language skills and service quality. The results of this study are expected to add insight into the literature related to tourist satisfaction, as well as enrich the theories that examine service quality.

1.6.2 Practical Significances

1. for the Students

For students, this research can be used for students who want to become a tour guide in Lovina which will later be used as reference material so that in the future the service capabilities of tour guides in Lovina will be better.

2. for Future Researchers

For further researchers, it can be used as input and reference material to add to theoretical studies.

