CHAPTER II

LITERATURE REVIEW

A. Tourism industry

1. The definition of Tourism Industry

Tourism industry consists of two words: tourism and industry.

a) Definition of tourism

Tourism is business activity connected with providing accommodation, service, and entertainment for people who are visiting a place for pleasure (Oxford Dictionary).

According to The World Tourism Organization:

“Tourism is travel to and stays in places outside their usual environment for more than twenty-four (24) hours and not more than consecutive year for leisure, business, and other purposes not related exercise to the exercise of an activity remunerated from within the place visited”(www.worldtourismorganization.com).

Theo Bald explained that tourism is like a circle, a tour represents a journey that is a round trip, the act of leaving and returning to the original starting point, therefore, one who takes such a journey can be called a tourist (1994) (www.hamariweb.com/articles).

Based on the definitions above, the writer concludes that tourism is an activity of traveling to other places from the original place for pleasure.

b) Definitions of industry

1) According to wikipedia.com, Industry is the production of an economic good or service within an economy.
2) American Heritage Dictionary states that industry are(www.dictionary.com/industry):

a. Commercial production and sale of goods.

b. A specific branch of manufacture and trade: the textile industry.

See synonyms at business.

c. The sector of an economy made up of manufacturing enterprises: government regulation of industry.

d. Industrial management.

e. Energetic devotion to a task or an endeavor; diligence:

demonstrated great intelligence and industry as a prosecutor.

f. Ongoing work or study associated with a specified subject or figure: the Civil War industry; the Hemingway industry

3) Britannica Concise Encyclopedia states: “Industry is a group of productive organizations that produce or supply goods, services, or sources of income”(www.dictionary.com/industry).

Based on the definition above, the writer concludes that industry is an activity of producing goods for economic growth. Industry is classified into 3 types (Britannica Concise Encyclopedia(www.dictionary.com/industry)), those are:

1. Primary industry

Primary industry includes agriculture, forestry, fishing, and mining, quarrying, and extracting minerals.
2. Secondary industry

Secondary or manufacturing industry processes the raw materials supplied by primary industries into consumer goods, or further processes goods from other secondary industries, or builds capital goods used to manufacture consumer and nonconsumer goods; secondary industry also includes energy-producing industries and the construction industry.

3. Tertiary industry

Tertiary or service industry includes banking, finance, insurance, investment, and real estate services; wholesale, retail, and resale trade; transportation, information, and communications services; professional, consulting, legal, and personal services; tourism, hotels, restaurants, and entertainment; repair and maintenance services; education and teaching; and health, social welfare, administrative, police, security, and defense services.

c) Definition of tourism industry

According to Britannica Concise Encyclopedia (www.dictionary.com/industry), tourism industry is part of tertiary industry, which provides services in tourism sector. It can be stated that tourism industry is an industry that provides services, facilities and promotion about the tourist attraction. In tourism industry, there are many
activities of producing tourism product, both tangible and intangible product. It fills tourist’s needs and runs the tourism activity.

Tourism is a dynamic activity that involves many sectors. Leiper says, “There are 3 elements of tourism, they are tourist, tourist attraction, and tourism industry” (Leiper, 2004: 51). From the statement above, the tourism industry becomes the most important part to run the tourism wheel well. The tourist would not come to particular tourist attraction if there were no tourism industry that provides facilities.

d) Component of tourism industry

Tourism industry is an industry for filling the tourism needs called tourism superstructure. Tourism superstructure is facilities that produce tourism services and products. Tourism industry consists of many kinds of tourism superstructure or tourism principles that help tourism activities run. The components of tourism industry are known as 4 A’s, those are (www.scribd.com/doc/23045759/Tourism-Principles):

1) Attraction

Attraction is a particular thing or place that can attract tourist to come. Tourist will know about the attraction if there is any promotion about it from tourism industry. Tourism industry also works to make thing or place more attractive for the tourist.
2) Accessibility

Accessibility is a tool to the tourist reaches the attraction. It is related with transportation. Tourism industry provides accessibility to the tourist by offering comfortable access and transportation.

3) Activity

Activity is something that the tourist does in the tourist attraction. Tourism industry makes many kinds of attractive and fun activities to make the tourist enjoy visiting the tourist attraction.

4) Amenity or facility

Amenity of facility becomes the most important thing in tourism industry. It covers accommodation, tangible product, and service. The services include services in hotel, on the way, and in the tourist attraction. One of services in tourist attraction is tour guide. Tour guide gives explanation about the tourist attraction and accompanies the tourist during their visit.

B. Tour guide

Tour guide is a person who gives guidance and information that is needed by tourist during their visit. The definition of guide is described as follow “from the tourist point of view, the tour guide is a person employed either directly, by the traveler and an official or private tourist organization or travel agency to
inform directly and advice to the tourist before and during his journey (Yoeti, 1992: 10).

The other source said that tour guide is a person who gives explanation, information, and shows about a tourist attraction to the tourist and other traveler (Suwantoro, 1997: 13). Suwantoro also gives explanation about kinds of tour guide in general, those are (1997:15):

1. General guide

   General guide is a guide who has detail knowledge about culture, life aspiration of native people in general with a guide license card in giving the travel guidance and explanation about tourism in that country by using one or several languages in group or personally.

2. Special guide

   Special guide is a guide who has special and detail knowledge about particular tourist object such as culture, archeology, history, technique, trade, religion, science, flora, fauna, and etc and having the guide license in giving the tour guidance and explanation to the individual or a group of tourists.

3. Tour conductor

   Tour conductor is a senior guide who has guide license card to lead the journey of a group of tourists in several areas or countries to giving the assistance, guidance, and explanation of the occupants area or country.
4. Guide driver

Guide driver is a guide who has guide license card in giving guidance and general information to the tourist about the tourist attraction, culture, and life aspiration about the native country besides his position as a driver of public transportation such as taxi, touring coach bus, and many others.

Based on the age of guiding, according to Oka A. Yoeti, the classification of guide is described as follow (1991:21):

1. Young guide

Young guide is a guide who operates in the 2\textsuperscript{nd} administrative autonomous region inside the 1\textsuperscript{st} administrative autonomous region where the guide license is given.

2. Middle guide

Middle guide is a guide who operates in the 1\textsuperscript{st} administrative autonomous region where the guide license is given.

Based on the job specialization guide, Prabowohadi divides guide in several categories bellow (1983: 13-14):

1. Tour operator guide

Tour operator guide is a guide who leads, manages, and conducts the tourist travel includes managing the travel document either abroad and operates under the authority of travel agent that hires him.
2. Local tour guide

Local tour guide is a guide who gives information and guidance in one or several tourist attraction.

3. Independent guide

Independent guide is a guide who has no contract appointment with a travel agency and only operates when he is hired by the tourist or certain travel agency.

The duties of the tourist guide according to Prabowohadi, described as follow (Prabowohadi, 1983: 16):

a. General guide

1) Giving information about tourism and travel guidance to individual or group of tourists.
2) Giving general information about history, culture, art, biodiversity and social spiritual perspective of certain community of a nation.
3) Giving assistance in finishing the departure and arrival process of tourists.
4) Helping the tourists in finishing their administration process.
5) Giving guarantee of comfortable, confidence and satisfaction impression of the tourist during guidance.

b. Special guide

1) Giving the guidance and information certain tourists object which has special characteristic such as museum, archeology, art, wild life safari, and other else by using one or several languages.
2) Giving assistance in finishing the administration of the tourist and the
third person or the travel agency directly or indirectly according to the
characteristic of tourist attraction.
3) Giving guarantee of comfortable, confidence and satisfaction of the
tourists during tour.

C. Competence

1. The definition of competency
   a) According to Wikipedia.com, “competence is a set of defined behaviors
      that provide a structured guide enabling the identification, evaluation and
development of the behaviors in individual employees…….”
   b) Longman Dictionary states that competence or competency are:
      1) The ability to do something well
      2) A skill needed to do a particular job
      3) Enough skill or knowledge to do mouthing to a satisfactory standard
   c) The other reference about competence from Merriam Webster’s Dictionary
      1) The quality or state of being competent
      2) The properties of an embryonic field that enable it to respond in a
characteristic manner to an organizer

From the definitions above, the writer concludes that competence or
competency is a standard of having ability to do something for getting
satisfaction.