



## An Analysis of Tour Guides' Multilingualism in the City of Bandung, Indonesia

*Cep Ubad Abdullah\*, Shandra Rama Panji Wulung, Riko Arrasyid, Mamat Ruhimat*

Universitas Pendidikan Indonesia, Bandung, Indonesia

Correspondence: E-mail: [cepubad@upi.edu](mailto:cepubad@upi.edu)

### ABSTRACT

Language skills and diversity are important for the tourism industry in marketing their products and make it easier for foreign tourists to communicate while in tourism destinations. To measure and overcome this challenge is a reason to consider this research through a multilingualism program in the tourism industry in Greater Bandung. The purpose of this study is to analyze the policies and conditions of tourism multilingualism in Greater Bandung. This study also aims to discover the perceptions of the tourism industry related to multilingualism in Greater Bandung. The research approach uses qualitative and primary data collection methods obtained through observation and interviews. While secondary data obtained through policy documents and previous research. The method of analysis uses descriptive qualitative analysis and content analysis. The findings are expected to be able to know the existing conditions of local government policies related to multilingualism and tourism. Also, this research is expected to be able to identify perceptions of the tourism industry on the needs of multilingualism in Greater Bandung.

© 2020 Fakultas Pendidikan Ilmu Sosial

### ARTICLE INFO

**Article History:**

*Submitted/Received 2 Oct 2020*

*First Revised 10 Nov 2020*

*Accepted 23 Des 2020*

*First Available online 24 Des 2020*

*Publication Date 25 Des 2020*

**Keyword:**

*Bandung City,*

*Multilingualism,*

*Sustainable Tourism,*

*Tour Guides.*

## 1. INTRODUCTION

The diversity of languages around the world is an obstacle in the tourism industry due to the perception that English is the language of international business and that it dominates other languages in the world (Arsky and Cherny, 1997; Granville, et al., 2019; Granville, 2023) this assumption is questioned in the tourism business (Rogerson, 2013). One of the alternative solutions in this issue can be made through multilingual and multicultural programs carried out by the tourism industry through the management of tourism human resources (Jafari and Way, 1994; Pek, et al., 2019). The number of tourism service providers who recognize the diversity of languages and cultures around the world has increased significantly, they market and sell their products in multiple languages (Lituchy and Barra, 2008).

In the tourism sector, language selection and use are institutionalized by defining which languages should be spoken by who and with whom, and thus they serve by providing services to tourist (Duchêne, 2009). The use of this language cannot be separated from its cultural aspects, so that tour guides who are able to master various languages are able to adapt to various cultures. Because of this, language barrier, as everyone knows, is an important barrier to cross-cultural communication. Tourists are well aware of these difficulties, which have important effects on their choice of prospective destinations, their preparation for travel, the scope and content of their interactions with local residents, and the quality of their experiences (Cohen and Cooper, 1986). In this context, the tourism industry multilingualism program is very important because it is closely related to the impressions and experiences of tourists. Thus, the use of good language is very important for the tourism industry in serving foreign tourists. So that tourists can easily understand and understand, it is hoped that the tourism industry will standardize it through verbal and non-verbal media of bilingualism or better still multilingualism. In this study, tourist destinations are focused on the Greater Bandung area because it has great potential to attract foreign tourists.

## 2. METHODS

The approach used in this research is qualitative research which aims to explore and understand the meaning of an individual or group that is considered a social or human problem with a research process that involves several questions and procedures. This research focuses on the tourism area in Bandung Raya, so it is one type of descriptive research that aims to make descriptions, descriptions, systematically, factually and accurately regarding various facts, characteristics, and relationships between the phenomena being investigated. In this study, the phenomena discussed were multilingualism and tourism in Bandung Raya.

This research was conducted for 8 months in 2020 and was carried out in the tourism area in Bandung Raya which focused on three main tourism industries. The subjects of this research include the tourism industry in Bandung Raya, including star hotels, tourist attractions, and restaurants. Every tourism business is taken as a subject to be researched, be it hotel business, restaurant business, and tourist attraction. More details on the focus of the research subject can be seen in the following **Table 1**.

**Table 1.** Description of research subjects

Area	Research Subjects	Classification of tourism industry
Central Bandung	EL Royale Hotel Bandung	Hotel Industry
	Hotel Mercure Nexa	Hotel Industry
	Fave Hotel Braga	Hotel Industry
	Hotel Aston Braga and Residence	Hotel Industry
	Hotel Mercure City Center	Hotel Industry
	Museum Geologi	Tourist Attraction
North Bandung	Cafe D'Pakar	Restaurant
	Kampung Daun Culture Gallery and Café	Restaurant
	Sierra Cafe and Lounge	Restaurant
	Taman Hutan Raya Ir. H. Djuanda	Tourist Attraction
	TWA Gunung Tangkubanparahu	Tourist Attraction
South Bandung	Kawah Putih	Tourist Attraction
	Situ Patengan	Tourist Attraction
	Ranca Upas	Tourist Attraction

This study uses primary and secondary data which are related to multilingualism in tourism, as well as multilingualism and tourism policy directions in the whole Bandung areas. Primary data collection aims to collect data and information aimed at obtaining an objective general picture of the existing conditions and the direction of the multilingualism tourism policy in the research area. This method is carried out through observation and interviews to 14 tourism businesses (5 hotel businesses, 3 restaurant businesses, and 6 tourist attractions) in the whole Bandung areas. Secondary data collection is carried out through desk studies which aim to obtain data and information from various policy documents, libraries, and previous research related to multilingualism and tourism.

This study uses qualitative data analysis methods. The qualitative analysis method is used to analyze the tourism industry multilingualism program. The stages of data analysis were carried out by the secondary analysis method developed, namely as follows:

- 1) Data analysis before being in the field; this stage is carried out on data from precedents and from obtaining secondary data which is then used to determine the focus of research that is temporary and will develop after being in the field.
- 2) Data reduction; observation reports and interactions while in the field are considered as raw materials, abbreviated, arranged more systematically, highlighting important points so that they can be controlled while maintaining completeness of data and information. Through data reduction, you will get a sharper picture of the problem and make it easier to identify the data needed.
- 3) Presentation of data; reorganizing data so that it can be seen as a complete figure / form of data. Presentation is then made through various sketches, graphs, matrix, network, synopsis, and charts. Organizing is done by juxtaposing data to indicators on concepts and theories.
- 4) Withdrawing conclusions; drawing qualitative conclusions will be complemented by scoring as a representation of quantitative conclusions, both in drawing temporary conclusions and final conclusions. This is intended so that the qualitative data output does not cause multiple perceptions and can facilitate the communication of research results.

### 3. RESULTS AND DISCUSSION

#### 3.1. MULTILINGUALISM IN NATIONAL TOURISM POLICIES

Multilingualism in national tourism policies will be reviewed based on Law Number 10 of 2009, Republic of Indonesia, concerning Tourism, Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan 2010-2025, and Regulation of the Minister of Tourism Number 13 of 2015 concerning Guidance Service Business Standards.

Law Number 10 of 2009 concerning Tourism is the main legal basis for tourism development in Indonesia. This law explains that tourism development is needed to encourage equal opportunity to do business and get benefits and to be able to face the challenges of changing local, national and global life. Furthermore, in Article 3 it is explained that tourism functions to fulfill the physical, spiritual and intellectual needs of every tourist with recreation and travel; as well as increasing state income to create people's welfare. Tourism development in Indonesia is also directed towards realizing the following goals (Yasir, 2021):

1. Increase economic growth.
2. Improve people's welfare.
3. Eradicate poverty.
4. Overcome unemployment.
5. Conserve nature, the environment and resources.
6. Promote culture.
7. Enhancing the image of the nation.
8. Foster a love of the country.
9. Strengthen national identity and unity.
10. Strengthen friendship between nations.

The same law also explains that tourism development in Indonesia must be carried out based on the principles and principles of tourism implementation which are realized through the implementation of a tourism development plan by taking into account the diversity, uniqueness and uniqueness of culture and nature, as well as human needs for tourism (Jaelani, 2017). The principles of tourism development are contained in Article 2, namely a) the principle of benefit, b) kinship, c) fair and equitable, d) balance, e) independence, f) sustainability, g) participatory, h) sustainable, i) democratic, j) equality, and k) unity (Oktaviana, et al., 2021).

The relationship of multilingualism in Law Number 10 of 2009 concerning Tourism can be seen in Article 14, that multilingualism can be classified in the tour guide service business. Tour guide service business is a business that provides and / or coordinates tour guide personnel to meet the needs of tourists and / or the needs of travel agents (Law No. 10/2009 on Tourism). In addition to mastering foreign languages as the language of instruction for domestic tourists, in this policy direction it is explained that in addition to increasing economic growth because of the economic contribution of tourism from foreign tourists it can also strengthen friendship between nations.

#### 3.2. MULTILINGUALISM PROGRAMS IN THE BANDUNG RAYA AREA

Multilingualism programs in the Bandung Raya area will be reviewed based on programs established by the West Java provincial government and programs implemented by tourist attractions, hotels and restaurants in the Bandung Raya area. Programs related to multilingualism in tourism in the Greater Bandung Area have been previously described regarding multilingualism in West Java Province which refers to the establishment of three

main policies, namely West Java Provincial Regulation Number 15 of 2015 concerning the West Java Tourism Development Master Plan 2015-2025, and West Java Governor Regulation Number 88 of 2015 concerning *Someah Hade Ka Semah* in Tourism Development and Development in West Java Province. More details can be seen in the following **Table 2**.

**Table 2.** Profile of employees

NO	CLASSIFICATION	NAME OF BUSINESS	NUMBER OF EMPLOYEES	EMPLOYEES WITH FOREIGN LANGUAGE ABILITIES			TRANSLATION SERVICES	HAVING EMPLOYEES WITH ADEQUATE LANGUAGE SKILLS	
				TOTAL	LENGTH OF WORK	STATUS			HELP TO TRANSLATE
1	Hotel	El Royale Hotel Bandung	11	1	1 years	Contract employee	Yes	No	Yes
2		Mecure Bandung Nexa	50	40	2-5 years	Contract employee	Yes	No	Yes
3		Fave Hotel Braga	32	20	>3 years	Contract employee	Yes	No	Yes
4		Aston Braga Hotel & Residence	75	50	Since the beginning	Some are permanent employees	Yes	No	Yes
5		Mercure City Center	50	40	>2 years	Contract employee	Yes	No	Yes
6	Restaurant	Cafe D'Pakar	26	<10	>2 years	Some are permanent employees	Yes	No	Yes
7		Kampung Daun Culture Gallery & Cafe	94	45	<20 years	Some are permanent employees	Yes	No	Yes
8		Sierra Cafe & Lounge	22	4	3-4 years	Permanent employees	Yes	No	Yes
9	Tourist attraction	Museum Geologi Bandung	45	5	>10 years	Permanent employees	Yes	Yes	Yes
10		Taman Hutan Raya Ir. H. Djuanda	57	4	>8 years	Permanent employees	Yes	Yes	Yes
11		TWA Gunung Tangkubanparahu	89	8	>6 years	Permanent employees	Sometimes	No	Yes
12		Kawah Putih	23	2	5 dan 9 years	Permanent employees	Yes	No	No
13		Situ Patengan	120	3-5	3 years	Contract employee	Yes	No	No
14		Ranca Upas	15	None	-	Permanent employees	No	No	No

Based on table 2, of all existing workers, only half of all workers are fluent in foreign languages to help tourists communicate. In some hotels, workers who are fluent or able to speak foreign languages are hired as contract workers but in some other hotels there are already workers (Youngblood, et al., 2021).

The worker or employee has worked for an average of 8 years or counted since the start of work. From the overall data listed in the table above, all hotels in the table do not have translation services for tourists, even though they do not have translation services at the hotel, until now there have been no complaints from tourists or guests who come.

The number of employees in the table, the restaurant has enough employees to help tourists communicate so it does not provide translation services. Half of the restaurant employees who are fluent in foreign languages have worked for more than 5 years and some

have worked for more than a dozen years. Thus, employees who are fluent in foreign languages are very helpful to tourists so that they do not need to provide translation services.

Employees or workers who are fluent in foreign languages and operate in the DTW in the table are quite low, which is about 10% of all employees who work with. This results in a lack of service to foreign tourists who come and are considered insufficient (Yamao and Sekiguchi, 2015). The employees who are fluent in foreign languages have worked for more than 2 years (Gonçalves, 2020).

Marketing efforts are made based on the table above, namely through the website, Instagram social media in electronic media and brochures for printed media (Constantoglou and Trihas, 2020; Victor, 2020). The languages used in both media are Indonesian and English because the tourist market segmentation has gone international. For the tourists themselves who come on an individual or non-group basis. During operation, there were no complaints from any foreign tourists in their activities because the employees were quite fluent in communicating in foreign languages.

In the restaurant sector, they do marketing through offline and online media using 2 languages, namely Indonesian and English. Foreign tourists come in groups from the travels that carry them, but it is not uncommon for foreign tourists to come individually. In connection with the previous table, that employees who work are quite supportive to communicate with foreign tourists so that there are no problems from foreign tourists related to communication.

From the 6 Tourist Attractions in the table, it can be seen from the visits of foreign tourists that those who are individual or non-group are higher than those of foreign tourists who visit in groups or groups. The marketing efforts carried out by the 6 DTWs above were through 2 types, namely online and offline media that used Indonesian and English.

### **3.3. MULTILINGUALISM PERCEPTION**

The perception of multilingualism is assessed based on three main tourism businesses in the Greater Bandung area, including five hotel businesses, three restaurant businesses, and six tourist attraction businesses.

Based on data obtained from, these hotels have language policies, for example, there are certain days where all employees are required to use English for that day only. 2 out of 5 hotels listed, provided assistance in the form of training for their employees to train and improve the quality of workers in terms of language. In addition to training, the hotel company has a strategy in the form of promotions and also includes employees in exhibitions. On average, companies provide rewards or prizes to employees who are able to communicate using foreign languages in the form of promotions or other matters taking into account the jobdesk in their department, as well as the provisions of the hotel. The challenges faced by companies when implementing foreign language policies are the lack of self-confidence that the karwayans have and also because of the habit of karwayans who often use Indonesian, making it difficult to implement and apply foreign languages while working.

The data concluded that the hotel companies do not have specific policies for foreign language skills, but there are also restaurant companies that emphasize their employees to use foreign languages at work, this is done so that the quality of the restaurant is able to make tourists or guests feel more comfortable when visit. The restaurant company listed in the table conducts special training to improve employees' skills in mastering foreign languages. There are obstacles faced by restaurant companies such as the dependence of employees who always use Indonesian and also because employees often use their local language, which hinders the learning process and employees' confidence in using foreign languages.



Restaurant companies conduct training programs to master foreign languages, even though some of them fail in the process, but this does not rule out the possibility for companies to be able to create employees who are fluent in foreign languages. In addition to providing training in creating quality companies, marketing strategies and working with tours and travels are one way to introduce the company to the general public (Cassia, et al., 2020; Yousaf and Xiucheng, 2018).

It can be concluded that the Tourism Attractions do not impose a special policy to apply foreign languages in it, but there are also DTWs that organize foreign language training for their employees so that they can communicate well whenever they meet with foreign tourists. The things that become challenges and difficulties for companies when interacting with foreign tourists are foreign tourists who cannot use English, which makes it difficult for employees to interact with these tourists. The number of employees is not comparable with the tourists who arrive, so the company is overwhelmed to serve tourists (Page, 2017). Promotion on social media, providing interpretation boards, and working with travel parties are corporate strategies undertaken to improve the quality of the company. In several DTWs, awards were given to employees who used foreign languages while working as motivation so that employees were able to practice and improve the quality of individuals as well as their companies.

#### 4. CONCLUSION

In short, it can be inferred that the multilingual skills of tour guides in the city of Bandung, Indonesia, are not ideal yet. As a matter of fact, multilingualism is something of interest and preference by both the tourists and travel agents as both share the same idea that tour guides with multilingual skills are easier to communicate with. It is recommended that further studies focus on the same issue with a wider range of research site and scope.

#### 5. REFERENCES

- Arsky, J. M., and Cherny, A. I. (1997). The ethno-cultural, linguistic and ethical problems of the "infosphere". *The International Information and Library Review*, 29(2), 251-260.
- Cassia, F., Castellani, P., Rossato, C., and Baccarani, C. (2020). Finding a way towards high-quality, accessible tourism: the role of digital ecosystems. *The TQM Journal*, 33(1), 205-221.
- Cohen, E., and Cooper, R. L. (1986). Language and tourism. *Annals of tourism research*, 13(4), 533-563.
- Constantoglou, M., and Trihas, N. (2020). The influence of social media on the travel behavior of Greek Millennials (Gen Y). *Journal of Tourism and Hospitality Management*, 8(2), 10-18.
- Duchêne, A. (2009). Marketing, management and performance: Multilingualism as commodity in a tourism call centre. *Language policy*, 8(1), 27-50.
- Gonçalves, K. (2020). "What the fuck is this for a language, this cannot be Deutsch?" language ideologies, policies, and semiotic practices of a kitchen crew in a hotel restaurant. *Language policy*, 19(3), 417-441.

- Granville, S. (2003). Contests over meaning in a South African classroom: Introducing critical language awareness in a climate of social change and cultural diversity. *Language and Education*, 17(1), 1-20.
- Granville, S., Janks, H., Mphahlele, M., Reed, Y., Watson, P., Joseph, M., and Ramani, E. (1998). English with or without g (u) ilt: A position paper on language in education policy for South Africa. *Language and Education*, 12(4), 254-272.
- Jaelani, A. (2017). Halal tourism industry in Indonesia: Potential and prospects. *International Review of management and Marketing*, 7(3), 25-34.
- Jafari, J., and Way, W. (1994). Multicultural Strategics in Tourism. *Cornell Hotel and Restaurant Administration Quarterly*, 35(6), 72-79.
- Lituchy, T. R., and Barra, R. A. (2008). International issues of the design and usage of websites for e-commerce: Hotel and airline examples. *Journal of Engineering and Technology Management*, 25(1), 93-111.
- Oktaviana, R. F., Muhammad, A. S., Kurnianingsih, F., and Mahadiansar, M. (2021). Internal condition analysis on tourism development of Bintan Regency 2019. *Indonesian Journal of Tourism and Leisure*, 2(1), 51-61.
- Page, S. J., Hartwell, H., Johns, N., Fyall, A., Ladkin, A., and Hemingway, A. (2017). Case study: Wellness, tourism and small business development in a UK coastal resort: Public engagement in practice. *Tourism Management*, 60(1), 466-477.
- Pek, L. S., Mee, R. W. M., Nadarajan, N. T. M., Mohamad, A. R., Alias, Z., and Ismail, M. R. (2019). Tourists' Perceptions on Multilingualism use among Tourism Employees at Major Attractions in Kuala Selangor. *International Journal of Academic Research in Business and Social Science*, 9(5), 914-919.
- Rogerson, C. M. (2013). Urban tourism, economic regeneration and inclusion: evidence from south africa. *Local Economy*, 28(2), 188-202.
- Victor, V. (2020). Business analysis of canvas and swot models (Case study for culinary crossbreed cake" TN. XYZ"). *Dinasti International Journal of Economics, Finance and Accounting*, 1(3), 515-525.
- Yamao, S., and Sekiguchi, T. (2015). Employee commitment to corporate globalization: The role of English language proficiency and human resource practices. *Journal of World Business*, 50(1), 168-179.
- Yasir, Y., Firzal, Y., Sulistyani, A., and Yesicha, C. (2021). Penta helix communication model through community based tourism (CBT) for tourism village development in Koto Sentajo, Riau, Indonesia. *Geo Journal of Tourism and Geosites*, 37(3), 851-860.
- Youngblood, A. M., Nutta, J. W., Dickson, D. R., and Nutta, M. W. (2021). Learning English as a second language in the back-of-the-House: proficiency and employment from the perspective of hotel human resource directors. *Journal of Human Resources in Hospitality and Tourism*, 20(1), 24-47.
- Yousaf, S., and Xiucheng, F. (2018). Halal culinary and tourism marketing strategies on government websites: A preliminary analysis. *Tourism Management*, 68(4), 423-443.