

Visits Of Tourist On The English Interaction Skills Of The Community

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Abstract

Tourist Visits on the English Interaction Skills of the Community especially Tour Guides. This Research uses a qualitative approach with a case study method. The subjects in the study were five people at Village, especially. The instruments used were semi- structured interviews and audio recording evidence as supporting instruments. The results showed that are many impacts caused by tourist visits, both positive and negative impacts. Positive impacts such as increasing vocabulary in English, English pronunciation is getting clearer, and confidence in speaking English is increasing. The Negative impacts include cultural differences and misunderstanding when interacting with tourist using English,

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INTRODUCTION

The increase of tourism in Indonesia, more tourists are coming to visit, both local and international, tourists who have a variety of interests or desires to visit different regions that have tourist destinations with diverse natural beauty. The presence of these tourists can affect the local culture, both positively and negatively. Local communities may be easily exposed to foreign cultures, and may also cause loss of tradition and cultural identity, therefore, local communities must be able to balance cultural diversity with the culture of foreign tourists. With the increasing number of tourists visiting, the quality of tourist services must also be improved, both in terms of transportation and accommodation, if the service is poor, it will cause a lack of tourist satisfaction, so this has a very bad impact on the image of the visited tour.

Tourism is a series of travel activities undertaken by individuals, families, or groups from their place of residence to various other locations with the purpose of conducting tourist visits and not for working or earning income at the destination (Soedarso et al., 2014). Tourism is one of the largest contributors to foreign exchange earnings for Indonesia. To date, many tourists visit Indonesia to enjoy tourist attractions that cannot be found in their own countries. Indonesia is renowned for its rich culture, which is one of the main attractions for tourists (Sukmawati et al, 2024). The World Trade Organization (WTO) in Ismayanti's

book (2010) states that tourism is a human activity involving travel. and staying in the destination area outside of their everyday environment. Tourism is a temporary travel activity from one's place of residence to a destination area for reasons other than settling down or seeking a livelihood, but rather to satisfy curiosity, spend leisure time or holidays, and other purposes.

Then, according to Sumarno (2022), Tourist Visits also have a significant impact on improving the English language skills of tour guides: (1) Improvement in English Writing skills: Tour guides can improve their English writing skills by creating promotional materials, reports, or other documents related to tourism. They can learn how to write more effectively and satisfactorily, so as to provide more accurate and satisfactory information to tourists, (2) Increased self-confidence: Interaction with foreign tourists can help tour guides increase their confidence in using English. Tour guides can feel more confident in communicating with foreign tourists so that they can provide better services to tourists, (3) Development of adaptability: Tour guides can develop their adaptability to various situations and needs of foreign tourists. They can learn how to adapt to different cultures and backgrounds of tourists, so as to provide more effective and efficient services, (4) Improved coping skills: Tour guides can improve their ability to overcome problems related to English, and they can learn how to overcome communication difficulties with foreign tourists, so as to provide better services to tourists, (5) Improved ability to communicate effectively: Tour guides can improve their

ability to communicate effectively with foreign tourists, they can learn how to communicate more effectively and satisfactorily, so as to provide more accurate and satisfactory information to tourists.

Then, for this study the researcher will use the theory from Dahanayake (2019) as a positive impact and tourist visits on the English interaction of tour guides because this theory specifically discusses the impact of tourist visits on the interaction of the English language skills of tour guides so that it is very relevant to the research topic. By the research objectives, this theory can assist researchers in understanding the phenomenon being studied and provide deeper insight into the impact of foreign tourist visits on the English interaction of tour guides. Furthermore, researchers also use the theory and Xiurong (2024) as a negative impact of tourist confinement on tour guide English interactions because it is very relevant to the topic of research and can identify problems of miscommunication and dependence on tourists, and the theory also provides solutions to dispatch English language skills effectively and mandinately so that researchers can understand how to improve service quality in the tourism industry.

A tourist is a temporary visitor who stays for at least 24 hours at a destination they visit for the purpose of pleasure, business, family, mission, or meetings. Tourists are not merely seeking basic information from tour guides, as they can easily acquire such information through internet access. Instead, they are looking for a creative, more authentic, interactive experience combined with participatory learning, a concept known as creative tourism (Setyaningsih, et al. 2024). Tourists are people who travel for leisure, business, sports, and education and visit beautiful places or a particular country (Conterius et al, 2020). The World Tourism Organization defines tourists as travelers who make short trips to a foreign region or country and stay for a minimum of 24 hours or a maximum of six months in that location. According to Smith (2009), tourists are people who are not working or are on vacation and voluntarily visit other areas to experience

something different.

Based on Navirathan (2020), tourists can be categorized based on the nature of their travel and the location where the travel takes place as follows: Foreign tourists these are foreign individuals who travel for leisure, entering a country other than the one where they typically reside. Foreign tourists are also referred to as international tourists. Domestic foreign tourists these are foreigners who reside or live in a country for work purposes and engage in tourist activities within the country where they reside. For example, a Dutch embassy staff member who takes annual leave but does not return to the Netherlands and instead engages in tourist activities in Indonesia. Domestic tourist: A citizen of a country who travels within the borders of their own country without crossing international borders. Indigenous foreign tourist: A citizen of a particular country who, due to their work or position, is abroad and returns to their home country by traveling within their own country. Transit tourist: A tourist who is traveling to a specific country and is forced to stop at a port/airport/station against their will. Business tourist: A tourist who travels for business purposes rather than tourism, but will undertake a tourist trip after their primary purpose is completed.

Several elements influence tourists' interest in visiting. These factors include tourist attractions, accessibility, pricing, facilities, and information, which together form a package known as the tourism product. All these elements must align with market demand. A product that was initially attractive may gradually lose its quality and become less appealing over time, so its quality must be maintained. If a tourism product becomes less attractive to tourists, it indicates that its appeal is diminishing and it needs to be improved (Wang, 2021).

Based on Bunakov (2021), a tour guide is someone who provides guidance, information, and instructions about attractions or destinations. A tour guide must be able to provide enjoyment or satisfaction to everyone they accompany. Therefore, to understand the desires and preferences of tourists, a tour guide should combine their knowledge, skills, and

emotions to achieve the enjoyment desired by the tourists they accompany. Tour guides are tourism promoters and they sell the next tour. It affirms that tour guides as employees are expected to offer high-quality service to boost not only visitor satisfaction but also profit margins. It is confirmed that tour guides become representatives of their employers from the start of every tour, and their performance influences not only current visitors' experiences but also potential visitors' intention to purchase products due to the effect of word-of-mouth (Huang, 2021).

The role of tour guides in tourist destinations is crucial, as they act as a bridge between local culture and visitors from diverse backgrounds (Damanik et al., 2024). In situations where interaction between guides and tourists occurs, English language proficiency, which is often the lingua franca in international communication, greatly determines the quality of the tourist experience (Sitorus et al., 2024). Guides who can communicate effectively in English not only provide important information about tourist attractions but also create deep emotional connections with tourists, enhancing their satisfaction during their visit (Zaitul et al., 2023). Then, according to Liao et al. (2011) state that tour guides are individuals who serve as intermediaries between visitors and a destination as hosts. Therefore, tour guides are responsible for the impressions and satisfaction of tourists regarding the tour services offered by a destination, and this is the most important factor in the success of a tour. Huang et al. (2010) state that "A tour leader/guide must master five factors: professional competence, interpersonal skills, organization, empathy, and problem-solving."

METHODOLOGY

This study used a qualitative approach. A qualitative approach is an approach that allows researcher to explore the subjective experiences, perspectives, and interpretations of tour guides as the main subject of research, which cannot be measured numerically (Creswell, 2014). The research method employed is the case study approach. Case studies are used to find out more deeply and in

detail about a problem or phenomenon to be researcher (Yin, 2014). Case studies allow researcher to conduct intensive and thorough investigations into complex social contexts, providing a holistic picture of how English interactions occur and the impact felt by tour guides (Yin, 2018). The case study design was chosen because this research focus on a specific phenomenon in a limited location, namely English interaction skills in a group of tour guides at Nagari Sungai Pinang.

Participants are individual who are involved in the study as sources of information. They provide data and opinions regarding the research problems. Emphasize participants' importance towards the validity of data and representative research findings, where participant selection ought to be done thoroughly depending on the research objectives (Gay et al., 2011). The population in this study was tour guides in Sampling in this study used purposive sampling, which is the main sampling strategy used in qualitative research, meaning that individuals and research locations were selected because they could deliberately provide an understanding of the research problem and central phenomena in the study (Creswell, 2013). The number of participants in this study are researcher took five participants at Nagari Sungai Pinang, the point is to get a variety of experiences and different perspectives. Participant selection criteria include: Tour guides who have at least one year of experience in guiding international tourists, tour guides who often interact with foreign tourists, and tour guides who are willing to participate in interviews and observations.

This research utilized a semi-structured interview instrument, which was crucial for obtaining rich narrative data from the tour guides. This semi-structured design was chosen because it offers a balance between clear guidance and exploratory flexibility, allowing the researcher to have a list of core questions while remaining free to ask follow-up questions based on participants' responses, allowing the conversation to flow naturally and deeply (Ruslin, et al 2022). The questions in this guideline are designed to explore the tour guides' experiences regarding the frequency

and types of English interactions skills with foreign tourists, their perceptions of the impact of these interactions on improving English Interaction skills, as well as the communication challenges they face and the strategies they apply in the field. All interview sessions using an audio recorder, with the full consent of the participants, to ensure the accuracy of the verbal data, which will then be transcribed verbatim.

FINDING

The data in this study was analyzed using a qualitative case study approach. The data was obtained through in-depth interviews with five people in Nagari Sungai Pinang who are tasked with being tourist guides at Nagari Sungai Pinang, with the aim of answering the research questions described in the previous chapter. The interviews were conducted from 14 August 2025 to 16 August 2025 at Nagari Sungai Pinang, using a semi-structured interview format so that participants could express their experiences more freely while remaining focused on the research topic. The interview was used to explore the experiences of the people in Nagari Sungai Pinang who have been tour guides for tourists who visit Nagari Sungai Pinang. Interview questions were developed based on the theory of the positive impact of tourist visits on English interaction skills (Dahanayake 2019) and the negative impact of tourist visits on English interaction skills (Xiurong, et al 2024), which includes the following indicators: The Impact Positif, and the Impact Negative.

Data Analysis

The selection of participants in this study is based on purposive sampling techniques, namely the deliberate selection of participants based on their relevance to the focus of the research, namely Tour guides who have at least one year of experience in guiding international tourists, tour guides who often interact with foreign tourists, and tour guides who are willing to participate in interviews and observations. The number of participants is 5 people who are tourist guides at Nagari Sungai Pinang who are willing to provide new insights for theme development or data analysis. Therefore, the researcher decided to

end the interview process after five participants had answered all the interview questions given, because the information obtained was considered sufficient to answer the research questions in depth.

The presence of international tourists has a significant positive impact on the development of tour guides' English skills. By engaging in direct interaction with foreign visitors, guides are provided with real opportunities to practice English in authentic communication contexts rather than relying solely on classroom learning or structured exercises. Such situations require them to use English spontaneously according to conversational demands, whether explaining the historical significance of a site, giving details about facilities, or responding to various inquiries from tourists. These interactions not only enhance their speaking fluency but also broaden their vocabulary, particularly in the field of tourism. Moreover, frequent communication with international tourists helps to build greater confidence in using English, which reduces anxiety and enhances professionalism when dealing with global visitors. Repeated exposure to tourists from diverse cultural backgrounds further allows tour guides to refine their pragmatic competence, including selecting appropriate expressions, adapting intonation, and interpreting body language to support effective communication. Therefore, the arrival of foreign tourists contributes not only to the improvement of English proficiency but also to the enrichment of cross-cultural communication skills that are essential for tour guides in today's era of globalization.

Related to Impact on Speaking Skills Direct contact with tourists plays a major role in improving participants' speaking skills. They became more accustomed to saying words and stringing sentences in English spontaneously. Real situations, such as giving directions, offering goods, or just chatting casually, require them to practice speaking without much preparation. Participants' confidence was also strengthened because most tourists did not mind grammatical mistakes. This gave them the space to try out new expressions in conversation. Thus, interaction with tourists

can be considered a “natural practice space” that is difficult to find in formal classes.

In terms of English vocabulary enhancement, participants often acquire new vocabulary when communicating with tourists, and since the vocabulary appears in real conversations, its meaning and usage are easier to understand as well as remember. For example, when tourists ask for directions to attractions, typical food, or transportation, participants automatically learn terms relevant to the topic. Some participants also developed simple strategies to retain new vocabulary, such as writing it down, repeating it in subsequent interactions, or practicing it in daily activities. This shows that vocabulary learning based on real-life experiences is more effective and long-lasting than memorization.

Regarding Improved English Listening Skill, the difficulty of understanding the accent and speaking speed of tourists was initially a challenge for participants. However, the experience actually trained them to get used to listening to various styles of English. At first, they found it difficult to understand speech, especially from speakers with British, Australian, or even non-native English accents. Over time, participants began to grasp meaning through context, asking the other person to repeat themselves, or adjusting their concentration while listening. In this way, their listening skills improved naturally as they got used to being exposed to spoken English in different variations.

While interactions with foreign tourists provide many benefits, there are also a number of challenges that can be categorized into two main aspects, namely language and cultural differences and language skills not improving independently.

Regarding Language and Cultural Differences, language and cultural differences often become obstacles to smooth communication. Some participants said that they found it difficult to understand what tourists were saying due to accent differences, unfamiliar vocabulary, or slang terms that they had not heard before. This condition sometimes slows down the conversation and even causes miscommunication. In addition, cultural factors also affect the way of

interacting. For example, tourists' speaking style that tends to be to the point is sometimes considered impolite by participants. Conversely, there are also tourists who do not understand local norms of politeness. This difference in communication style often creates a sense of awkwardness and makes participants less confident to continue the conversation related to Language Skills Not Improving Independently, another obstacle that arises is the tendency of participants to rely too much on interaction with tourists as the only medium for learning English. Some of them admitted that it was difficult to maintain the development of language skills without the opportunity to communicate directly with tourists. When the number of tourists decreases, so does their motivation to learn. They rarely look for alternatives such as reading English, watching English content, or taking extra classes. As a result, the development of English skills becomes unstable, potentially even stopping if there is no interaction with tourists.

CONCLUSION

The results of this study indicate that interaction with tourists can be one of the effective ways to improve the English interaction skills of tour guides. Thus, tourism development in Nagari Sungai Pinang can not only increase economic income, but also improve their English Interaction skills. In addition, the results of this study can also be used as a reference for the development of English language education in Nagari Sungai Pinang. Overall, this study shows that tourist visits have a positive impact on the community in improving their English language interaction skills, therefore, efforts need to be made to improve the quality of interaction between tour guides and foreign tourists, so that their English Interaction skills can improve more effectively.

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