

The Role of Guide in Serving Foreign Tourist Post Covid 19 Pandemic

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Abstract. A tour guide is one of the important aspects of tourism activities whose job is to provide guidance, information and instructions regarding tourist attractions as well as helping tourists with everything they need. The aim of this research is to determine the role of a guide in serving foreign tourists. This study is using a qualitative approach. The data were taken from 5 guides as the respondents with different specialization and were collected through interview method. The respondents were English guide, French guide, Germany guide, Italian guide, and Dutch guide. The results of this study show that the roles of a guide in serving foreign tourists consists of several things, such as a guide must have a communicative language, have knowledge skill about cultures related to the destinations visited by tourists, such as Bugis-Makassar culture & Toraja tribe. Apart from that, a guide must have a humanistic and humorous approach.

Keywords: foreign tourist serving, guide