

REFERENCES

- Borg, W. R., & Gall, M. D. (1983). *Educational Research: An Introduction* (4th ed.). Longman.
- Bowen, G. A. (2009). Document Analysis as a Qualitative Research Method. *Qualitative Research Journal*, 9(2), 27–40. <https://doi.org/10.3316/QRJ0902027>
- Celce-Murcia, M. (Ed.). (2008). *Teaching English as a second or foreign language* (3. ed. [repr.]). Heinle & Heinle.
- Creswell, J. W. (2017). *Research design. Qualitative, quantitative, and mixed methods approaches* (5th edition (international student edition)). SAGE Publications.
- Dewi, E., Adriani, H., Suwartane, I. G., & Rahmawati, K. (2024). *Pelatihan dan praktik standar baku kualitas operator: Calon pemandu wisata trekking Sentul Bogor*. *Jurnal Pengabdian dan Pemberdayaan Nusantara (JPPNu)*, 6(2), 200–210. <https://doi.org/10.28926/jppnu.v6i2.315>
- Dinas Pariwisata Kota Surakarta. (2024). *Data Pariwisata Kota Surakarta*. Solo Data. https://solodata.surakarta.go.id/sda_publik/dispar/index/0a57cb53ba59c46fc4b692527a38a87c78d84028
- Fitriani, A., Hidayat, S., Ibrahim, E. M., Alzuhdy, Z. P., Atmaya, E. S., Laelawati, E. P. N., Rodiata, T. A., & Syahbudin, A. (2020). *Buku saku tour guide: Menjadi tour guide, siapa takut?* KKN-PPM UGM Jogorogo. <https://www.researchgate.net/publication/343813463>
- Guidebooks and the Representation of “Other” Places. (2012). In B. Van, *Strategies for Tourism Industry—Micro and Macro Perspectives*. InTech. <https://doi.org/10.5772/38410>

- Kawulich, B. B. (2005). Participant Observation as a Data Collection Method. *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research*, Vol 6, Reuse. <https://doi.org/10.17169/FQS-6.2.466>
- Kvale, S. (2010). *Doing interviews* (Reprint). SAGE.
- Lee, T. H., Lin, Y. H., Fu, C., & Chang, C. (2023). Segmentation based on environmentally responsible behavior: Evidence from SCUBA divers in Taiwan, the Philippines, and Indonesia. *International Journal of Tourism Research*, 25(2), 249–265. <https://doi.org/10.1002/jtr.2564>
- Mahendra, F., & Putri, D. R. (2021). Pengaruh Pemilihan Tipografi terhadap Daya Tarik Media Informasi Cetak. *Jurnal Desain Komunikasi Visual*
- Nazli, M. (2020). THE FUTURE OF TOURIST GUIDANCE CONCERNING THE DIGITAL TECHNOLOGY: A COMPARATIVE STUDY. *International Journal of Contemporary Tourism Research*, 66–78. <https://doi.org/10.30625/ijctr.692463>
- Nida, E.A. and Taber, C.R (1982). *The Theory and Practice Translation*. E.J. Brill, Leiden.
- Novitasari, D., Safitri, I. N., & Rahayu, E. L. (2024). Developing “City Tour” English guidebook with QR code for tourist guides. *JALIE: Journal of Applied Linguistics and Islamic Education*, 8(1), 73–96. Retrieved from <https://ejournal.unkafa.ac.id/index.php/jalie-unkafa/article/view/838>
- OECD. (2022). *OECD Tourism Trends and Policies 2022*. OECD. <https://doi.org/10.1787/a8dd3019-en>
- Pitana, I. G. (2024). *Ilmu pariwisata di Indonesia: Jejak langkah dan masa depan*. Pustaka Larasan.

- Pratama, G. S., Jumail, M., Hulfa, I., & Hulfa, I. (2022). *Strategi peningkatan kompetensi teknis pemandu wisata lokal di Dusun Pandanan Desa Malaka*. *Journal of Responsible Tourism*, 2(1), 101–108. <https://doi.org/10.47492/jrt.v2i1.1903>
- Pratiwi, W. R., Juhana, J., & Acfira, L. G. (2023). THE USE OF ENGLISH FOR TOURISM IMAGE AND BRANDING. *KLASIKAL: JOURNAL OF EDUCATION, LANGUAGE TEACHING AND SCIENCE*, 5(2), 398–407. <https://doi.org/10.52208/klasikal.v5i2.949>
- Pusparani, P., Boediman, S. F., Nasution, D. Z., Rachman, A. F., & Hutagalung, H. (2024). Pengaruh Pengetahuan Tour Guide dan Keterampilan Tour Guide Terhadap Kepuasan Wisatawan di Kota Tua Jakarta, Indonesia. *Jurnal Ilmiah Pariwisata*, 29(3), 312. <https://doi.org/10.30647/jip.v29i3.1833>
- Putri, A. M. J., & Imansari, N. (2024). *INNOVATIVE APPROACHES TO TEACH ENGLISH SPEAKING FOR TOURISM: THE IMPACT OF AI AND SOCIAL MEDIA*. 8(1).
- Putri, G. I., & Dewi, I. J. (2021). The use of travel guidebooks by tourists visiting Yogyakarta. *ASEAN Marketing Journal*, 6(2), 47–59. <https://scholarhub.ui.ac.id/amj/vol6/iss2/4/>
- Richards, J. C., & Rodgers, T. S. (2014). *Approaches and Methods in Language Teaching* (3rd ed.). Cambridge University Press.
- Rochim, E. E. N., & Taulina, Z. W. (2023). Digital tourism guide book as an effort to increase visitor satisfaction of Sebatu Village, Tegallalang District, Gianyar City. *Wisesa: Jurnal Pengabdian Masyarakat*, 2(1), 18–23. <https://doi.org/10.21776/ub.wisesa.2023.02.1.4>

- RRI Surakarta. (2025). *Solo targetkan 5,2 juta wisatawan, andalkan destinasi unggulan* [Solo targets 5.2 million tourists, relying on top destinations]. RRI.co.id. <https://rri.co.id/surakarta/wisata/1612727/solo-targetkan-5-2-juta-wisatawan-andalkan-destinasi-unggulan>
- Sitohang, L. L., Oktaviona, E. R., Fa'addihillah, C. W., Alfi, W., Yuviansyah, F. A., & Hanifah, D. F. (2024). Peran Pemandu Wisata Dalam Pengembangan Keberlanjutan Pariwisata Pasar Seni Ubud, Bali. *Khasanah Ilmu - Jurnal Pariwisata Dan Budaya*, 15(2). <https://doi.org/10.31294/khi.v15i2.20441>
- Solo Technopark. (2023). *Profil Singkat Solo Technopark* [Website]. Pemerintah Kota Surakarta. <https://solotechnopark.id>
- Solo Technopark (2025). *Company profile Solo Technopark 2025* [PPT]. Pemerintah Kota Surakarta.
- Suryana, M. (2022). Systematic Literature Review of Tour Guide Performance. *Journal of Tourism Sustainability*, 2(2), 71–78. <https://doi.org/10.35313/jtospolban.v2i2.38>
- Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 tentang Kepariwisataaan. (2009). Lembaran Negara Republik Indonesia Tahun 2009 Nomor 11. <https://peraturan.bpk.go.id>
- UNWTO Tourism Definitions | Définitions du tourisme de l'OMT | Definiciones de turismo de la OMT*. (2019). World Tourism Organization (UNWTO). <https://doi.org/10.18111/9789284420858>
- Wahyuningtyas, D., Diana, L., Setyaningrum, R. W., Masayu, R. D., Deviana, A., & Rahmawati, Y. D. (2024). Improving the English-speaking skills of tourists in

- Wonocoyo village through bilingual guidebook. *Research and Development in Education (RaDEn)*, 4(2), 1111–1122. <https://doi.org/10.22219/raden.v4i2.36382>
- Waruwu, M. (2024). Metode Penelitian dan Pengembangan (R&D): Konsep, Jenis, Tahapan dan Kelebihan. *Jurnal Ilmiah Profesi Pendidikan*, 9(2), 1220–1230. <https://doi.org/10.29303/jipp.v9i2.2141>
- Waskito, S. B., Susilorini, S., & Sugiarti, R. (2023). *Penguatan peran dan peningkatan kompetensi pemandu wisata lokal di Kraton Surakarta Hadiningrat*. Cakra Wisata. <https://jurnal.uns.ac.id/cakra-wisata/article/view/34393>
- Widyasari, Rianto, A., Erfiani Baroroh, H., Mulyajati, E., Ardianto, A., & Afriliani. (2024). Peningkatan Keterampilan Penulisan Persuasif Buku Panduan “Museum Multatuli” Bagi Masyarakat di Sekitar Lebak-Banten. *Wahana Dedikasi: Jurnal PkM Ilmu Kependidikan*, 7(1), 87–96. <https://doi.org/10.31851/dedikasi.v7i1.15312>
- World Travel & Tourism Council. (2024). *Travel & Tourism Economic Impact Research: Global Trends*. WTTC. Retrieved from <https://wttc.org/research/economic-impact>
- Yoestara, M., Putri, Z., & Putri, I. (2021). The Importance of English in The Development of The Tourism Sector in Banda Aceh. *JETLi: Journal of English Teaching and Linguistics*, 2(2), 55–64. <https://doi.org/10.55616/jetli.v2i2.138>