

ABSTRACT

This research presents a study focused on addressing the need for English language acquisition among novice tour guides in the tourism sector, particularly in the context of tour guiding. The objective of this research is to develop an English Learning website, called GuidEd, to cater to the specific language needs of aspiring tour guides. The methodology employed in this study is Research and Development, utilizing a qualitative and quantitative approach. Data collection involved interviews with a professional tour guide and academicians from Semarang, as well as literature review and analysis of applicable Indonesia national working standards in the tourism field. This research uses a questionnaire to gain feedback from the stakeholders. The outcome of this research is GuidEd, a website that offers relevant English learning materials tailored for novice tour guides.

Keywords: English for tour guiding, website, English for Specific Purpose, novice tour guide