CHAPTER: ONE
INTRODUCTION

This section includes background of the study, statement of the problems, objectives of the study, research questions, significance of the study, delimitations of the study and operational definition of the key terms. These components are presented as following.

1.1 Background of the Study

Communication generally refers to the process of exchanging, sending or receiving of message from one person to another or one place to another. As cited in Hans & Hans (2014), Brown (1950)has defined communication as transfer of information from one person to another, whether it elicits confidence or not. But the information transferred must be understandable to the receiver.Moreover, as cited in Hans & Hans (2014), Meyer has defined communication as the intercourse by words, letters or messages. From the above definitions, we can assume that communication is also the play with words. While we are engaged in communication it requires proper care and attention. If we fail to use the appropriate vocabularies related to given context or fail to pronounce it accurately with appropriate tone and intonation, it will give our counterparts the wrong messages or different from intended meaning. Moreover, due to these reasons our counterpart may misinterpret the meaning in own and it raises barriers in communication. as a result, both the interlocuters face communication difficulties.

Communication plays vital role not only in our day to day life but also in the promotion of business activities. Like other business industries, tourism has also come at front as recently growing business area. In the field of tourism, we see internationally tough competition among the nations to attract internal as well as external tourists. In this competitive scenario communication becomes much prevalent to make influence and achieve the target. Due to poor performance base language competency especially in English, proper information can not be spread around the world directly affects the tourism promotion.

The primary function of any language is to help us to perform day to day activities. On the other hand, English language is one of the dominant languages used in different parts of the world. The number of English language learners is growing rapidly. Out of the world's approximately 7.5 billion inhabitants, 1.5 billion speak English that's 20% of the Earth's population(Lyons, 2017). However, most of those people aren't native English speakers. About 360 million people speak English as their first language. Furthermore, Lyons (2017) states that in addition to being widely spoken, English is by far the most commonly studied foreign language in the world, followed by French at a distant second. Tourism is one of the fields of study where large number of researches are being carried out. However, very few researches are carried out on communication in relation to tourism management. This research had been concerned to study the use of English by tourist guides at southern borderland tourist destinations of Nepal. This research has been related to the study of communication gap that exists while using English language at borderland tourist destinations. As, due to lack of competence and command over English language many kinds of misinterpretation and miscommunication exist in communication. Moreover, this section has introduced the tourism, significance of English language and its impact on communication.

On the other hand, tourism is one of the scopes in which English can play very significant role. Tourism is socio cultural and economic phenomenon, which entails the movement of people to countries or place outside their usual environment for personal or business/professional purposes (UNWTO, 2006.p-1). It means that being tourist relates with temporary movement of people to different places. People may move to different places for their business, profession, study or entertainment. When we travel to the next places knowledge of language becomes prevalent. For better journey we must possess the knowledge of English language and ability to use it for communication purpose. In a world of surging globalization and increased pressure on countries to develop their English language learning provision (Stainton, 2018). Based on these descriptions I came to know that English language has significant influence on tourism development. Moreover, English language can be very useful for advertising about the tourist destinations and circulating the message about the key attractions of these destinations

across the globe.Nepal has huge possibility of tourism becoming the major source of income and a strong foundation of nation's economic growth. We have ample natural resources and beauties, we have worldly known socio-cultural heritage. If we can manage and beautify these resources properly, it will surely benefit the nation such as economic growth, creating opportunities for employments etc.

In the context of Nepal, there are many tourist destinations in the borderland.Borderlands are now itself being introduced as tourist destinations. Many inquiries and researches such as Buckley(2012)'s 'Sustainable Tourism: Research and Reality', Law et.al (2019)'s 'Tourism Demand Forecasting: A Deep Learning Approach' etc. are carried out in recent years. One of the emerging themes in research field borders and borderlands as tourist destinations (Timothy 2000). Borderland is one of the places where huge number of people travel every day. It is also found that the business in the borderland areas grow rapidly. These kinds of people's thick movement are establishing borderland as tourist destinations. Similarly, when we talk aboutborderland tourist destinations in Nepal it is linked with religion or culture. Many of the key concepts relating to borderland in general as well as the relationship of tourism to such regions are introduced. As cited in Dimitri loannides Guest Editor Editorial (2006) Sofield (2005) has stated that border dynamics have been affected by innovations in the transportation sector and it reflects how international travel patterns are influenced sovereign states, claims of their territorial rights.

This study focused on communication difficulties faced by local tourist guides, their challenges while using English language, key areas of miscommunication or communication difficulties. We have many often faced the incidents of communication Difficulties while using English language with our friends, teachers or foreigners sometimes. Communication difficulties are also related to miscommunication or misinterpretations that occur during the communication. communication difficulties exist when we misinterpret the ideas and understand the message other than it was intended by our counterparts. In this regard, Karten (2002) states that in case of communication gapor

difficulties one need to make a commitment to be more speaking sensitive for misinterpretation.

From the above discussion it is found that borderland tourist destinations are now coming into light as many researchers are carrying out studies in different aspects. Mostly, borderland tourist destinations are concerned to the religion and it is an obligation for local tourist guides to be competent in the history and culture of that tourism place. On the other hand, they must also be fluent in English language use because it eases their retention in guiding profession.

1.2 Statement of the Problem

Communication difficulty is one of the phenomenonof study in relation to the language use in day to day, academic, institutional or business fields. When communication difficulties exist the problem of related people inherently increases. Similar is the case in tourism field also as many inefficient manpower are found involved in tourism field. Regarding staff's recruitment in tourism, in a journal article Aynalem et al (2016) has mentioned;

> *"the other challenges are inappropriate management style/corporate philosophy and leadership style such as unplanned recruitment, little due attention for staff turnover, imported workforce, considering staffs as cost rather than asset"*

We don't find any planned recruitment system of local tourist guides like other government services. Tourism agencies are lacking proper recruitment system for tourguides. Inefficient men power one key reason of the miscommunication or communication difficulties. However, to attract the tourist English language proficiency is most with minimal required level of competency. Due to inefficiency in communication many tourists are misguided and could not get clear information.In the context of Nepal, despite having ample tourist destinations the numbers of tourist arrival have often faced fluctuation every year. As the number of tourists increased significantly till 1992 and 1999 but it witnessed sever declination during 2000 and 2002 (Ghimire, 2009. p.2). Policy implementation has

always remained a key issue for almost all the public policies in Nepal (Ghimire, 2009. p.2).Additionally, the issues of communication difficulties faced by local tour guides at Nepalese borderland destinations are not researched yet. It seems to be difficult unless the policies are based on the research neither it will be easy to bring clear language policy at borderland tourist destination. On the other hand, local tour guides are not exposed to any kinds of training package for their regular enhancement of English language competency. However, this research focused on the phenomenon of communication difficulties, reasons and suggest some of the ways to overcome such difficulties.

1.3. Objectives of the Study

Objectives are very crucial in carrying out any kinds of research. The major objectives of this research were as follows:

a. To explore the communication difficulties faced by local tourist guides at Nepalese borderlands.
b. To identify the reasons of communication difficulties.
c. To suggest some of the strategies to overcome communication difficulties.

1.4 Research Questions

This research aimed towards finding out the answer some of the questions. The following questions were used as guiding tool to accomplish this study:

a. What are the difficulties faced by local tourist guides at Nepalese borderland tourist destinations?
b. What factors reasons are responsible for the communication difficulties?
c. What strategies do local guides adopt to overcome communication problems?

1.5 Significance of the Study

This research was centered to study the phenomenon of communication difficulties while using English language in Nepalese borderland tourism. Along with many factors, language is also one which has greater impact on tourism. In present day world, every individual wants to be bi or multilingual. So, the research focused to explore the cases of communication gap occurred between tourist guides and foreign tourists. Moreover, this

research has brought some of the findings that can assist policy makers to develop clear policy and provision of English language use in Nepalese tourism. On the other hand, this research work has also visualized some other challenges related to English language use at borderland tourist destinations. Furthermore, this research has also aimed to provide local tour guides to understand the reasons behind communication difficulties and be prepared to tackle the such difficulties. This research has explored the challenges of Nepalese tourist guides and intended to helpfor better policies of trainings packages for local guides and making them much competent in English.This research has provided clear understanding of actual communication difficulties at borderland tourist destinations. Similarly, this research has also exposed the factors responsible for existing communication difficulties which tour guides can be aware of. Further, it is helpful for those who want to carry out research in similar field.

1.6 Delimitations of the Study

Nepal has richness as it has large number of tourist destinations. In this small scaled research, it was a challenging task to bring the thick data from all destinations of Nepal. So, this research has been carried out at borderland tourist destinations of Nepal. Data were gathered from Lumbini the birth place and Tilaurakot the kingdom of Lord Buddha. This research had adopted semi structured interviews of 5 local tourguides. Furthermore, this research was based in Kapilvastu and Rupandehi districts. Moreover, it has primarily focused on exploring the communication difficulties while using English language. Further, it has been focused to examine the reasons of such communicative difficulties of Local guides serving in at southern borderland tour destinations of Nepal. In addition, it was oriented towards assessing the significance of English language for promoting tourism in Nepal.

1.7 Operational Definitions of Key Terms

In this study following key terms has been used:

Tourist: A person who is travelling or visiting a place for pleasure or any specific
purpose.

Tourism: research area in which this research has been carried out.

Communication Gap: major issue to be studied in the research which includes the way miscommunication occurs in conversation between tour guides and tourists.

Borderland tourist destinations: refers to Lumbini and Tilaurakot the birth place and kingdom of Lord Buddha respectively.

Tourist guides: Key participants of this research study, serving as a tour guide at Lumbini and Tilaurakot.

Communicative difficulties: problems related to communication faced by local tour guides at tourist destinations.

CHAPTER: TWO
REVIEW OF THE RELATED LITERATURE AND CONCEPTUAL FRAMEWORK

I have reviewed some useful and relevant literature for the broader understanding of the phenomenon of communication difficulties in relation to English language use at Nepalese borderland tourist destination. In other words, in the review of these literatures I have focused upon the English language use in relation to communication difficulties. Similarly, both theoretical as well as empirical literatures are reviewed. This chapter has highlighted the implications of the study. This chapter included the conceptual framework which has presented the flow of the research.

2.1 Review of the Theoretical Literature

Under this section of theoretical review, I have reviewed some of the theories of communication. It consists of Chomsky's linguistic competence, Hymes and Hallyday's communicative competence model. It has also included some communication theories.

2.1.1 Communication Theories and Models

Communication theories are the keys for effective communication which enables us to share our message, thoughts and feelings much appropriately. In the absence of communication theories, we can not communicate in better ways. In general, we assume that communication is the transmission of the message from sender to receiver. There are various models and theories of communication that makes it more effective. Simply, communication theory is the discipline that studies the principles of transmitting information and the methods by which it is delivered as print or radio or television (Amudavaali 2005, p.7). Communication theories are very useful for effective communication. These theories are based upon the communication models which are the building blocks for communication theories. The origin of communication theory is linked to the development of information theory in the early 1920s.

Amudavalli(2005) in his module has talked about some communication theories and its functions. While talking about these functions, the first function of communication theories is that they help us organize and understand our communication experiences.

Second functional theory of communication is that they help us choose what communicative behaviors to study. A third functionof communication theory is that they help us to broaden our understanding of human communication. In this module he traced the evolution of communication theories and it's outlines. In secondpart of his module,Amudavalli(2005) has described major communication models. Complex models may make the understanding of communication much harder. Shannon's information theory model, Weiner's cybernetic model and Katz two step flows have allowed the scholars to decompose the process of communication into discrete structural elements. An important aspect in Shannon's work was his realization that, to have a theory, communication signals must be treated in isolation from the meaning of the messages they transmit.

2.1.2 Communicative Competence

Knowing a language and keeping it into use orally are two distinct aspects where former is known as linguistic competence and later is communicative competence. In other words, communicative competence refers to the use of a language at performance level while doing different tasks. One may have ample knowledge of English, but he can not speak it properly then we can say that he is lacking communicative competence. So, communicative competence includes things like knowledge of a language aspects, context, target culture and other communicative strategies along with capability to use that in real practice. Similarly, Remache (2016) has presented an overview of several models of communicative competence. Communicative competence enables us to exchange the message much more effectively. Similarly, linguistic competence differs with communicative competence. Worldly known linguist Noam Chomsky and some other linguists have defined the *linguistic competence*as innate linguistic knowledge that allows a person to match sounds and meanings. Similarly, Linguistic competence refers to knowing the language, but communicative competence refers to the performing the actions. Or, it represents the ability to use the language correctly to communicate appropriately and effectively in a variety of social situations. He has stated that Hymes Communicative Competence Model (1971) was the reaction to Chomsky's language

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competence. Hymes (1972) recognizing Chomsky's theory of competence restricted somewhat to its entirety. For Hymes, communicative competence concerns itself with the production of appropriate speech acts in a social context without ignoring their grammaticality (Remache, p.184).

From the above review, it is found that only having linguistic competence is not enough we must have also communicative competence. Knowing a language and effectively communicating are two distinct aspects. One may possess higher degree of linguistic competence but may not be able to speak and communicate fluently. So, communicative competence is very important for the tourist guides.

Furthermore,Remache(2016) stated that Halliday (1970) rejects the distinction between competence and performance because he believes that such dichotomy risks the misleading to the misinterpretation. Halliday stated that the socio-semantic network is a representation of a 'set of options or alternatives', in meaning, that are at the disposal of the speaker-listener. He has strongly reacted against Chomsky's model by saying that knowing a language does not only mean having knowledge of the formal properties of the language as a system but involves knowledge of how to use the system to communicate appropriately in particular social context. In sum, Halliday's (1970)'s model of competence deals with the meaning potential. Furthermore, researcher has discussed Munby's Communicative Competence Model and communicative competence and itsimplications for teaching and learning.

In addition, we can say that communication gap can be understood differently. Although, we understand communication gap as the deviated understanding of intended meaning by receiver, scholars have also given their own definition of communication gaps in conversation. In this regard, Karten (2002) has mentioned that we each speak in our own idiom, often oblivious to the possibility that our words might have a different meaning to others. And we interpret the message sent our way without realizing they might have different meaning to the sender than to us. So, we can assume that communication gap is the misinterpretation of meaning sent to us. It not only occurs when two people are talking in other languages than their mother tongue but also when people share same language. Further Karten (2002) states that in case of communication gap one need to

make a commitment to be more sensitive for misinterpretation. To overcome the problem of communication gap we can also use clarifying questions (Karten, 2002. P.69).

2.1.3 Tourism and Language

Tourism generally means temporary movement of people from their usual place or environment to another. Urry (2002) has defined tourism as a complex phenomenon with psychological, sociological and cultural dimensions. Tourism involves direct contact between cultures with emphasis on the importance of exchange and sharing among local and foreign cultures (Maci, Sala, GodnicVicic/Scripta Manent-12 (2018).
Tourism is one of the foundations of socio-cultural and economic development. It is defined, variously by different institutions or different persons. Tourism is socio cultural and economic phenomenon, which entails the movement of people to countries or place outside their usual environment for personal or business/professional purposes (UNWTO, 2007.p-1). So, we can say that tourism is a temporary movement of the people to the new places. It does not only give pleasure to the people but also it contributes the employment and economic development. Furthermore, it also reduces the people's depression and makes the person to spend quality time with families and friends. Large numbers of people travel around the world for different purpose. Tourism is one of the world's largest economic sectors that expand very rapidly (UNWTO, USAID and SDO, 2006-P.1). English language can be very crucial for tourism promotion which is important for both guides as well as foreign tourists. Out of the world's approximately 7.5 billion inhabitants, 1.5 billion speak English that's 20% of the Earth's population. However, most of those people aren't native English speakers. About 360 million people speak English as their first language (Lyons, 2017). It means that English language is being used by large number of people in the world.

Moreover, based on this review we can assume that tourism can be foundation of socio, cultural and economic development of a nation. The knowledge, competency or ability to use and perform different function using English language can be blessing for tour guides. So, in relation to my research title I can say that if English language competencies of local tour guides get enhanced, it will obviously help for tourism promotion and

overcoming the problem of communication gap. Lack of English language competency is one of the reasons of communication gap.

2.1.4 Nepalese Tourism

Nepal is one of the beautiful countries having many socio-cultural heritages and tourist sites. To protect, promote and beautify the natural, bio, cultural and human made heritage is long term vision of Nepalese tourism (Tourism policy- 2008, p.3). In this regard, government of Nepal has also implemented different programs for promoting and spreading information about tourist sites of Nepal. Tourism is a major source of income in Nepal growing rapidly (Shrestha, 2016.P.110). If we look at the current statistics of tourist arrival it seems to be positive. In recent years the total number of total tourists in 2016 was 753,002 and 940,218 in 2017 with 25% increment (MoCTCA, Statistical Report 2018.p.11). Further, we can find that total revenue from tourism in 2016 was $554,530 and in 2017 it reached $658,092 with 18.7% increment (MoCTCA, Statistical Report 2018.p.13). From this statistic we can find that the number of tourists is increasing significantly.

Based on the description above and other literature reviews it is found that the target established by government in terms of the intended number of tourist arrival in Nepal is not being reached. There are several factors responsible for this. Among the different factors influencing the development of tourism English language is one of the influencing factors. Linguistics factors play significant role in the development of tourism. English language is widely being used around the world in different fields of study. In the field of tourism, besides the communication language ability it is extremely important to develop the socalled intercultural competence (Bozinovic and Sindik 2013. P.122). For successful communication both interlocutors must know each other's culture as well.

In addition, it is also found that the number of tourist arrivals in Nepal is full of ups and downs since last few decades. On the other hand, for successful communication only linguistic competence is not enough rather cultural competence is also necessary. This research study will focus on exploring the gaps that exist in the communication between local tour guides and foreign tourists. In other words, it will emphasize on studying the

area of scope of communication gap and the difficulties faced by tour guides due to existing gaps in communication. To overcome the problem of miscommunication, knowledge of target culture is very important.

2.1.5 Communication Gap

Communication gap is major problem of international tourists and tourism. When two people communicate talk to each other sometimes they may interpret the message other ways than intended by addressor. In this regard Karten (2002, p.50) stated that;

> *We speak in our own idiom, often oblivious to the possibility that our words might have a different meaning to others. And we interpret the message sent our way without realizing they might have different meaning to the sender than to us.*

Here, we can say that communication gap is the misinterpretation of meaning sent to us. It not only occurs when two people are talking in other languages than their mother tongue but also when people share same language. Further Karten(2002) states that in case of communication gap one need to make a commitment to be more sensitive for misinterpretation. To overcome the problem of communication gap we can also use clarifying questions (Karten, 2002. p.69).

Communication gap occurs due to several reasons like poor follow up of grammar, lack of vocabularies, mispronunciation etc. All these language aspects are responsible for the occurrence of miscommunication. Grammar has great significance for successful communication. In this regard Praise and Meenakshi (2014) states that;

> *Grammar in the abstract sense is seen as a set of boundary conditions under which language becomes possible. It is merely a set of rules to preserve the written word. Without these standards, there would be no continuity of language and over time communication of ideas would suffer.*

Above statement, reflects that language and grammar can not be separated. We speak but do not realize the use of grammar because of its abstractness. On the other hand, grammar is also boundary condition for language. As Grammar is standard of a language

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which affects the degree of successful communication. If sentences or statements are not grammatically correct it will create dilemma in the mind of recipients and counterparts. Similarly, vocabulary also plays vital role in communication as it has greater significance. In this regard, Susanto (2017) have mentioned that:

> *Lexical knowledge is central to communicative competence and to the acquisition of a second/foreign language and a lack of vocabulary knowledge is an obstacle to learning.*

Above statement clarifies that without having lexical knowledge of a language one can not develop communicative competence in any language. Lack of vocabulary knowledge will hinder the communication. In change of language over time, change in vocabulary is an integrated part. The insufficient vocabulary knowledge is one of the areas of communication gap or miscommunication. As this research explores the areas or the scopes of communication gap and identifying the communication difficulties faced by local tourist guides. From this review, I have gained some ideas like the reasons of communication gap is the misunderstanding and misinterpretation of intended message. On the other hand, we can also say that to reduce the communication gap tour guides must be more sensitive while talking to the foreigners.

2.1.6 English and Tourism Management

Tourism management is a method of planning, organizing, controlling and leading to accomplish the tourism organizational goal such as the satisfaction, the effectiveness of delivering the needs, wants and expectations of the international tourists (Al-Saadi, 2015. P.6). Without proper management tourism can not be developed well. For this government should bring long term provision as a master plan. It can also be said that English language should be a policy for tourism (Al-Saadi, 2015.P.8). In this regard, what we can say is that English language not only for important for communication but also for the management. On the other hand, Prachanant (2012) have found that *"English language is used in tourism mainly for three most relevant functions as giving information, followed by providing services, and offering help.*Further he says that *"use*

of English is also problematic because of inability to use inappropriate words and expressions, inadequate vocabulary, and lack of grammar knowledge". From these descriptions, it canargued that using English language does not only helps to communicate with foreign tourists, but it also raises problem for those who are not well competent in English. Due to lack of competency they use inappropriate body expression, lack vocabulary or grammatically correct utterances. All these problems are the cause of communication gap and miscommunication. After all, English language can help for tourism promotion if involved men power have higher level of English language competency.

2.1.7 Qualifications of Nepalese Tourist Guides

Due to communication difficulties between Nepalese tour guides and tourists, the it has been challenging to spread information about the tourist destinations around the world. Sometimes our guides intend to say something but due to deviated English they fail to get the exact information. They many often can't get proper direction and root to visit different places. If we can solve the problem of these kinds of communication difficulties, the development of tourism in Nepal will be flourished. When tourists come to Nepal at different tourist sites they get into contact with local guides. Although government of Nepal has declared and fixed some qualification of tourist guides, in many cases we can not find more qualified tourist guides. Earlier tourist guides were assumed to have proper training and get their license renewed 35 days prior to the expiry date (Tourism Rule, 2038). But recent amendment in these rules has been done in B.S.2055. Now minimum qualification of tourist guides are; minimum 5 years of experience in tourism field, bachelor in any stream and must be fluent in any one languages other than Nepali as English, French, German or Spanish. Further that, tourist guides must have great knowledge of culture, architecture, history, people etc. and every aspect of tourism sector and taking training from government of Nepal to get a tourist guide license. From the review of above theories of communication,it is found that without communicative competence one might face a lot of difficulties in communication. To be competent in target language one should have knowledge linguistic aspects along with

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the clear understanding of target language culture.Communication plays significant role in dissemination of information about the tourist places and attract more tourists. If communication is not proper many information will be prevented from dissemination and it can negative impact on tourism promotion. At the other end, if the communication is proper or one is competent enough to deliver the information clearly it will have very positive information on tourism promotion.

2.2 Review of the Empirical Literature

In this section, I have reviewed some of the useful and relevant research base articles. Researches carried out on communication gaps and difficulties have greater significance for carrying out this research. Some literatures are reviewed as follows:

2.2.1 Reviews on Language and Web Communication in Tourism

Language is prevalent both in day to day to online communication which attracts the attention of targeted people. If very catchy language is used online, then definitely it will drag the attention of the people. In addition, Pasquini (2018) has carried out a research on Politically Correct Tourism Discourse in Airport Websites Guidelines for Inclusive Travelling. This work has focused to investigate inclusive practices on the official websites of two European airports namely Gatwick and Orio al Serio international airport to explore how political correctness and sociolinguistic phenomenon may influence the tourism discourse. This work has analyzed the guidelines illustrating facilities for passengers with special needs and shed light on customers with 'specific requirements' within the realm of tourist communication. As cited in Pasquini, Maci (2010) states that the industry of tourism is increasingly boosting the global economy. The development of tourism discourse is related to the availability of new forms of web communication. It means that the language used in online media also influence the spread of message and information. In this research it is found that English language is being used in lingua franca context (p.24) English language has been used by nonnative speakers to avoid the misunderstandings.

2.2.2 Reviews on Communication Gapsand Difficulties

Siddiqui (2015) has identified some of the reasons of communication gap at the work place. Tourism is also one of the working places of the people. On many occasions we face the problems of communication gap and misinterpret the meaning that the addresser intended to convey to us. He has mentioned some of the reasons of communication gaps and the very first reason is the FEAR as one of the reason of communication gap. When people talk to their boss or seniors they get fear in their minds and can not pay proper attention to the speaker. Another reason of communication gap is the mistrust between two interlocutors. When they lack the trust on each other, they do not want to convey the proper message and even don't convey at all. The next important reason of communication gap is our body language. Improper body language will result in communication gaps. For the successful communication proper body language is necessary. Attitude is also a factor that influences the communication. If one has the negative attitude towards other then, it will be difficult to deliver the message properly.

2.2.3 Reviews on Cultural Communication Gap

The knowledge of target language is not enough for successful communication, it also requires the knowledge of target culture as language and culture are directly intertwined. Jabbari, Sadeq and Azmi (2012) have carried out a research on "Cultural Gaps in Linguistic Communication with reference to English and Arabic Language communities". This research paper has been divided into four major sections. First section of the paper has included the meaning of culture and communication, section two is about the problems of cultural gap and misinterpretation with some solutions, section three dealt with main problems of cultural gaps and linguistic communications and the last sections summarizes the major findings and conclusions. Culture plays vital role in communication as it has its own unique identity. Lack of intercultural competence is also one factor that results into communication. Furthermore, they have assumed cultural communication gap a crucial issue that influences all types of communications all over the world. This research paper aimed to examine some problems that are caused by cultural differences based on the target language culture. At the same time this research has also tried to suggest some methods of dealing with the problems of cultural

communication. It is assumed very inevitable to understand the source language culture from multiple perspectives to find out the most suitable meaning in target culture. The analysis in this study has represented English language as source language and Arabic as the target language (TL). They have argued that to avoid the misinterpretation problems, having the knowledge of shared linguistic features in the language of two cultures is significant. It is concluded that to overcome the cultural gaps in linguistic communication, individuals in the target language culture are required to be aware as much as possible of the source language features. Finally, they have suggested that an investigation of the shared features of source and the target language cultures can ease the communication between people having distinct linguistic background.

As in mentioned in previous literature review, cultural knowledge must be at the core of communication. Knowing of each other culture relates with intercultural communication. In addition, ALBU, C.E. (2015) has written a review paper on "Intercultural Communication in Tourism". By reviewing many literature, he has mentioned that communication is involved in all social life acts being the constituent factor of creation and of cultural process (P.7). Furthermore, he assumed that good knowledge of other's culture enhances intercultural dialogue especially in tourism industry. She has also mentioned that intercultural communication experiences help tourists to know and appreciate other cultures as well as better understanding of their own culture. It means that lack of intercultural knowledge is one of the reasons of communication gap. Good communication is not just transmitting information but also a mutual understanding of each other's wishes and needs (P.7). The people involved in the tourism field need to take many things into account as like hotel, transport company, travel agency and so on. Finally, it is concluded that tourists have subjective interpretations in the form of beliefs and they can avoid confusions or ambiguities that occurs in the communication. Different kinds of communication gap can be minimized by considering different criteria and changing the way of addressing the relationships with tourists and can achieve high quality of communications.

Some of the languages are used for specific purpose. Using English for the job, business or other specific things are the examples of English for specific purpose. Using English

for tourism promotion can also be use of English for specific purpose in Nepal. In this regard Salim et al (2012) have presented a seminar paper entitled Language for Tourism: A Review of Literature in the 8th International Language for Specific Purposes (LSP) Seminar. The main objective of this paper was to gain more insights into the role of language in tourism promotional documents on tourism promotion. In this article they have focused upon role of tourism promotional document by reviewing current research on tourism promotion. Multimodal discourse analysis has been employed as the methodology wherein they have analyzed the language of tourism websites in South East Asia. Similarly, in this seminar paper they have analyzed different areas as like tourism and modernity, promotional media, tourism and persuasion, tourism and consumption of place, tourism and national identity and tourism and image of place. They have mentioned that verbal persuasion is needed to influence the potential tourists because persuasive communication can create lasting change (P.139). Finally, they have found that most of the research has been just content analysis printed promotion media as like booklets, brochures, magazines etc. They have also concluded that tourism has been a multidiscipline phenomenon. Furthermore, they have also concluded that there is also clear gap in research focusing on the visual aspects and language use in tourism promotional websites and documents.

Communication strategies are also prerequisite for successful and effective communication. Communication strategies not only helps to transfer the message properly but also it helps to compensate the gaps that exists in communication. Relating this, Srisattarat (2016) had carried out a research on Communication strategies for Tourism in ASEAN. The main objective of this study was to study the strategies used to support the tourism in the member of 9 countries. Furthermore, it was aimed study the requirements of communication strategies and analyzing the purpose of developing communication strategies. In this research it is found that different Asian countries are employing different communication strategies for the enhancement of tourism. Researcher has completed this study in the 9 members of ASEAN. The data was gathered from document analysis, in depth interviews of tour guides and business operators in Thailand. Finally, researcher has found that marketing communication strategies, brand

communication strategy and public relation communication strategies are used for the promotion of tourism. Furthermore, it is also found that the World Tourism Organization expects Cambodia, Myanmar and Laos are tourist attractions (p.15). From the review, it is found that communication strategy is very much important for the flourishing of tourism.

Blichfeldt (2017) has published a manuscript entitled "Strategic Communication in Tourism". This paper has been prepared in the context of Denmark considering tourism promotion. The main aim of this document was to introduce, define and discuss the strategic communication in tourism and hospitality setting. Furthermore, it was also aimed to assist students in the investigation and analysis of such communication. This paper has linked strategic communication with innovation and sustainability within a tourism context. In the final section of this paper researcher has talked about crafting strategic communication. Finally, she has concluded that in any kinds of communication we share and spread the ideas, message etc. However, regardless of whatever job people have adopted, strategic communication is important.

Very few researches are carried out in Nepal on English language use in relation to tourism promotion. Mainly these researches are focused towards the linguistic features without caring the communicative difficulties faced by Nepalese English speakers. In regard of this, Shrestha (2010) has carried out a research on "spoken English at tourist spots". This research study has been focused to find out the features of English spoken at tourist spots of Pokhara valley mainly English language of Nepali speakers in terms of sentence pattern, language functions and vocabularies. Similarly, this research study was supposed to be helpful to other different sectors and people to understand the actual language spoken by the tourists and local Nepalese people. In the process of collection of data both primary and secondary sources were used. Primary data was gathered by researcher who visited different concerned tourist spots of Pokhara valley and recorded 25 speech events. Books, thesis, journals were some secondary sources of data. Audio recording was the key tool of data collection. In this research study it is found that the omission of auxiliaries is most frequent in spoken English whereas omission of nouns

and possessives has been found least frequent. Similarly, a few Nepali words were used instead of its English equivalents. The complete communication has been found most frequently used but the partial interpersonal has been found least frequently. Among these two the rate of using, complete communication very high, i.e., 90% while partial is. 10%. Some of the particular vocabulary items, which are not found in general spoken English, have been found in the language, of the introduction for example, 'tal' for lake, 'dal' for pulse. At the end researcher has recommended that Nepalese speakers of English must be conscious of grammatical aspects because a lot of errors are found in grammar due to incomplete sentences. Further he had suggested these users to use polite and formal form of language depending upon the content.

Most of the reviewed empirical literature above have focused on the study of communication and strategies for its effectiveness. Unlike, this proposed research has greater emphasis on studying the communicative difficulties of tourist guides at Nepalese borderland tourist destinations. Moreover, it has tried to find out some of the strategies of overcoming these problems and ensuring effective communication between tourists and guides.

2.3 Implications of the Literature Review

Review of related research studies have been very useful for my study because it has broadened my understanding of the nature of my research problem. From the review it is also found that for the promotion of tourism, role of English language is always very crucial as it is the language having large proportion of speaker of world populations. For communication linguistic competence can not be enough and does not work in the absence of communicative competence.

As, this research focused on exploring the communication difficulties and its reasons, from the review of literature it is found that cultural competence can be one area that is responsible for existing communication difficulties. To overcome the problem of miscommunication or communication difficulties, knowledge of target culture is very important.

In relation to my research title it is assumed that if English language competencies of local tour guides get enhanced, it will be beneficial for tourism development. Appropriate
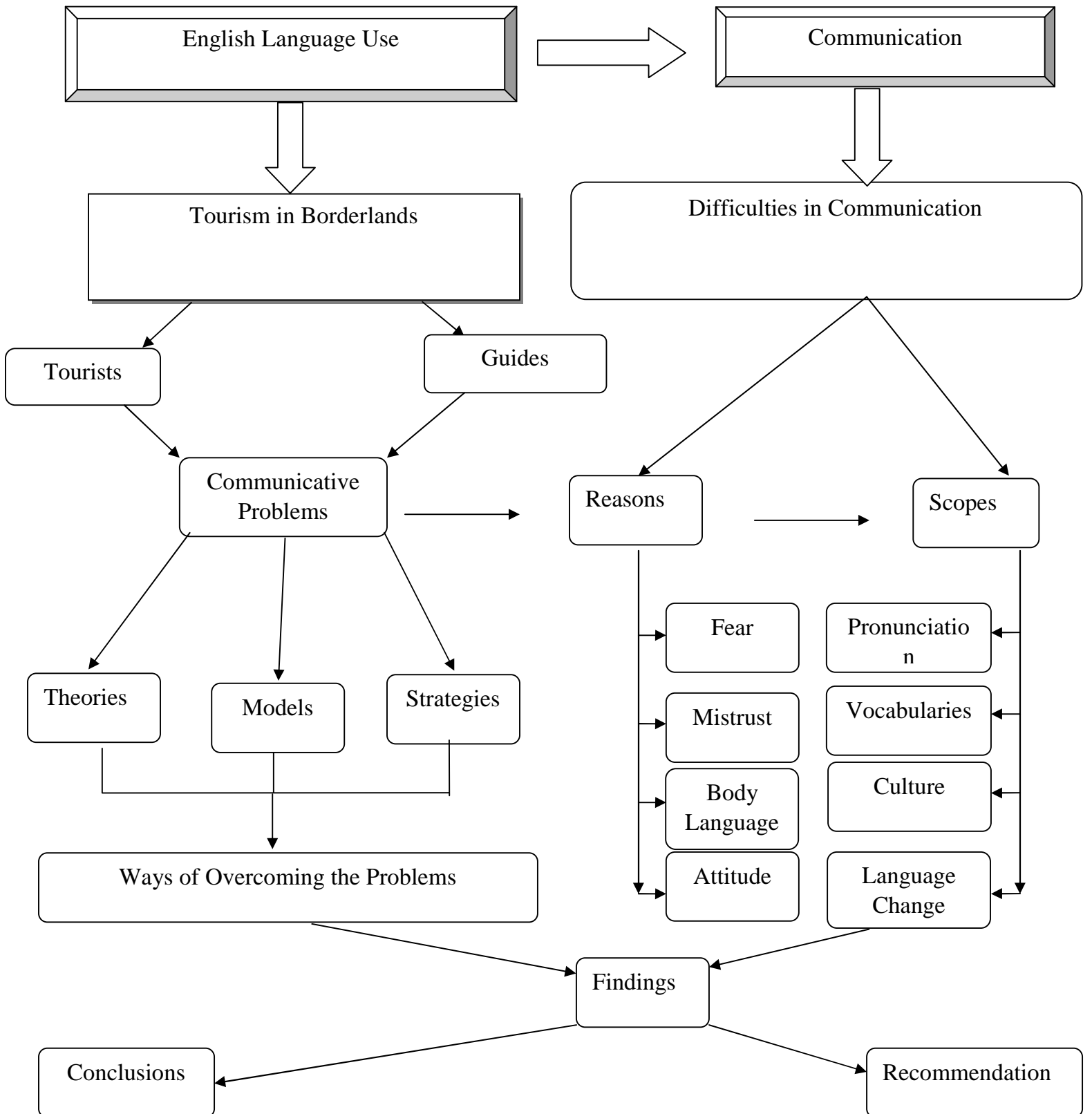
level English language proficiency will also assist for overcoming the problem of communication. Most of the reviewed empirical literatures above have focused on the study of communication and strategies for its effectiveness. From this review I have gained some ideas like the reasons of communication gap and difficultiesare due to the misunderstanding and misinterpretation of intended message.

From the review of Siddiqui's (2015) work I have found the common reasons of communication gap at the work place which includes fear, mistrust, body language and attitude. By reviewing the literature of ALBU (2015) I have understood that good knowledge of other's culture enhances intercultural dialogue especially in tourism industry. From the review of Blichfeldt's "Strategic Communication in Tourism (2017)" I have found that strategic communication is prerequisite for sustainable tourism promotion. It also helps to overcome the problems of miscommunication and other communicative difficulties. So, all the reviewed literatures are found significant for broadening my understanding and clarifying the research problem. This research has greater emphasis on studying the communicative difficulties of tourist guides at Nepalese borderland tourist destinations. Moreover, it has tried to find out some of the strategies of overcoming these problems and ensuring effective communication between tourists and guides. About these things I have already gained useful insights for my research. To sum up, review of related literature has helped me to frame the research objectives, research questions, select appropriate methodology and design and defining my research title.

2.4 Conceptual Framework

Conceptual framework is the mental map that a researcher develops consisting of all the procedures and flow of study. Conceptual framework is also regarded as the roadmap of procedures containing the related aspects to be considered in course of research study. Firstly, I have introduced and defined the research problem and other components such as English language, tourism, communication gap. Then I have examined the communicative difficulties, scopes and reasons of communication gap. In the further process of research, I have linked this research with different models and theories of communication. Based on the gathered data, findings and conclusions were drawn.

Moreover, this study will be based on following conceptual framework:

| English Language Use | → | Communication |

Tourism in Borderlands

Difficulties in Communication

Tourists

Guides

Communicative Problems

Reasons → Scopes

Theories

Models

Strategies

Fear

Pronunciation

Mistrust

Vocabularies

Body Language

Culture

Attitude

Language Change

Ways of Overcoming the Problems

Findings

Conclusions

Recommendation

As in different disciplines, English language has also been widely used in the field of tourism. It is the language used by the tourist around the world and local tour guides in different countries. English language is mostly used as a lingua franca or a contact language which helps in communication and understanding between people belonging to two different speech communities. In this research, study it is the key theme to be studied that how foreign tourists and local tour guides talk to each other. Moreover, this research study has been carried out borderland tourist destinations. Similarly, in this study communication difficulties faced by tour guides are also explored. Communicative problems that occur in the conversation between tourists and guides is the key focus of my research.

On the other hand, to study the phenomenon of communication gap and difficulties different theories, models and strategies of communication are reviewed and analyzed. Primary focus of this research is also to explore the communication difficulties, its reasons and some of the ways or strategies to overcome. From the review it has been found that fear, mistrust, inappropriate body language, attitude etc. are the reason of miscommunication and pronunciation, new vocabularies, culture and changes occurred in a language etc. are the reasons of existing communication difficulties. All these things are considered useful for carrying out my research study. At the end of this research it has been focused towards finding and suggesting some of the ways to overcome these communicative problems. Finally, major findings, conclusions and recommendations are presented.

All these things and procedures are represented in the conceptual framework on which this research study has been based upon. Conceptual framework of this research has helped me to follow the appropriate procedures and design. It has provided me the guidance to lead my research work to the finding and draw some conclusions and recommendation.

CHAPTER: THREE
METHODS AND PROCEDURES OF THE STUDY

This research has been guided by some methodologies and systematic procedures. This chapter has included the components like design and method of the study, population, sample, sampling procedure, research area, data collection tools and techniques, data collection procedures, and data analysis and interpretation. These components are briefly discussed below;

3.1 Design of the Study

This research has been based upon the qualitative approach and adopted narrative inquiry research design.As Narrative inquiry firstly emerged in management science and later also developed in the field of knowledge management, which shares the sphere of Information Management (Cleveland, 1989).Moreover, Schwandt (2007) defines narrative enquiry as "an interdisciplinary study of the activities involved in generating and analyzing stories of life experiences. It includes life histories, narrative interviews, journals, diaries, memoirs, autobiographies. Mainly, this research design uses field texts such as stories, autobiographies, journals, field notes, letter, conversations, interviews, and life experiences which are analyzed for findings and results. In other words, narrative inquiry gives the meaning of the life experiences and stories of people. In this research design people share their life experiences in the form of stories which are later restoried by researchers. After restorying different themes are generated and which are supported with quotes. Moreover, in this research the rational, behind selecting narrative inquiry design was that it let me hear the guiding experiences of Nepalese local tourist guides. In the case of this research,they could also share the cases or examples of communication gaps that they had faced while talking to the foreigners in English. So, in this research, the personal and professional experiences of local tourist guides were gathered. The challenges of English language use as well as the communication gap that tourist guides

have faced are utilized as key data for this research. Local guides were interviewed semi structurally, and diary note was taken in the process of data collection.

3.2 Population, Sample and Sampling Procedures

All the tourist guides at the borderland tourist destinations (Lumbini and Tilaurakot) were the population of this study. In this study, I had selected and included5 local tourguides as the participants by adopting purposive sampling procedures. As purposive sampling helps researchers to select the participants that suits best to the research objectives. Similarly, collecting the data from randomly selected participants may not fit or match with my study objectives and may not necessarily provide required information. In addition, firstly selected participants were asked as if they have faced any difficulties or challenges while using English language at borderland tourist destinations. Moreover, they were also asked to share if they have any experience of communication difficulties while talking to the tourist in English.

3.3 Tools of Data Collection

In this study interview was the primaryand main tool for data collection. Further, field notes, diaries and audio recorder were also used in addition to semi structured interview. Field work wasprimary action in the data collection procedures. At first, I visited some of the borderland tourist sites where this research has been focused. Interview was open ended and conversation was recorded with permission of the participants. On the other hand, some striking cases were noted in the diary.

3.4 Sources of Data

Data were gathered from different sources. Some of the data were firsthand data and some of the information were gathered from earlier published sources. Mainly, primary and secondary sources were utilized in the collection of data:

3.4.1 Primary Sources

Face to face interview and field notes were utilized for the data collection. For the completion of the research interview and field visits were key tools to gather data. Interview with participants were recordedwith their consent and some of the points were taken as diary notes that they mentioned in informal briefing and conversation.

3.4.2 Secondary Sources

Primary sourced information was assisted with secondary soruced information. As supporting statement, information is cited in the text and appropriately referenced. Document review was the key sources for additional information. Earlier published papers and reports, research articles and unpublished thesis are gathered from diverse secondary sources and these are reviewed for dragging supporting ideas.

3.5 Data Collection Procedures

In this research field work and semi structured interview was adopted for the data collection. At first, during the days of my field work I met at local guides and stated my purpose of meeting with them. In the meeting there were the president of local tour guide association and some other members. After that, I requested them to share their experience about the difficulties and challenges while using English for communication and guiding tourists. Moreover, they also shared some incidents when they felt difficult to communicate using English. On the other hand, I had observed their expression during the sharing of their experiences. On the other hand, some of the reports and previously published documents were consulted and studied for extra data and broader understanding of the phenomenon.

3.6 Data Analysis Procedures

After gathering the data, I employed descriptive data analysis procedures. Similarly, all the data gathered from interview, diary notes and observation were analyzed descriptively. Participant's experiences of communication gap were taken as their story and it was linked with its impact on the tourism promotion. While analyzing the case of communication gap in using English language, I have tried to link it with tourism of Nepalese borderland. Mainly, to study what impact does inefficiency in English language has on overall communication. In this research the challenges emerged due to communication difficulties while using English with tourists was also analyzed. Further, the identification of reasons of communication difficulties have got due focus.

3.7 Ethical Considerations

To maintain the ethical aspects, the details of the participants have not been mentioned in the research. The name of participants as Ranjan, Raj, Aman, Kumar and Shreyas are pseudo name of the tourist guides who did consented participation in this research. Mentioning these pseudo names quotations of real participants are used as supporting and evidence to the descriptions. In case of raising some critical issues the identity of the participants has not been revealed and would not be revealed. To sum up, it has ensured the privacy in terms of the identity of the participants. The issue of trustworthiness and credibility were treated seriously. All the authors, literature and other resources consulted in the progress of this study are given proper credit through citation.

CHAPTER: FOUR
ANALYSIS AND INTERPRETATION OF DATA

This research has been based on the qualitative data and these data are analyzed descriptively. Interpretations are supported with direct quotes of respondents. Moreover, data are analyzed with thematic approach. Themes are generated from opinions shared by respondents in the form of narratives. The discussion, analysis and interpretation have been focused towards the communication difficulties faced by local tour guides at Nepalese southern borderland tourist destinations.

4.1 Communication Difficulties

From the reviewed researches, it is found that communication difficulties arise due to misinterpretation of speaker's intended message. Misunderstanding exists when the spoken statement is grammatically deviated, mispronounced, or insufficient vocabularies. Sometimes we do not get familiar with new vocabularies and assume it's meaning in given contexts. It unfortunately forces the misunderstanding, misinterpretation and finally miscommunication. Before interpreting the speakers statement we need to understand it in much better way, which can prevent miscommunication.

4.1.1 Grammar

Grammar is the general rules, system or structure of a language. Furthermore, it is also known as the beauty of a language because it makes the use of a language much systematic, accurate and uniformed in its use. Grammatically wrong sentences not only make a language unsound but also it violates the intended message of a speaker. To communicate successfully one should use grammatically correct sentences. The necessity of grammar is realized by local tourist guides who are still not very good in English grammar. One of the research participants, Ranjan said that *"When we try to solve the queries on Buddhism like, how was buddha born? was not buddha born in India? etc. raised by tourists, we local tour guides use many grammatically wrong sentences and it becomes difficult for us to deliver the message to the tourists".* It is one factor

responsible for occurring communication difficulty. As Ranjan mentioned, due to memorization it seems very challenging task to form grammatically correct sentences at the same time give right answer to their questions. Despite the contradiction on the usefulness of grammar in language, we can not deny the its significance in communication. It not only beautifies the language but also helps interlocutors to communicate properly. From the given quote of Ranjan, it is understood that the lacking grammatical competency is little bit hindering the effectiveness of communication. Grammar has great significance for successful communication. In this regard Praise and Meenakshi (2014) states that;

> *Grammar in the abstract sense is seen as a set of boundary conditions under which language becomes possible. It is merely a set of rules to preserve the written word. Without these standards there would be no continuity of language and over time communication of ideas would suffer.*

In the above statement, it is reflected that language and grammar can not be separated. We speak but do not realize the use of grammar because of abstract nature of grammar. On the other hand, grammar is also boundary condition for language. As grammar is standard of a language which affects the degree of successful communication. If sentences or statements are not grammatically correct it will create dilemma in the mind of recipients and counterparts.Similarly, Kumar also mentioned that grammar plays vital role in makingcommunication and it must be used properly. As Kumar said;

> *I have studied in English medium school, so my English is quite good than other friends. I think grammar is very important in communication. If we say that buddha spend 29 years in his kingdom, Tilaurakot instead of Buddha had spent 29 years in his kingdom, Tilaurakot. Though, it makes the sense, but many often gives wrong impression. So, it is very important.*

Grammatically erroneous sentences hinder the communication. Similar case is identified in the use of English language by local guides. As they express the rote things very well but when they try to give any additional information in the

process of responding the queries by tourist they do not feel easy. So, for the enhancement of local tourist guide's English language competency it is very significantly important. Without proper use of grammatically correct sentences it becomes very difficult for tourists to comprehend the message and for guides to deliver the message exactly that is in their mind. Despite, debates on usefulness of grammar in communication, it is realized that proper knowing of English grammar has immense significance for beautifying the language as well as communicate easily.

4.1.2 Vocabularies

Vocabularies generally refers to the words which are the building blocks of a language. Lack of vocabulary knowledge limits the choices of speaker or even sometimes they can't be updated with new vocabularies drawn from other languages. It means that knowing words as much as possible is prerequisite for being successful speaker of a language. Lexical knowledge is very important in for the successful communication. Susanto (2017) have mentioned that;

> *Lexical knowledge is central to communicative competence and to the acquisition of a second/foreign language and a lack of vocabulary knowledge is an obstacle to learning.*

Above statement clarifies that without having lexical knowledge of a language one can not develop communicative competence in any second or foreign language. If they have lack of vocabulary knowledge, then obviously it will hinder further learning. As language changes over time, change in vocabulary is one integrated part. In this way, local tour guides should be update with changed vocabulary as the possess rote learning of English language. In conclusion, the insufficient vocabulary knowledge is one of the area of communication gap or miscommunication at borderland tourist destination and in general. On the other hand, local tourist guides have also acknowledged that importance of vocabularies for effective communication; as Ranjan as he stated;

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Sometimes we try to use new words but that don't exactly come onto our tongue/speech and we fail to remember even known words". It doesn't come out openly. It is also found in many cases foreigners make the later part of same word silenced which makes us difficult to understand their statements.

From the above statement it can be said that local tourist guides are not used to be very update with the recently added words in English. On when they get update through any means due to lack of use that words do not come on the tongue. It means that with limited vocabularies everything that come to our mind can not be expressed. On the other hand, local guides learn new words from different references, but they feel comfortable with what they have done in the past. Similar opinion is shared by Raj as, "*knowledge of archeological words is most important which we must understand very deeply. Only after developing deep understanding of specific word we should use that".* As he shared his experience at the beginning of his guiding career he used to memorize the archeological terminologies but himself was not clear about its meaning. These kinds of incidentmakelocal guides lost in the middle path when they are asked to clarify the message. From the above descriptions it can be interpreted that clear understanding of archeological and cultural terminologies is most for guides at tourist destinations. Here is the response of Ranjan about changes occurring in English language;

Many changes have been occurred in terms of English language. In course of time, language changes itself. We don't get trainings like capacity building, English language competency base trainings and other packages, as a result we could not keep ourselves updated with these new and useful vocabularies. On the other hand, new generation of foreigners do not use older English.

For better and successful communication local guides need to keep themselves updated with the changes in that occur in different aspects of English language. Language is dynamic which faces several changes over time and borrowing of vocabulary is one way through which we can clearly observe the changes in a language. English language has

come by passing through several phases and now we can find huge differences between old English and 21st century English. English language is mostly used language to guide foreigners in Nepal whereas it is like mandatory to learn it to be a guide. Local tourist guides must be updated with such changes which is not seen currently. Not only and borrowing of new vocabularies but also whole language change is affecting the communication of English as L2 speakers including tourist guides. Quoting the statement of Raj;

> *Most of the tourists coming to Lumbini and Tilaurakot are from Burma, Thailand or from other Buddhist countries. There are a lot of vocabularies related to archeology(artifact, excavation, fossil, carbon dating, anthropologist etc.) Buddhism (nirvana, pagoda, bodhi) and History (domicile, envoy, fiduciary) which are very less used in our life. Lack of used vocabularies are at greater risk of being forgotten.*

From the above quote it is reflected that while guiding in borderland tourist destination, local tourist guides need to memorize terms specific to the Buddhist religion, history and archeology which are very rarely used in day to day life. Therefore, at the same time if these vocabularies don't come into use they will soon get forgotten. Above example also shows that if learning comes into regular use then it will be sustained otherwise it would not be long lasting. From the above discussion, it is concluded that only knowing vocabularies can't be enough rather it must come into regular use. It can also be concluded that vocabularies one of the scope responsible for existing communication problems and difficulties.

4.1.3 Pronunciation

Pronunciation plays vital roles in communication through any languages. The accuracy in pronunciation ensures the delivery of speaker's message and fulfillment of purpose. Grammatically correct sentences and enough use of updated vocabs can't guarantee the successful delivery transformation of message unless we pronounce the utterances correctly. To sum up, pronunciation is vitally responsible for communication difficulties, gaps or misinterpretation so, it can be another reason of communication problem. Some

of the tourist guides are also facing problems of listening. One of the research tourist guides, Ranjan responded that *"We speak English in our own ways, but foreigners sometimes speak fashioned English by tongue twisting which unnecessarily deviates the intended message"* it reflects that new generation's English differs from older ones. Nowadays, knowing English is taken as a fashion and speaking English is the demonstration of high values. On the name of fashion, new generations of English speakers deviate the actual pronunciation of certain word by tongue twisting and much silenced words. It is the cause that makes most of the local tourist guides feel difficult to understand and communicate properly. So, proper and correct pronunciation is inherent for better communication. In addition, Shreyas believed that correct pronunciation can reduce the communication difficulties and incidents of miscommunication. He said *"Mispronunciation deviates the intended meaning. if we don't pronounce the words correctly it will give misinformation or sometime does not make any sense."*This statement clarifies that mispronunciation sometimes does not make any sense. For successful communication correct pronunciation prerequisite. If the utterances are produced correctly it will help the easy delivery of messages.Awareness of correct and accurate pronunciation is most in for effective communication. In a research, Bakar and Ridhuan(2015) had found that;

> *Awareness refers to a state of consciously admitting the needs to hone one's ability in English pronunciation that facilitates smooth communication for successful future. The second factor, 'Accuracy' consists of the variables "pronunciation is an important skill for oral Englishcommunication"*

In above supporting idea, it can be analyzed that if one of have ability to pronounce the utterance correctly, it will facilitate the smooth communication. However, if one have not that ability to pronounce then it will result gap and miscommunication. Ability to pronounce brings the accuracy which is an important skill for oral communication. From the above statement it is understood that speakers must be much aware of correct pronunciation. With proper attention to the pronunciation the degree of effective

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communication can be enhanced. Local tourist guides at borderland tour destination are very less trained by confining within just survival day to day communication. They don't pay ample attention to their pronunciation that's why they suffer during the communication. Foreigners use to speak different accent with accurate pronunciation and that differs from the way local guides produce certain words. It is the reason of misinterpretation of intended meaning. So, it is concluded that pronunciation is another area responsible for miscommunication. Moreover, accurate pronunciation has prevailing impact on communication.

4.1.4 Accent of English and Tempo of Speech

There are varied accents of English as nowadays the concept of world English is developed. British, American, Scottish etc. are some of the major accent of English. Accent is another scope that is responsible for communication gaps or difficulties occurrence between tourists and local guides. As one of the participants stated that *"communication gap (not understanding the each other's message or understanding it in wrong way) happens because of listening problem and sometimes it happens because of our accent that we use"*. Nepalese tourist guides are not very well competent in English accents like British, American, Scottish or any other localized accents in ESL countries. Nor it will be easily possible to be competent in these accents. To overcome this problem tourist guide needs to be trained and introduced to major accentsof English. The capacity building trainings or English language competency base training can be fruitful for the local tourist guides at borderland tourist destinations.

Derwing& Munro (2008) has recognized accent as a major cause of miscommunication. Moreover, as cited in Park et al (2017), Gilakjani (2012) emphasized that unintelligible sounds may cause greater problems than speech with lexical or grammatical errors. This is because accent-associated issues could weaken communicative competence of L2 speakers. In a research carried out by Prachanant (2012) in Thailand, it is found that 65% of problems is tourism employees did not understand the foreign accents clearly and 52% employees face problem about inappropriate use of words and expressions in speaking. Above finding clarifies that accent related issues are much critical for communication for

second language speakers. As in Nepal English is used as FLcontext, local tourist guides at borderland destination are user of English as foreign language. In earlier discussion it was stated by participants that they are not well familiar with different accents, but tourist come from different parts of the world with different accents. For the easier communication, tour guides must be trained and familiarized with different accents of English. If they are quite familiar with these accents,it will lessen communicative challenges and difficulties of local tour guides.

Moreover, they also face the problem of tempo. In general tempo is the speed of speech delivery. As it is habitual, some tourists speak very fast whereas some guides too. In this regard one participant responded that "*Sometimes we speak with high tempo as we speak very fast or sometimes tourists do the same thing. We also speak English in our own ways, but foreigners sometimes speak fashioned English by tongue twisting*". It means that high tempo causes the listening problem because in this situation listener can't be very mindful or attentive towards the speaker. Sometimes, despite being well attentive one may fail to grasp the main idea of speaker. It obviously causes the occurrence of communication problem among the tourists and local tour guides. To sum up, it is concluded that accent, tone, intonation tempo etc. suprasegmental features are the scope which are responsible for the communication difficulties and other problems in communication. Tone and intonation are two suprasegmental features in language that can influence the success of communication. Using correct tone and intonation while speaking will be helpful and make counterpart easy to understand the message of speaker. In this regard tone and intonation is another area that can result in communication problems or gaps. Even same statement gives different when we differ the pronunciation in terms of falling or rising tone.

4.2 Reasons of Communication Difficulties

There are many factors responsible for occurrence of communication difficulties consisting both linguistic and nonlinguistic reasons. Linguistic reasons include the lack of language competency or linguistic knowledge. On the other hand, contextual factors are equally responsible for the communication difficulty. If we do not consider the context in

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which a speech utterance is produced, we will fail to interpret the message correctly. Some important factors are identified as the reasons for communication problems between the local tourist guides and tourist in borderland tourist destinations in Nepal. The following quote of Shreyas, clarifies and reasons of occurring communication difficulties or miscommunication as;

> *one factor is not responsible for miscommunication to take place rather several factors play role. Wrong pronunciation, improper use of grammatical structure, using irrelevant words in given context also cause the miscommunication and it interrupts the communication.*

It reflects that any one factor can notbe solely responsible for the communication difficulty. In many incidents we can find many factors being responsible for the miscommunication. Sometimes it may be the result of wrong grammar, sometime irrelevant vocabulary, sometimes wrong pronunciation or may be unfamiliar accent of spoken English. It also varies among the local tourist guides at borderland tourist destinations. The occurrence of any incidents of miscommunication leads to communication break. On the other hand, Kumar also stated that *"if we are not good in English, especially listening and speaking. We might get into trouble while engaged in communication with tourists from foreign lands."*It means that the reason of communication gap is also being poor in listening and speaking skills. It shows that for effective and fruitful communication local tourist guides must a quality listener and a good speaker of English. It is will prevent the miscommunication between them and foreign tourists.

4.2.1 Rote Learning and Dictation

The content knowledge possessed by Nepalese tourist guides at borderland tourist destination of Nepal come through memorization. Before involving in guiding profession, they study enough and prepare for guiding job. With lacking command over English language competency these guides are found obligated to memorize the basic information but at some moment they are asked to give some additional information regarding the queries raised by tourist. It really becomes the challenging job for them because they fear

that if they try to solve the queries in dilemma it will spread wrong information, or they may produce grammatical wrong sentences etc. In this regard, Ranjan mentioned;

> *Honestly speaking, most of the things that we speak while guiding tourist are rote and memorized. When we try to solve the queries raised by tourists, we use many grammatically wrong sentences, it is also one factor responsible for occurring communication gap.*

Above statement reflects that they have a kind of fear due to poor English language competency. Local tour guides face a kind of stress considering potential queries likely to be raised by visitors. It is because they feel extreme difficulty while answering the new queries. As they carry rote learning, they can not access to wider and much contextual information. Memorization is not long term or sustainable learning. Communicationcan not be flawless and meaningful unless ides come in automated manner in the mind. Meaningful learning is much important than the rote learning. Similarly, Mayer (2002) has differentiated rote learning and meaningful learning in an article as following:

> *In rote learning one may possesses all relevant knowledge but is unable to use that knowledge to solve problems and cannot transfer the knowledge to a new situation. However, in meaningful learning one can transfer the knowledge to new problems and new learning situations.*

Above, argument clarifies the significance of meaningful learning. Rote learning can notsolve concurrent problems and new queries raised by tourists. If one is much competent in different aspects of language as well as the relevant contents, he can communicate much effectively and successfully. Most of the learning of local tourist guides use to come through memorization which is dictated to them. They get short training packages and they are provided reference materials and asked for regular ongoing study. On the other hand, in training packages they are mostly taught the contents but not the English language. It all reflects that local guides are clearly lacking meaningful learning. They must be provided enough packages for developing English language competency along with the contents.

4.2.2 Difficult Terminologies

Tourism is one of the fields of study that has very broader area including tourism management. Local tour guides are primary stakeholders who come into the direct contact with tourist from across the world. Despite bearing challenging responsibility they also face many problems and one core problem is the English language use and communication. Tourism is directly linked with history, culture and archeology in borderland tourist destination in Nepal as Lumbini and Tilaurakot. The terminologies or vocabularies used in archeology and history are very difficult that donot come into day to day speaking English. To be a successful tour guides local guides should memorize and remember these words and keep updating with newly added terms. As one of the respondents Rajreported that:

> As we are working in Buddhist Circuit, we need to know some of the
> extremely difficult words related to archeology and history. Mostly, we
> guide tourists at Lumbini and Tilaurakot which has deep historical value of
> Lord Buddha. So, we need to memorize certain words and terminologies
> related to Buddhist culture, history and archeology.

It means that due to difficult vocabularies and history, archeology and culture related words, local tour guides fail to communicate properly. It is one of the reasons of existing communication gap between tourists and local guides. Language and culture are stronglyintricated. Most of the tourist places have its own history, or they may be concerned with the religion, culture or archeology. All the phenomenon is difficult as they are even different field of study. It is like and obligation for the local tour guides as they require the knowledge of all the aspects. Being less trained and not having proper training packages is the key reason for their inefficiency in both language and culture. Though it is not possible to impart 100% knowledge over these contents, they can be provided minimum level of competencies in these areas.

4.2.3 Religious and Cultural Factors

Religion and culture are used interchangeably in several contexts as both are very interrelated. Religion can be the part of a culture. Lumbini and Tilaurakot are worldly famous for the birth place and the capital of lord buddha respectively. These are not only

the historical and tourism places but also holy and religious place. To guide at these places local tour guides must have knowledge and proper information of Buddhism otherwise it will be very challenging to guide and face the queries of tourists. The vocabularies used in Buddhism and Buddhist culture are found to be very difficult. One participant, Raj confessed that;

> *Mostly, we guide tourists at Lumbini and Tilaurakot which has deep historical value of Lord Buddha. So, we need to memorize certain words and terminologies related to Buddhist culture, history and archeology. Buddhism is very difficult for us as we belong to Hindu religious background.*

Above statement clarifies that the knowledge of tourism places where they local tour guides are guiding is must for them. For example, if someone is guiding at borderland tourist destinations (Lumbini, Tilaurakot etc.) then s/he must have competent knowledge about Buddhism, History of that place etc. Having enough and proper knowledge of these religious and cultural factors will help them to communicate properly and give most accurate information. If they have that kinds of required information local guides can communicate much confidently. By knowing religious and cultural factors the problem of communication gap of miscommunication can be reduced. Ranjan, another participant confessed by saying "*Honestly speaking, most of the things that we speak while guiding tourist are rote and memorized*". Here, once they memorize the things they need to recall it at the requirements. If they could not recall, then they will face very big challenge to express the new ideas. On the other hand, religion is the part of culture. Culture has been found very prevalent in communication. The relation between culture and communication is defined by businesstopia(2018) as:

> *Culture is all socially transmitted behavior, arts, architectures, languages, signs, symbols etc. Cultural diversity makes communication difficult as the mindset of people of different cultures are different, the language, signs and symbols are also different.The way you communicate is affected by the*

culture you were brought up in. The opposite is also true. Culture is, to a
large extent, determined by the way we communicate.

From above description, in different cultural background, different signs and symbols are used while talking to others. When people from two different cultural background meet they should be knowledgeable about the culture of each other. Having not proper understanding of culture of each other may result the miscommunication or sometimes create very offensive incident. In case of local tourist guides too they meet large number of people with diverse background every day, they need to satisfy them with proper guidance. In this regard, local tourist guides should have good understanding of L2 culture. On the other hand, in above statement it is also reflected that both culture and communication affect each other. Culture determines the way we communicate and the way we communicate reflects our culture.

4.2.4 Mishearing

Mishearing is another problem that becomes barrier in communication. If we could not listen properly what is said, we can't respond well. Similar things also happen at borderland tourist destinations. Look at following example which is part of conversation between Aman and a foreign tourist from Japan;

Aman: How many days you spend in Lumbini?

Tourist: How many?

Aman: days

Tourist: days

Aman: You, spend

Aman: S_P_E_N_D

Tourist: S_P_E_N_D, Oh, Spend

Aman: yes, spend

Tourist: S_P_E_N_D, spend, spend

Aman: how many days, stay?

Tourist: Stay, Stay.

Aman: yes, stay here, how many day

Tourist: Nepal?

Aman: yes

Tourist: 2/3

From the above example it can be said that if tourist can't listen or if the word is mispronounced then they might face difficulty in understanding. In this conversation Aman's query was so simple as he just wanted to know how long tourist will stay in Nepal. But it took 7 transactions (many repetition) to get the answer. It is one of the problemsin communication. To overcome this problem local tourist guides at borderland tourist destinations must ensure that the word is pronounced correctly, and it is well perceived by tourists. It will ease the communication between tourists and guides. In the above example, Aman has repeated three words for many more than twice which are; *days, stay and spend.* He even spelled the word *S_P_E_N_D* to make the tourist understand his question. It can be the result of mishearing by tourist that imposed difficulties in responding. After the repetition of many times tourist responds *2/3* days. It signifies that the hearing is most important for successful communication. If one is not a quality listener, he or she might face huge difficulty in communication. Following exchanges between Aman and tourist exemplifies mishearing as the reason of communication difficulty;

Aman: Which hotel, you are going? Hotel.

Tourist: No, No.

Aman: No hotel?

Tourist: I have many many greetings in Pokhara

In the above example, tour guide is asking for the place or hotel where tourist will be staying but it is not understood by tourist. Unfortunately, tourist said that he had many greeting in Pokhara, because of that the clear communication problem is seen. It might be the result of both mishearing as well as lack of attention towards Aman's statement. In other words, no linkage or relevancy is found in the questions of Aman and the answer given by tourist. These seemed to be irrelevant to each other. On the other hand, Aman was trying to know the name of specific hotel where the tourist might have been staying but unfortunately, he didn't get that answer. Thesetypes of response lead to the communication break and it finally results the gap in communication. *Linell (2015) in his article have concluded the relationship between mishearing and miscommunication in following ways:*

> *Mishearing are a rather small part of the life of languaging. They are not all that isinvolved in misunderstandings. There are, apart from mishearing, also cases of non-hearing, when listener cannot identify the words spoken at all. On the otherhand, that a listener hears everything of the speaker's utterance adequately is no guarantee that (s)he understands theintended situated meaning. Conversely, one can also understand the essentials of an utterance without hearing everything.Moreover, one may ignore one's failure to understand and keep silent, perhaps in hoping that things will eventually becomesufficiently clear anyway.*

Though, there is very close relationship between hearing and the extends to which communication becomes successful, mishearing can't be solely responsible miscommunication. On many occasions whenlisteners fail to clearly hear the utterances of speaker, they make contextual assumptionof the word and guess the speaker's intended meaning but don't ask to repeat it again. Similar cases are reported by participants in this research. These kinds of assumptions lead to the miscommunication and sometimes it works finely. So, the issue of hearing is important in the communication. It would be much better if one can be a quality listener. To be successful, local tourist guides must be competent and a quality listener.

4.2.5 Lack of Update with Language Change

Language change is another reason for occurring communication difficulties during the conversation. Most of the tour guides at borderland destinations are not up to date with language changes occurred in English. One of the participantsRanjan stated that;

> I passed SLC in the year of 2058, since then many new term and words have been added into English vocabularies. Many changes have been occurred in terms English language. In course of time, language changes itself. We don't get trainings and other packages, as a result we could not keep us updated with these new and useful vocabularies.

In above example, language change can be identified as the reason of communication difficulties. Although, language change is natural and unstoppable, local guides need to keep them updated with changes occurring in concerned languages. Unless they update themselves with concurrent changes they can't communicate properly. They also need some training packages to make tour guides familiar and aware of these changes in both languages as well as different contexts. As Language is very dynamic which faces several changes over time.Old English differs a lot with modern English. English language is mostly used language to guide foreigners in Nepal whereas it is like mandatory to learn it to be a guide. Local tourist guides must be updated with such changes.

4.2.6 Misguide by Indian Tour Guides

Another reason for communication difficulties or miscommunication in Nepalese tourism is the Indian tourist guides interference in Nepal. Tourist guides from Nepal can't go and guide at Indian tourist destination because their guide association does not allow. However, tourist guides from India easily come to Nepal and they guide the tourist of their own nationality. It is some kinds of threat of misguiding them or spreading the wrong information. In this regard Ranjan, of the respondent mentioned in following ways;

> Many tourist guides use to come from India. While guiding the foreign tourists, Indian guides give misinformation. But when we go to India,

> *Indians tour guide association don't let us guide the tourists. Although, we*
> *have our own association, we are not given right or authority to prohibit*
> *the Indian tour guides from guiding in Nepal.*

With reference to the above idea it is clearly noticed that Nepalese tour guide association is lacking strict provision and regulation for guiding tourist in Nepal. If Indian tourist guides come to Nepal and guide at different tourist destinations, it has greater risk for spreading misinformation. From the above statement it is understood that Nepalese tourist guides can't go to Indian tourist destinations and guide foreign tourist as Indian guides come to Nepal and guide freely. One prominent reason of miscommunication or dissemination of wrong message is the guidance of Indian tourist guides. It seems very necessary to bring strict provisions about tour guiding authority. On same issue I asked Mr. Kumar and he said;

> *Yes, on many occasion, Indian tourist guides come to Buddhist Circuit*
> *and they guide here. Our government have not taken any action on that.*
> *They come here and give misinformation to Indian and foreign tourists.*

Both the above statements are supporting the idea to bring the clear and legal provision regarding guiding authorities. Indian tourist guides come to Nepal and guide tourists without any objections, it is one of the ways through which many misinformation spreads and creates the debate about the birth place and history of Buddha.If it is not controlled miscommunication can't be reduced. It is necessary to bring very strict regulation about who can guide tourists in Nepal. So, misguidance of Indian tour guide seems to another reason of miscommunication. If it is not prevented or brought under the control of tourism agencies and culture and tourism government stakeholders, it will pose a great threat to Nepalese culture and tourism. It can be addressed by producing very competent tourist guides, providing English language competency base training to them. It will also reduce the communication gap between local guides and tourist from abroad.

4.2.7 Low Retention Rate of Nepalese Tourist Guides

Next thing is, when a person is involved in guiding job and donot get benefits from it, they ultimately choose to carry out his own business. Similar thing is happening to the tourist guides at borderland tourist destinations. Experienced tour guides give up their job and go for another business or profession where they get much benefits. Following is an experience shared by Ranjan;

> *Once we were sent Kathmandu for the tourist guide training on Greater Lumbini, 6 from here, Rupandehi and Kapilvastu and 2 trainees were from Parasi. This training was given by UNESCO, conducted by NATHM and the expenditure was borne by UNESCO. Among these 6 trainees from Rupandehi, 1 have gone to abroad, one is involved in teaching and 4 of us are working as guide.*

It means that due to lower level of satisfaction and other challenges they later choose to be involve in other professions. The retention rate of tour guide is seemed quite low. Despite facing a lot of communicative difficulties,they get very small return and benefits that's why the retention rate of tourist doesn't seems good. The wages that is paid to local tourist guides is not satisfactory. In a journal article Aynalem et al (2016) has mentioned;

> *A European Foundation for the Improvement of Living and Working Conditions (Eurofound) report states that the tourism and hospitality sector is recognized by Low hourly rates of pay, over time work without extra money, long working hours of 50 hours per week, little or no adequate breaks during peak season periods.*

As reflected in the above example, the case is much similar in Nepal. Tourist guides are not well paid by association or tourism agencies in Nepal and with minimum wages and benefits they are not being satisfied. It is one of the reasons, they give up their profession. Again, new guides emerge and follow same cycle as earlier and finally give up. It seems very important to manage efficient men power as tourist guide at borderland destinations. Frequent turnover of tour guides is prohibiting the production of much experienced,

qualified, efficient and quality tour guides. Local guides do not get many opportunities as they are very young to believe and on the other hand they also wonder whole day but get very few chances to guides and again they get very less paid. If there were more matured and efficient tour guides, then certainly they might get many tourists to guide. So, payment is impacting both the ends.

4.2.8 Fear

Fear is another reason of communication difficulty while using English language in communication. Some of the tourist at borderland destinations in Nepal are not very confident and fluent in English. In that situation they only deliver the things that they have previously memorized. Apart from these, they do not want to speak much or give any additional information on their own. Following is the statement of Ranjan;

> *Most of the things that we speak while guiding tourist are rote and memorized. When we try to solve the queries raised by tourists, we use many grammatically wrong sentences it is also one factor responsible for occurring communication gap.*

The fear of making grammatical errors, lack of vocabularies etc. produces the barrier in the process of communication. Based on above statement, it is found that local guides feel comfortable when they are not asked anything beyond of their existing knowledge. With the fear of producing grammatically errored utterances they speak very less mostly incomplete sentences.We can see an example here, the communication between Aman and a tourist;

Aman: but still, you sound smart, smart, you sound young.

Tourist: Hahahaha

Aman: You look like, really

Tourist: Awww

Aman: you a professor?

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Tourist: Professor

Aman: I mean the job

Tourist: Ahh, Job?

Aman: before you retired, your job

Aman: In Japan, Your Job

Tourist: Job?

Aman: Work, I mean your Occupation, what work you do in Japan?

Tourist: In Japan?

Aman: yeah, like you know

Tourist: In Japan?

Aman: No. No. No. Work? Like teaching, doctor, engineer like that profession,

Using small utterances also can be one of the strategies to speak lessbecause of the fear to commit errors. In the one hand, they speak improperly structured utterances and on the other hand, it is often incomplete. So, fear is resulting into incomplete utterances, incomplete utterances make it very difficult to relate with earlier utterances and give a concrete meaning. Local tour guides at borderland tourist destinations can notdo well unless they feel relaxed and fearless in guiding tourists.

4.2.9 Lacking motivation

Motivation plays significant role in communication because if listener is demotivated it will be very difficult for effective communication. Demotivation makes the person inattentive same thing has been noticed in following example;

Aman: Which hotel, you are going? Hotel.

Tourist: No, No.

Aman: No hotel?

Tourist: I have many many greetings in Pokhara

In above example, none of the above statements are interlinked. It might be the result of tourist being inattentive to the guide. On the other hand, tourist might be lacking the motivation to hear what guide was saying. Based on the example, we can conclude that lack of motivation is key reason that results communication gap. If foreign tourists are not motivated to listen to the local guides, they would not pay due attention. If they are not attentive they would not listen what local guides say. So, it is a challenging task for the local guides to keep tourists motivated to interactive.

4.2.10 Body language

Language is primary means of communication that is called verbal communication. At the same time nonverbal communication is equally important for successful communication. If the body language or nonverbal communication is weak it will be difficult for both interlocutors to communicate effectively. As one of the participants stated that *"when we speak something we can assess whether they have understood our statement or not by observing their facial expression and body language".* Along with body language facial expression is significant for conveying and understanding the message. Facial expression is one of the parts of our body language and nonverbal communication. In present day world different communication channels like verbal, nonverbal, online, telephonic etc. are existed. Among these nonverbal communications is very important. Even, without speaking a single word, communication can take place via body movement and facial expression. One many occasion nonverbal communication becomes the complementary for verbal communication and it assists to clarify the meaning. Along with verbal utterances, if body language and facial expression doesn't match it will create confusion and arise the miscommunication or misunderstanding between both speakers and listeners. It is one of the problems in communication. In a research carried out by Prachanant (2012) it is found that 52% employees face problem about inappropriate use of words and expressions in speaking. The above research finding reflects the significance of body movement and facial expression as the

complement to verbal communication. If appropriate is goodit will fulfill the gap that exists in verbal communication.

4.2.11 Attitude

Attitude is also a key factor responsible for communication problem and difficulty. When one has negative attitude towards other language, culture or the person the communication gap may exist at greater extend. Negative attitude will result the interest towards others and as a result miscommunication occur. Look at the following statement of Shreyas;

> *To be a successful tour guide at the borderland tourist destinations specially at Buddhist place we should have positivity in our mind. We should possess the respect of Buddhist culture and religion. If one has negative attitude the job will be more challenging. Negative attitude will result the demotivation towards guiding job*

From the above example it can be concluded that attitude plays significant roles indetermining the level of interest towards others. If local tourist guides have positive attitude they will be hugely motivated to their job and have greater interest in the Buddhism because they are guide at borderland tourist destinations. Look at the following extract of an article published on Azcentral(2018);

> *Attitudes can impact people's ability to fully and accurately communicate with one another…this incomplete delivery of information can have an all-around negative bearing on her ability to fully perform her job, breeding low productivity, mistrust and poor interpersonal relationships, just for starters. Treat each new employee the same, offering them all the tools they need to conform to the company's standards. An interactive training program would come in handy.*

Above quote has shed light on the effect of positive or negative attitude on communication. In similar circumstances, if local guides have negative attitude towards the place where they are guiding (borderland tourist destinations), or the tourist with

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whom they communicate it will hinder the communication. On the other hand, if foreign tourists have negative attitude towards it will be vice versa. It means that both parties must of have very positive attitude towards each other and it will assist for smooth communication. Negative attitude leads to the incomplete communication or miscommunication.

4.2.12 Stream of Guides Academic Journey

English language has been prevalent in the field of tourism and it is also the weapon for tourism promotion. Additionally, English language is a lingua franca which enables large number of people from different nationalities to communicate each other. Along with tourism, in several disciplines English language knowledge is most. Learning English is the dream of new generation people so they most of the people teach their children in English medium schools. However, students from poor or middleclass family can not afford the expenses of boarding schools and they are left behind. Studying in boarding and government school is creating gap in new generation of people. Graduate from boarding schools gain better knowledge and demonstrate best performance in comparison to the those of the government schools. In similar cases one of the tourist guide Ranjan responded;

> *Among all the guides in our association only, 2 are from boarding school background and their English is very good. Those who are from Nepali medium schools or government schools, they often face the problem of English language. In my case, I was interested, and my focus was towards English, so, I think my English is also quite good.*

Similar opinion was of Kumar as he stated;

> *I have studied in English medium school, so my English is quite good than other friends. I think grammar is very important in communication. If we say that buddha spend 29 years in his kingdom, Tilaurakot instead of Buddha had spent 29 years in his kingdom, Tilaurakot...*

From the above statement it is believed that those guides who are from boarding school background are performing better than guides from government school background. Moreover, boarding school background guides have already better foundation and they can easily improvise their English language competencies with little exposure and efforts. At the same time, those government schools background guides can not improve their English with little exposure. So, the stream of their academic journey or the schooling background is also influential in the successfulness of tour guides at borderland tourist destinations. Furthermore, the tourist guides who studied in English medium schools are found much confident that the talk in good English. They learn English vocabulary, grammar, pronunciation, tone and intonation with little exposure than those from Nepali medium schools.

4.2.13 Knowledge of Subject Matter

Subject matter knowledge is prevalent for successful communication to take place. Content and relevant sectorial knowledge helps us to be mentally prepared about what are to be spoken in what context. Content knowledge fills our mind from where we can bring the information and share it to others. However, if we don not have content and sectorial knowledge and information then our mind will be like empty pot from where nothing can be achieved. In the field of tourism is the umbrella term which relates the aspects like archeology, history etc. Regarding this Ranjan Stated;

> *Knowledge of archeology and history etc. is necessary to be a guide. We should have broad knowledge of these aspects. If we don't have knowledge of these aspects, we will obviously face huge difficulties in communication.*

Similarly, another tour guide and participant of this research Raj mentioned that;

> *We should not misguide them. It means that before guiding them, we need to study deeply about the place where we are guiding and additionally gather and be familiar with other relevant information. For example, knowledge of culture, history, archeology, its importance, legendry etc.*

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From the above examples the conclusion can be drawn that to be successful tour guide at borderland tourist destinations especially at Buddhist Circuit one must have deeper knowledge and understanding of archeology, history and culture. These are major content areas in which local guides at borderland tourist destination must have good competency. Lacking knowledge of subject matter will be obstacle on the way of smooth communication and communication of misinformation.The ideas may not come automatically and if idea does not come into the mind, it will break the communication. One important way to gain subject matter knowledge is to study as much as possible. By studying the books, articles, papers or research on Buddhism, Culture, History and Archeology will familiarize local tourist guides with subject matter knowledge as well as the problems enacted in the given field.

4.2.14 Grammatical Erroneous Sentences

Sometimes due to grammatical errors in statement tourist may not understand the message. It is argued that grammar doesnot play vital role in spoken language because the primary purpose of speaking is to deliver the message to whom we are addressing. But, to some extend grammar is important in spoken language too.

Aman: So, So You have Now, your country, there is vacation?

Tourist: Vacation.

Aman: How many day vacation?

Tourist: Nooo. I am retired.

In the above conversation the sentences are not grammatically correct, and these are often incomplete as well. It signifies that due to lack of grammatical knowledge tour guides use to speak incomplete sentences. As cited in earlier discussion under 4.1.1 Meenakshi (2014) has put her opinion on role of grammar in communication;

"…Grammar in the abstract sense is seen as a set of boundary conditions
under which language becomes possible. It is merely a set of rules to

preserve the written word. Without these standards there would be no

continuity of language and over time communication of ideas would suffer.

In the above statement, it is reflected that language and grammar are intricated to each other which can not be separated. Grammar has abstract nature in spoken form. It sets the standard of a language which affects the degree of smooth communication. If sentences or statements are not grammatically correct it will create dilemma in the mind of recipients and counterparts. As a result, communication may break. As mentioned above, grammar has an abstract feature of language. We speak mother tongue very smoothly without realizing that we are using grammar very efficiently. In similar way, when one becomes much competent in a target language grammar gets intricated and finely used without paying any attention to it. This feature is also linked with automaticity in a given language. Forsmooth communication, it is very important to develop automaticity in target language. However, if ideas firstly come in our mother tongue in our mind and then we translate it into TL and finally speak it. It follows long procedures which prohibits smooth communication. It is prevalent to realize and integrate the abstractness of grammar in communication.

4.3 Difficulties Faced by Nepalese Tourist Guides

Local tourist guides are facing multiple challenges and difficulties at borderland tourist destinations. In addition, these challenges are multisectoral as several components and factors are responsible for those problems. Communicative difficulties are primary that they face while guiding at borderland tourist destinations. Many things have been discussed in the previous section of reasons of communication gaps. Based on these discussion difficulties faced by local tour guides at borderland tourist destinations are categorized into linguistic/communicative and nonlinguistic difficulties.

4.3.1 Linguistic Difficulties

All the challenges or difficulties related to the language aspects are known as linguistic or communicative difficulty. Grammar, vocabulary, pronunciation, problems related to listening and speaking etc. language related problems are linguistic difficulties faced by

local tour guides. Based on the discussion and examples in previous section, low command over English language, lack of knowledge of English grammar, limited vocabularies, extremely difficult terminologies and different accents of English are some major difficulties faced by local tourist guides at borderland tourist destinations. Previous discussions have also reflected that most of the local guides have not high level of English language competency, so they get into trouble while guiding foreign tourists.

4.3.2 Nonlinguistic Difficulties

All the difficulties related to context and other content base difficulties are nonlinguistic difficulties. Based on the above discussion,proper contextual knowledge, lack of content knowledge, cross cultural factors (cultural gaps), lack of confidence and motivation some key difficulties faced by tour guides irrespective to the language atborderland tourist destinations. Nonlinguistic factors play equal role in communication between to person. Knowledge of content, context, culture of our counterparts etc. are very meaningful as they help for better and easy communication. Along with the language aspects, these nonlinguistic aspects also must be considered.

4.4 Strategies for Overcoming the Communication Difficulties

Strategies generally means a plan of action designed to achieve a long-term or overall aim. On the other hand, it is not only concerned with achieving the goal but also the activities or action through which we can overcome the problems and challenges. Local tour guides also use some strategies to overcome and reduce communication problems or difficulties. Some major strategies are discussed below:

4.4.1 Confirmation Strategy

Confirmation check is another common strategy used for reducing the problem ofcommunication. It will not be fair to give any unnecessary and wrong information to tourist without understanding what they are asking for. In many cases, we respond to the query raised by tourists without understand their question. It is key reason behind the communication difficulties. They ask for one thing and we give them something else. One of tourist guide mentioned;

We must have clear understanding of questions raised by tourists. If we are unclear about anything we ask that do you mean this? When they confirm by saying yes then only we give answer to their queries.

After answering them they also ask whether they got the point or not. It means that confirmation check is most information to overcome the problem of communication gap. Confirmation strategy ensures that both counterparts have understood the statement of each other. As Ranjan reported*"when we speak something we can assess whether they have understood our statement or not by observing their facial expression and body language".*Body language and facial expressions have greater significance for successful communication. In the communication, confirmation strategy plays vital role for the ensuring that listeners have got the point or understood the message. Local tourist guides use statement like; did you get my point, are you getting my point, did you understand, or do you have any queries etc. to check that intended message has been delivered to the listeners.

4.4.2 Repetition Strategies

Repetition strategy is one of the common strategies used by local tourist guides for easy and better communication. If local guides do not understand the statement of tourist they ask them to repeat it again or if their statement is not understood by tourist, local guides repeat the same thing for many times. Regarding this one of the participants mentioned that *"We express same message 4/5 times unless they (tourists) understand it(intended message). For example, by the way if we see similar thing, we again say that it was what I wanted to tell you earlier."* Moreover, local guides have not understood the statement of tourist they ask for repetition. As one participant responded that *"In case we did not understand or hear the statement of foreigners, we say once more".* For more, look at following example;

Aman: How many days you spend in Lumbini?

Tourist: How many?

Aman: days

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Tourist: days

Aman: You, spend, S_P_E_N_D

Tourist: S_P_E_N_D, Oh, Spend

Aman: yes, spend

In above example, several times local guide has repeated the part of same statement. So, repetition strategy can reduce communication difficulties and gaps. It happens when tourists donot understand the message clearly or when they donot hear what local guides have said. Sometimes tour guides don't understand questions related to the tourist places or its history, local guides ask to repeat the questions. So, repetition strategy is one of the strategies used by borderland tourist destinations to overcome the problems of miscommunication or any kinds of communication gaps or difficulties.

4.4.3 Spelling Strategy

Sometimes if the pronounced word is not understood or perceived by tourists then tour guides use to spell the words to make it clear. Look at the following example again;

Aman: How many days you spend in Lumbini?

Tourist: How many?

Aman: days

Tourist: days

Aman: You, spend

Aman: S_P_E_N_D

Tourist: S_P_E_N_D, Oh, Spend

Aman: yes, spend

Tourist: S_P_E_N_D, spend, spend

Aman: how many days, stay?

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Tourist: Stay, Stay.

Aman: yes, stay here, how many day

Tourist: Nepal?

Aman: yes

Tourist: 2/3

In the above conversation it is found that earlier the tourist had not understood the word SPEND which was later spelled by local guide. After understanding the word tourist says "S_P_E_N_D, oh, spend", S_P_E_N_D, spend, spend" it clarifies that he had not understood earlier. So, the providing the spelling is one of the strategies used by local tour guides to overcome the problem of communication. It can be related with two other aspects of pronunciation and hearing. In the above conversation, Aman might have mispronounced, or tourist might not have heard it clearly. That's why Aman came to spell the word S_P_E_N_D. On the other hand, in every transaction very short utterance are used by both Aman and tourist. It may result intomiscommunication, in case if they fail to relate what they had heard earlier.

4.4.4 Alternative Words and Examples

In the process of guiding sometimes local guides say something but that couldnot be understood by tourists. In that kinds of situation guides alter the words or terminologies. If job is not done, they even give some examples as in following example;

Guide: you a professor?

Tourist: Professor

Guide: I mean the job

Tourist: Ahh, Job?

Guide: before you retired, your job, in Japan, Your Job

Tourist: Job?

Guide: Work, I mean your Occupation, what work you do in Japan?

Tourist: In Japan?

Guide: yeah, like you know

Tourist: In Japan?

Guide: No. No. No. Work? Like teaching, doctor, engineer like that profession,

Tourist: Ohh, job, job, job? I am engineer, computer software engineer

In the above example guide has asked about the profession of tourist in the past. For making tourist understand the question he has also altered the words like job, work, occupation and profession for same intention. Finally, he has given some examples like professor, teaching, doctor, engineer etc. to clarify his question. It means that it is their one of the strategies to alter the words and give some examples in case the tourist doesnot understand the message.

4.4.5 Elaboration Strategy

In the way of communication local guides also use to elaborate some terms to make it easy to understand or when they do not immediately remember the appropriate words. Look at following extract of communication between guide and tourist;

Guide: Did you gone, highest place in the world, Mount Everest?

Tourist: Oh, Mount Everest

Guide: Did you see

Guide: did you look that

Tourist: No, I knew

In the above conversation local tour guide has used the term "highest place in the world" to refer Mt. Everest which is added later after remembering. Local guide's intention was to say highest peak or mountain in the world instead he says highest place. It means that they also use to elaborate the term or give the definition in case they do not remember the

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exact word. It is one of the strategies to overcome the problem of communication gap or for effective communication with tourists.

4.4.6 Consultation with Seniors

Local tourist guides are facing the difficulties related to English language use but also sometimes different understandings. It doubles their challenges to make the common understanding with tourists. In the regards one respondent share his experience as;

> *Once what happened with me is, I was guiding some tourists from China and Vietnam. I led them to the Mayadevi Temple. One of them asked me whether Buddha was born normally or from KAKHI? Then I told him that Buddha was born normally but he argued that no, buddha was born from here (Kakhi). We talked for more than 15 minutes. In that situation I had to satisfy my guest because it was my responsibility. In similar cases I consult with information chief and he help us to overcome these kinds of cases. Then, I called to information chief and finally he concluded your understanding is also correct and so is ours. But, Buddhism has been divided into two parts: Mahayana and Theravada. Both the parts have defined the birth of Buddha in two different ways.*

From the above example it can be argued that local tourist guides must be very clear regarding some contradictory issues that can be raised by tourists. In similar cases of contradiction or different understanding of same content consultation strategy is found working finely for them. In difficult situation local tourist guides consult with information chief instead of giving wrong information. It way to prevent miscommunication. They have realized that giving wrong information will not only lose faith of tourists but also mis-introduce the tourism places. In this regards another respondent said;

> *When we consult and let them meet with our information chief, tourists also feel happy that we did not give them wrong information and let them have opportunity to meet our head of information section. Moreover, they feel*

satisfied with our information. It prevents and reduces misunderstanding among local tourist guides and foreign tourists.

While guiding tourists, local tourist guides are dually responsible for giving the correct information and developing common understanding. Most of the tourist search the tourist destinations across the world and study and surf on internet to get some basic information of that place. It means that the tourist who come to Nepal, have already some kinds of primary information or preliminary assumptions which serves as the foundation for later understanding. When they get correct information, they get satisfied well. It is one of the best strategiesthat they follow to give much accurate and fact information and prevent sending misinformation. They believe that if they give misinformation it would not only affect their profession but also can be very harmful for nations culture and tourism.

CHAPTER: FIVE

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter has included major findings, conclusions and recommendations based on the reviewed literatures and the discussion under fourth chapter of analysis and interpretation. Findings are linked with the objectives of this research. The conclusion has been derived based on the thematic analysis. At the end, some recommendations are suggested at policy and practice level and for further researches in the field of tourism and communication difficulties.

5.1 Findings

After the discussion, analysis and interpretations of data it is found that the communication gap or difficultiesis broadly intricated with language aspects. Local tour guides are also facing many challenges and difficulties in the communication with foreign tourists using English. Both linguistic as well as nonlinguistic factors are equally responsible for communication problems. To conclude, following are some of the major findings of this research:

a. The reasons of communication difficulties at borderland tourist destinations is divided into two types as linguistic (grammar, vocabulary and pronunciation) and nonlinguistic (content, context, body language, facial expression) reasons. It is found necessary that, to overcome the communication problems local tour guides at borderland must have knowledge of both language and contents related to place, archeology, history and culture.Limited competency over these aspects interrupts the communication.

b. Memorization is one of the key reasons of miscommunication because when local guides are asked for some additional information based on the queries of tourists, they feel lack of confidence and feel difficult for correct sentences using appropriate words and grammar. There are many vocabularies or terminologies related to archeology, history and Buddhist culture that local guides need to memorize. These memorized terms don't come flawlessly when they were involved in guiding.

c. Grammatically ill formed sentences are another reason of occurrence of communication difficulties. Grammatically wrong sentences can notclearly give the message to the listeners. On the other hand, pronunciation is also key factor that influences the meaning. Mispronunciation deviates the message and causes difficulties in understanding or perceiving the meaning.

d. Tone, intonations and other suprasegmental features are problem of tour guides at borderland tourist destinations as they are not well known of proper ways of using falling and rising tone. It is also a reason of communication gap.

e. Dealing with different accents of English is a big challenge for local guides. They are not exposed to these accents (British, American, Australian, Scottish or localized accents ESL countries) of English used across the world.

f. Language change is posing difficulty upon local guides as it enforces them to stay up to date for effective communication. Mostly, English language is used in fashioned way without concerning the grammatical sensitivity.

g. Stream of Schooling is also found responsible for the existence of communication difficulties. Those guides, who are from boarding schooling do better than of those from government schools. It means, stream that they belong to directly hits their competenceas well as performance level in English language. Most of the English medium or boarding school enables students to perform better in English than in other subjects.

h. English language is most widely used language used at borderland tourist destinations. But, due to poor level of communicative competence of English, local tourist guides at Nepalese borderland tourist destinations are facing difficulties in communication. Lack of capacity building training package is one of the reasons behind low competence.

i. Cross cultural factors are also resulting difficulties and communication gap. Local guides serving at borderland mostly belong to Hindus religion and culture which differs from Buddhism. Because of difference in culture, they need to prepare for the job and memorize certain vocabularies, ideas and information. To guide at borderland

tourist destinations (At Buddhist Circuit) the sound knowledge of Buddhism is must. Due to cross culture guides are facing communicative difficulties.

j. Motivation is the key factor in all the domains for success which is found lacking in tour guides. The retention rate of borderland tourist destination is seemed low because they are demotivated toward theirs job. The reason behind lack of motivation is the lower benefits they are getting from the guiding profession.

k. Due to lack of motivation tourist do not get much attentive to what local guides speaks to them. Unfortunately, they miss to listen,or they mishear the speaker's statements. It is one of the reasons of communication gap.

l. Language change is another challenge that troubles local guides at borderland tourist destinations. They don't get any kinds of training packages for updating their knowledge to aware them with the changes occurred in the English language and the contexts.

m. Mostly confirmation and repetition strategies are used by local guide to reduce and avoid the communication gaps and difficulties. Local guides tend to doubly reconfirm that both the parties have understood each other. Moreover, they ask whether tourists got the message clearly or not and they ensure it. In case, if they don't understand the statement or speech of tourists they ask to tourists to say once again. Many often they also spell the words if it is mispronounced.

n. Consultation is another strategy used by local guides to avoid or reduce communication difficulties. Many often tourist raises some questions for additional information and local guides response them. If guides find it difficult or they lack clear, accurate information they consult with their seniors and information chief. They don't give any kinds of information in speculations.

o. In case local guides come to face new incidents and they don't know exact word, then they elaborate it or sometimes use alternative words. It is most favored choice to convey the message. On the other hand, to make the concept much clear they also use some examples.

p. It can be also looked from ELT perspectives. Asking for repetition, confirmation check, enhancing motivation to learn English, reducing the fear of making errors

while communicating in English, these aspects must get ample attentions from ELT practitioners.

To sum up, guiding profession is very challenging at borderland tourist destinations especially at BC. On the other hand, it is an extra asset for local guides to have better understanding of Buddhism although they belong to Hindus. The most significant thing is, English language competency must be enhanced first to ensure the better performance by local guides. For proper guidance of tourist, local guides must be multidimensionally competent otherwise they can't disseminate accurate information. On the other hand, they also need to have knowledge and understanding of the locality where they are working. Borderland tourist destinations in western Teraiare mostly concerned with Buddhism and Buddhist culture, so it is prerequisite for them.

5.2 Conclusions

Generally, communication gap occurs when the intended message is misunderstood or misinterpreted by our counterparts during the communication. There are several factors responsible for existing communication difficulties at borderland tourist destinations and these factors mainly categorized into two types; linguistic and non-linguistic factors. In other words, it can be called that language and culture are two distinct but very interconnected factors. Having knowledge and competency over both the factors will ensure the success of communication. It is very prerequisite toreduce communication difficulties. On the other hand, English language competency is prevalent and prerequisite for guiding profession. Local guides also need to be well exposed about the Buddhism to enhance their capabilities in their guiding profession.

English language is most widely used language in guiding profession. English language is used as lingua franca that connects two people belonging to two distinct language backgrounds. There are many changes occurring in English language itself like grammar rules, borrowing of new vocabularies, deviated pronunciation and other aspects. All these changes must be exposed to the local guides. On the other hand, knowledge of Buddhist culture and other cultural knowledge of English language will help local guides to do

better in their profession. If the local guides to better in their profession. Then, both the parties of tourist as well as local guides will get the satisfaction that they look for. Culture sensitive communicative competence is necessary for reducing the communication gap and it can also be utilized as one of the strategies for reducing the communication gaps or miscommunications. While looking from ELT perspectives, a teacher must give students much opportunity to communicate with their friends and give constructive feedbacks when they make mistakes. There are some factors like, fear, motivation, attitude, body language that determines to what extend the they can succeed in speaking English. The research findings can be used to improve the ELT practices. Finally, it is concluded that it is very necessary to address communication issues identified at borderland tourist destinations. It is equally important to develop English language proficiency of local tour guides.

5.3 Recommendations

At the end of this research some of the recommendations suggested as below both at policy and practice level.

5.3.1 Policy Level

Policy is the backbone of any kinds of work especially in governing system. Different policies are being implemented for achieving the targets. In the field of tourism, it is aimed to bring 20 lakh tourists in Nepal this year which seems to be challenging it has maximally reached 10 lakhs in the past. Following are some of the recommendations at policy level;

- ➢ Bring in clear policy regarding minimal required level of English language proficiency to be tourist guides.
- ➢ Capacity building and English language competency base training packages should be introduced to the local guides to avoid and reduce the communication difficulties refining their English language proficiency.
- ➢ The policy of updating the changes occurred in English language, its use and the context would better to be brought.

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- ➢ The policy of cross-cultural acknowledgement seems to be mandatory for better communication at borderland tourist destinations.
- ➢ The exams must be carried out to assess the knowledge of Buddhism to be guide at Buddhist tourist destination Lumbini and Tilaurakot.
- ➢ The policy of providing refresher training to the local guides must also be introduced so that local tour guides can keep themselves updated, refreshed, energetic and motivated to their profession.

5.3.2 Practice Level

Practice level recommendations are all concerned that local guides should do at field level. The findings of this research have identified some of the recommendation for the local guides that they must consider in the real field work. Practice level recommendations are listed as below:

- ➢ Develop proper level of English language competency by studying and practicing the English language use for basic communication.
- ➢ Study the literature and other documents to gain the knowledge of Buddhism and Buddhist culture or religion.
- ➢ Select appropriate and suitable strategy to reduce the communication difficulties.
- ➢ Try to have clear understanding of the queries raised by tourist before responding their queries.

5.3.3 Further Researches

This research is thought to be very useful to them who want to carry out the similar kinds of researches in the field of tourism and English language use. It will give other fresher researcher general understanding of the scenario provide them the basic information.

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Appendices-1

Consent Paper

As per the briefing of research entitled "Use of English Language in Nepalese Tourism: A Narrative Study of Communication Gap in Borderland" I have consented to give interview and required necessary information.

Name:

Address:

Tourist Destination:

Guiding Experience:

Signature:

Date:

Appendices-2

For the collection of data thematically following questionnaire were used in the interview:

1 How can somebody be tourist guide? What are the qualifications and criterions?

पर्यटकको गाईड हुन के कस्ता योग्यताहरु चाहिन्छन ? ईच्छुक व्यक्ति कसरी पर्यटक गाईड हुन सक्छ ?

2 What are the common problems of tourist guides at borderland tourist destination?

बर्डर क्षेत्रका पर्यटकीय स्थलमा गाईडहरुको साझा समस्याहरु के के छन ? सञ्चार र अंग्रेजी भाषाका समस्याहरु?

3 What do you think are the reasons of communication gap between tourists and local guides?

स्थानिय गाईड र विदेशी पर्यटकहरुको विचमा सञ्चार गर्दा देखिने खाडलका कारणहरु के के हुन?

4 What are the strategies do you follow to bridge the gap that occurs during the communication?

भाषिक सञ्चारमा देखिएका खाडलहरुको समाधान गर्न के कस्ता रणनितिहरु अपनाउनु हुन्छ ?

5 Do you think that cultural aspects are important for successful communication? How?

सफल सञ्चारका लागि भाषा र लक्षित समुदायको सँस्कृतिको ज्ञान कतिको आवश्यक छन ?

6 Have you got any trainings or classes from government officials on English language or communication problems and difficulties?

सरकारी पक्षबाट तपाईँले कुनै भाषा सम्बन्धि वा सञ्चारको कठिनाईको विषयमा तालिमहरु प्राप्त गर्नुभएको छ ? छ भने कस्तो ?

7 To what extend do you think English language is important for the promotions of tourism in Nepal?

नेपालमा पर्यटन पर्वधनका लागि अंग्रेजी भाषा कतिको महत्वपुर्ण छ ?

8 Is English language competency inevitable for guiding tourists?

पर्यटकहरुलाई गाईड गर्न अंग्रेजी भाषाको दक्षता कतिको अपरिहार्य लाग्छ ?

9 What do you do when tourists come from other countries who don't understand English? How do you guide them?

अंग्रेजी भाषा नबुभ्ने देशका पर्यटकहरु आएमा के गर्नुहुन्छ ? कसरी गाईड गर्नुहुन्छ ?

10 To what extend do you think miscommunication spreads misinformation across the world?

गलत सञ्चारले गलत सुचना वा सन्देश पनि प्रवाह गर्दछ । तपाईँको विचारमा के लाग्छ ?

11 What factors are more responsible for resulting communication gap or miscommunication? Give your opinion based on your experience.

प्रभावकारी संचारमा खाडल देखिनु वा गलत संचार हुनुमा कस्ता तत्वहरु जिम्मेवार छन जस्तो लाग्छ ? तपाईँको अनुभवको आधारमा ।

12 Which skill of language, speaking or listening more difficult to deal with?

भाषाको कुन सीप बोलाई वा सुनाई तपाईँलाई गाह्रो लाग्छ ? अथवा कुनमा सजिलो महसुस गर्नुहुन्छ ?

Appendices-3 (Interviewee: Ranjan, with 10+ years Tourist Guiding experience)

Me: You are working as a tourist guide, Right? What are the minimum qualification or special trainings required to be a tour guide?

Guide: At first, what happens is that, those who want to be tourist guide, should complete a mandatory course provided by Nepal academic of tourism and health management (NATHM). But, it is very difficult for the all the trainees to reach at this place, it's because they can't afford the training costs and take further trainings.

Me: Yes definitely

Guide: expenditure is high to study hotel management and other tourism related trainings. They can't get access to that, herein, Lumbini Baudha University, to study hotel management it requires around 3 lacs and 50 thousand. It means that they should spend time as well as the money. So, still we could not have done that course. Currently, Lumbini Development Trust has taken initiative to make local youth employed and is regularly providing 7 days and 15 days training to us. In that training, LDT brings the trainers from NATHM. Recently 40 local youths are trained about tourist guiding. Among these 40 participant trainees, maximally 4/5 come up to be tourist guide. It means that despite the frequent trainings, the productivity seems to be low.

Me: What could be the reason behind the low productivity of trainings and retention of tourist guides?

Guide: It is because many tourist guides use to come from India. While guiding the foreign tourists, Indian guides give misinformation. But when we go to India, Indians tour guide association don't let us guide the tourists. Although, we have our own association, we are not given right or authority to prohibit the Indian tour guides from guiding in Nepal. Next thing is, when a person is involved in guiding job and don't get benefits from it, they ultimately choose to carry out his own business.

Me: That's why we are not producing enough tourist guides. Right?

Guide: Yes, once we were sent Kathmandu for the tourist guide training on Greater Lumbini, 6 from here, Rupandehi and Kapilvastu and 2 trainees were from Parasi. This training was given by UNESCO. Training was conducted by NATHM and the expenditure was borne by UNESCO. Among these 6 trainees from Rupandehi, 1 have gone to abroad, one is involved in teaching and 4 of us are working as guide.

Me: Ok, sir. That's fine. Here, what I want to focus upon is While using English language what sorts of problems do you face? Do you have any experience like that when you really felt difficult to use it?

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Guide: Yes. Obviously. As we are always involved in tourist guiding, we usually face the problem in English language use. We have not got any trainings or other packages to be competent enough in using English language. Neither we have ever been to boarding English medium schools. Honestly speaking, most of the things that we speak while guiding tourist are rote and memorized. When we try to solve the queries raised by tourists, we use many grammatically wrong sentence, it is also one factor responsible for occurring communication gap.

Me: yes, mostly belong to government schools.

Guide: Yeah, among all the guides in our association only, 2 are from boarding school background and their English is very good. Those who are from Nepali medium schools or government schools, they often face the problem of English language. In my case, I was interested, and my focus was towards English, so, I think my English is also quite good. That is what is believe.

I passed SLC in the yeas of 2058, since then many new term and words have been added into English vocabularies. Many changes have been occurred in terms English language. In course of time, language changes itself. We don't get trainings and other packages, as a result we could not keep us updated with these new and useful vocabularies. On the other hand, new generation of foreigners do not use older English.*It is the key reasons of communication gap.* It arises the problem in guiding.

Me: can you give me an example of communication gap or miscommunication where you intended to say something different than what was understood by your counterpart? Any funny moments like that you want to share?

Guide: I couldn't remember any moment like that, but I am hundred percent sure that it happens a lot when we want to say one thing and he understands in another way. Yesterday, I was talking to a foreigner something like that happened and both of us laughed at that moments. It was the case of something misinterpretation. Although, we face many cases of miscommunication, we could not remember because at that moment we get focused towards serving and guiding tourists as per out best. At that moment when cases of communication gap exist we take it easy as jokes but when we colleagues meet each other we discuss on that issue and try to keep ourselves updated. When we discuss among friends it updates all of us with similar kinds of cases.

Me: now let's talk about communication gap. As communication gap is general misunderstanding or misinterpretation while talking to other people. What do you think are the reasons behind these cases? For example, may be wrong pronunciation or may be listening problem. What do you think?

Guide: Yes. Off course, sometimes it happens because of listening problem and sometimes it happens because of our accent that we use. Sometimes we speak with high tempo as we speak very fast or

sometimes tourists do the same thing. We also speak English in our own ways, but foreigners sometimes speak fashioned English by tongue twisting which unnecessarily deviates the intended message. We don't do that. As it is their practice since very beginning. Sometimes we try to use new words but that don't exactly come into speech or we fail to remember even known words. It doesn't come out openly. It is also found in many cases foreigners make the later part of same word silenced which makes us difficult to understand their statements.

Me: In recent days, language and culture are intricated, yeah? If I say I know English, then it will be assumed that I even know English culture. Do you think that culture plays any roles in communication?

Guide: Culture reflects the things that we don't express in words. So, the knowledge of culture is necessary in communication.

Me: In our culture, if we compare any one with dog, then it will be hugely offensive but in European countries it denotes the loyalty and friendship. Like this, do you think that other cultural aspects must be cared?

Yes, cultural aspects must be in our mind while talking to others, because it also reflects what we perceive and behave with our counterpart's culture.

Me: How can these problems of miscommunication can be overcome in upcoming days? What do you think? Do you have any suggestions?

All the tourists working in our tour guide association can't speak English very well, for the welfare of tourist guides and tourism what I want to say is that in number, we are 10 local tourist guides among them just 5 can speak English and rest of them speak Hindi and Nepali. They can guide only the tourist from India and internal Nepalese tourists. It seems necessary to give them trainings and special English language courses otherwise problems will be continued that we are facing since long before. It you want to be familiar with foreigners then you it will be obligatory to speak English because no foreigners come and talk to you in Hindi or Nepali. Even tourist from India especially from Kerala, they speak only English. 99% of them are educated and speak English so smartly.

Me: suppose that you are talking to foreigners in English and by the way miscommunication existed due to some reason. Or, they just understood your message in wrong way, then how do you compensate or recover to give clear and correct information?

Guide: In case we did not understand or hear the statement of foreigners, we say once more. Moreover, when we speak something we can assess whether they have understood our statement or not by observing their facial expression and body language. When tourists fail to understand we try some different ways

and keep expressing while walking with them. As, Lumbini has been stated as Buddhist World City in our master plan. It is also a monastery zone where 42 temples are found enlisted. We express same thing 4/5 times unless they understand it. For example, by the way if we see similar thing again we again say that it was what I wanted to tell you earlier. (It helps to interlink two incidents). We always try to our best to satisfy the guest otherwise we feel guilty and odd that I could not satisfy to the guest or I could not make him understand.

Me: Yes, we can overcome that kinds of language related problems with the help of compensation strategies.

Guest: Once what happened with me is, I was guiding some tourists from China and Vietnam. I led them to the Mayadevi Temple. One of them asked me whether Buddha was born normally or from KAKHI? Then I told him that Buddha was born normally but he argued that no, buddha was born from here (Kakhi). We talked for more than 15 minutes. In that situation I had to satisfy my guest because it was my responsibility. In similar cases I consult with information chief and he help us to overcome these kinds of cases. Then, I called to information chief and finally he concluded your understanding is also correct and so is ours. But, Buddhism has been divided into two parts: Mahayana and Theravada. Both the parts have defined the birth of Buddha in two different ways.

When we consult and let them meet with our information chief tourists also feel happy that we did not give them wrong information and let them have opportunity to meet our head of information section. Moreover, they feel satisfied with our information. It prevents and reduces misunderstanding among local tourist guides and foreign tourists.

We are nonpaid ambassador at this place. If we start giving wrong information, then again it will have chance to replicate and India will claim that Lumbini comes in India. On the other hand, it will be shameful for us ourselves. If we are unclear regarding any information, we consult our information chief rather than giving wrong information in speculation.

Appendices -4 (Aman, a tour guide informal conversation with a Japanese tourist)

Following is the transcribed conversation between a Nepalese local and Japanese tourist:

Local: But, I feel just, just now, people from abroad countries, they are moving alone, but I think you are brave personality (laughing of tourist). You know, from South Korean few people are coming, you know they need to guide by one people, they advise him, to see the place. Here you see the place of Gautam Buddha, Janaki Mata temple. You come single I am feeling surprised.

How many days will you stay here, you want to one day?

Tourist: No. No. No.

Local: How many?

Tourist: Three

Local: Three Days?

Tourist: Umm.

Local: I think, I think you have got more information from the net,

Tourist: Umm, Phone

Local: So, So You have………Now, your country, there is vacation?

Tourist: Vacation.

Local: How many day vacation?

Tourist: Nooo. I am retired.

Local: Ohh, Retired

Tourist: Hahahaha (long laughing)

Local: You want use

Tourist: full day (hahahaha)

Local: You can utilize the vacation

Tourist: hahahaha (Laughing)

Local: Good. Did you gone there? Lumbini? Gautam Buddha?

Local: Now I think You that, are you proud to visit here, Lumbini?

Tourist: Uhhhh

Local: Lumbini, Lumbini, birth place of Gautam Buddha, have you seen?

Tourist: Haven't Seen?

Local: I am asking you, did you seen there?

Local: Have you visit Lumbini?

Tourist: No,

Local: Not?

Local: Didn't visit?

Tourist: No

Local: Are you ready?

Tourist: ready? (some pause….) I am going to Janakpur

Local: Janakpur? Lumbini, Pokhara, Kathmandu?

Local: Janakpur, Now, you go

Local: It is famous Janakpur

Local: How many days you spend in Lumbini?

Tourist: How many?

Local: days

Tourist: days

Local: You, spend

Local: S_P_E_N_D

Tourist: S_P_E_N_D, Oh, Spend

Local: yes, spend

 Tourist: S_P_E_N_D, spend, spend

Local: how many days, stay?

Tourist: Stay, Stay.

Local: yes, stay here, how many day

Tourist: Nepal?

Local: yes

Tourist: 2/3

Local: So, you love Nepali Foods, or you search…..

Tourist: (laughing, yes, Mo:Mo:, Mo:Mo:), Fried Rice, yes Fried rice

Local: Fried Rice

Local: So you like, You like spices?

Tourist: Ohh, Spicy, spicy, umm

Local: Which hotel, you are going? Hotel.

Tourist: No, No.

Local: No hotel?

Tourist: I have many many greetings in Pokhara

Local: How old are you?

Tourist: Ah

Local: Age, Age, your age?

Tourist: seventy.

Local: seventy.

Local: but still, you sound smart, smart, you sound young.

Tourist: Hahahaha

Local: You look like, really

Tourist: Awww

Local: you a professor?

Tourist: Professor

Local: I mean the job

Tourist: Ahh, Job?

Local: before you retired, your job

Local: In Japan, Your Job

Tourist: Job?

Local: Work, I mean your Occupation, what work you do in Japan?

Tourist: In Japan?

Local: yeah, like you know

Tourist: In Japan?

Local: No. No. No. Work? Like teaching, doctor, engineer like that profession,

Tourist: Ohh, job, job, job? I am engineer, computer engineer

Local: Oh, I see, So, that's…

Tourist: Software engineer

Local: Software engineer

Tourist: Ahh

Local: Okay, are you interesting, you know, my friends go study in Japan, my friends, they are going to study there in Japan.

Local: students go for study

Tourist: Ahh, ha ha ha ha

Tourist: In Nepal, In Japan We have Nepalese

Local: Did you gone, highest place in the world, Mount Everest?

Tourist: Oh, Mount Everest

Local: Did you see

Local: did you look that

Tourist: No, I knew

Local: you know, there goes minus degree temperature

Tourist: minus degree, oh, minus degree

Appendices -5 (interviewee: Raj, with 7+ years of Tourist guiding experience)

Me: The purpose of meeting you is to collect your opinion about your tour guiding experience including difficulties and challenges in terms of English language use. As, I am writing theses about communication gap that occurs talking to tourists in English language. I selected tourism sector that I will do a research in this field.

Guide: Yes. It is very nice topic area and many others especially from archeological backgrounds come to do research at Tilaurakot and Lumbini.

Me: You may use Nepalese or Hindi language to guide internal and tourists from India. But, what language do you use to guide tourist from various countries?

Guide: Mostly we use English language to guide the tourist from European countries or countries other than Nepal and India. Tourist from some states of India as Kerala, they speak English fluently so, I use English language to guide them.

Me: What kinds of communication problem do you face while talking to the tourists in English language?

Guide: As we are working in Buddhist Circuit, we need to know some of the extremely difficult words related to archeology and history. Mostly, we guide tourists at Lumbini and Tilaurakot which has deep historical value of Lord Buddha. So, we need to memorize certain words and terminologies related to Buddhist culture, history and archeology. Buddhism is not our religion, nor it is our culture. In this situation what we can do is to study deeply and have competency over these words. Some words possess dual meaning, and some are commonly used in two different language. We must also be mindful about its impact whether a word gives positive or negative impact on our counterpart people. Another thing is to be a successful tour guide at the Buddhist place we should have positivity in our mind. We should possess the respect of Buddhist culture and religion. If one has negative attitude

Me: What other things do you think are the important for guiding tourist at borderland tourist destinations?

Guide: knowledge of archeological words is most important which we must understand very deeply. Only after developing deep understanding of specific word we should use that. It is very difficult sector. In tourism, we must also be careful of the culture like fist and festivals as these are the part of culture. Archeology is different, knowledge of history etc. We should have broad knowledge of these aspects. If we don't have knowledge of these aspects, we will obviously face huge difficulties in communication.

Me; do you have any experience when you intended to say one thing, but it was understood by tourist in different way or they misinterpreted your message. Like that do you have any experience of miscommunication? Or, they wanted to say one thing and you understood differently and misinterpreted their message?

Guide: No. sometimes what happens is, as nowadays we have got large experience in guiding, we know in when to use what words. But, at the beginning we also gave some misinformation. Sometimes we also used the words that we did not know the meaning. Sometimes tongue slip were happening but as we

gained experience, these cases occur very less nowadays. Most of the tour guides have improved a lot they are doing well at their places. We are leading the tour guide at this tourist destinations, if we give misinformation then what will freshers do? So, it is not always the case. Moreover, if we give misinformation then the tourist destinations too will be wrongly introduced.

Me: It means, you don't remember any incident of communication gap? Any funny experience?

Guide: In fact, what happens is, we are not very well familiar with the European culture although we usually communicate in English. Our accent, tone is different with them. Due to different tones sometimes, we don't understand what they want to say. In assumption if we respond them then it gives wrong information. It has happened.

Me: Ok. If you gave wrong information due to the communication difficulties or misunderstanding and later, you realized it. How do you compensate that?

Guide: For this as our best we try to understand what they want to say before giving any answer. The main responsibility of a guide is to honestly give the answer of queries raised by tourists. They pay us 35 hundred or 4 thousand per day. So, we should not misguide them. It means that before guiding them, we need to study deeply about the place where we are guiding and additionally gather and be familiar with other relevant information. For example, knowledge of culture, history, importance, legendry etc. Firstly, we should study these aspects. I mean to say that it is our accountability to satisfy them well. Our responsibility is to give the answer that their question is asking for. On the other hand, the role of a guide is equal to the role of ambassador that's why firstly we should understand the question completely and then only give the answer.

Me: What I want to know is, how do you correct when you realize that you have delivered wrong information, or your message is misunderstood by tourists? Or, you realized that the answer should have been this instead of that.

Guide: No. what happens is that, first thing if tourist raised the question and we know little about that or don't have any idea then we boy cut that question for a while. We note that question and consult our seniors who are much experienced and efficient. We call them and ask for the answer of that question. We remain together whole day with tourist, so after getting the correct and clear answer we give that information to the tourists. We get that kinds of facility from or seniors too. We always think and try to spread positive message and information around the world. We never misguide them. The way I guided in the past and the way I am doing at present is different. Now, I have realized it as my responsibility and I must to be accountable of that.

Me: do you get any specific training to those who want to be tour guide?

Yes. To be a guide one must firstly be trained. I am also a trainer and trained 35 participants in a 5 days training organized by Tilaurakot Development Center.

Me: How long is the training? For how many days?

Some trainings are of 7 days, 15 days. It depends on allocated budget. Few training is provided of just 2 days and by getting just 2 days training one can't be tour guide truly. Tourism is such a deep course that still we couldn't have study and understand well. To get clear knowledge and information it won't be enough to study only one reference book. There are a lot of reference books available in the market, we must choose the most reliable one. On the other hand, sometimes contradiction on same thing in two different books. After going through all these references, we identify the correct information and draw the conclusion.

Appendices-6 (Kumar, Diary Note)

Challenges that local guides face at borderland destinations, these are general and like very common. More or less everyone is troubling with the use of English language due to lack of command over it.

Yes, on many occasion, Indian tourist guides come to Buddhist Circuit and they guide here. Our government have not taken any action on that. They come here and give misinformation to Indian and foreign tourists.

Tourism sector is important for Nepal. we must focus on providing positive message across the world to increase the number of tourists.

I have studied in English medium school, so my English is quite good than other friends. I think grammar is very important in communication. If we say that buddha spend 29 years in his kingdom, Tilaurakot instead of Buddha had spent 29 years in his kingdom, Tilaurakot. Though, it makes the sense, but many often gives wrong impression. So, it is very important.

If we are not good in English, especially listening and speaking. We might get into trouble while engaged in communication with tourists from foreign lands.

Appendices-7 (Shreyas-Diary Note)

We get basic training before we come to guide foreign tourists.

It is very hard job because every time we need to study to keep ourselves up to date with recent studies and findings in archeology, culture and tourism.

Mispronunciation deviates the intended meaning. if we don't pronounce the words correctly it will give misinformation or sometime does not make any sense.

One factor is not responsible for miscommunication to take place rather several factors play role. Wrong pronunciation, improper use of grammatical structure, using irrelevant words in given context also cause the miscommunication and it interrupts the communication.

To be a successful tour guide at the borderland tourist destinations specially at Buddhist place we should have positivity in our mind. We should possess the respect of Buddhist culture and religion. If one has negative attitude the job will be more challenging. Negative attitude will result the demotivation towards guiding job.