THE WAYS OF THE TOURIST INFORMATION CENTER (TIC) OF SURAKARTA IN GIVING GOOD SERVICES TO TOURISTS

FINAL PROJECT REPORT

Submitted as a Partial Requirement in Obtaining Degree in the English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University

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MOTTO

“Don’t ever think that God was unfair, because God have a great plan for us “

Because you know that your labor is not vain in The Lord
(1 Corinthians 15 : 58 b)
DEDICATION

The final project is dedicated to:

♥ My Amazing Savior

♥ My beloved father and mother

♥ All people who have supported me
PREFACE

The writer would like to thank God for the blessing and all who have supported the writer in finishing this final project report entitled “The Ways of The Tourist Information Center (TIC) In Giving Good Services to Tourists”. It was written as a partial requirement in obtaining degree in the English Diploma.

This final project report is a report of the job training done by the writer in the Tourist Information Center (TIC) of Surakarta. The writer was interested about the service which is provided by TIC in order to make tourists enjoy, to stay longer in Solo and also to create good image of Solo and it can affect tourism quality of Surakarta.

This final project report describes the ways of the Tourist Information Center (TIC) of Surakarta in serving tourists, the problems in serving tourists, and also the proposed solutions.

The writer realizes that this final project is far from being perfect, therefore the writer welcome suggestions and advices. Hopefully, this final project will be beneficial to the readers.

Surakarta, 16th July 2012

Yolanda Chakity Albina

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Surakarta, 16th July 2012

Yolanda Chakity Albina
ABSTRACT

Yolanda Chakity Albina. 2012. The Ways of The Tourist Information Center (TIC) of Surakarta in Giving Good Services to Tourists. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

This final project is written based on the job training which has been done in the Tourist Information Center (TIC) of Surakarta. This final project discusses the ways in serving tourists, the problems encountered in providing services and the solutions to face the problem.

The Tourist Information Center (TIC) of Surakarta has several ways in providing good services to tourists such as, TIC staffs applied several principles in providing information to tourists, provided several media, had a staff who could speak another language besides English, made coordination with other entertainment resort and institutions, extended working time for their staffs, provided tourists with waiting seats, cleaning toilets, and large parking area, and also offered free souvenir, such as event calendar.

There are many problems faced in serving tourists. The problems are lack of budget and it gives bad impact to improve facilities in TIC. The other problem coming from human resources are lack of human resources who can speak more than one foreign language and come to DISBUDPAR office in Sunday.

To overcome all those problems, the writer gives some solutions and suggestions to improve the quality in serving tourists.

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CHAPTER I

INTRODUCTION

A. Background

Tourism has a role in developing a country economically because it brings a lot of incomes and job opportunities. Tourism has been one of the world’s most consistent growth industries. Increase in leisure time, accessibility in travel and rising curiosity about other lands, peoples and ways of life promise a bright future for the tourism industry, due to the income generated by the consumption of goods and services by tourists the taxes levied on business in tourism industry and the opportunity of the employment in the service industry associated with tourism. Therefore, government should concern with the tourism industry because it is one of the important businesses which gives benefits in many aspects. Thus, they need to improve the quality of tourism itself.

Indonesia has many tourist destinations. One of them is Solo. Solo, is also known as Surakarta, a city which is located in Central Java. Many tourists visit Solo because it has many tourist attractions. There are some popular destinations for cultural destinations in Surakarta such as Kasunanan Palace, Pura Mangkunegaran and Radya Pustaka Museum. Solo has also Loji Gandrung (the mayor's official residence), Balekambang Park and also several modern shopping centers.
Dinas Kebudayaan dan Pariwisata (DISBUDPAR) is the local government institution which is handling the tourist matters and responsible for increasing the number of tourists visiting Solo. One of the duties is to give information about the interesting objects, accommodations, guides and other informative things, like hotels, restaurants, pubs, etc in Solo to the tourists. Because of that reason, Dinas Kebudayaan dan Pariwisata (DISBUDPAR) build Tourist Information Center (TIC) as a division in serving tourists which provide visitors with informations relevant to tourism in Solo. In order to be successful, the TIC officers must have the ability to forward plan and predict what the tourists want. They should be kind, smart, and friendly to attract the tourists visiting Solo. The important thing is they should give good services to make tourists enjoy, to stay longer in Solo and also to create good image of Solo.

The writer chose Tourist Information Center as the place for having the job training due to the fact that Tourist Information Center has an important role in giving the good services to the tourists in order to create good image of Solo city. During the job training, the writer acted as one of the staffs of Tourist Information Center. The writer was highly interested to know more about the services of Tourist Information Center by doing observation at the Tourist Information Center (TIC) of Dinas Kebudayaan dan Pariwisata (DISBUDPAR) Surakarta.

The writer has done the job training in the Tourist Information Center for one month, starting from 9 January to 9 February 2012 to get necessary information.
The writer has chosen a title for the final project entitled “The Ways of The Tourist Information Center (TIC) of Surakarta In Giving Good Services For Tourists”.

B. Objectives

The objectives of this final project report are as follows:

1. To describe the ways of the Tourist Information Center of Surakarta in serving tourists.
2. To describe the problems encountered by the Tourists Information Center of Surakarta in serving tourists.
3. To provide solutions to the problems encountered by the Tourist Information Center of Surakarta in serving tourists.

C. Benefits

This final project report is expected to give benefits to:

1. Tourist Information Center (TIC) of Surakarta

   The result of this project can be used as a reference to the Tourist Information Center (TIC) of Surakarta about providing good services to tourists. The final project report can help TIC improve its service quality in the future.
2. English Diploma Students

It is expected that this final project report can be useful to the English Diploma student, who are going to have a job training in a local government or other institutions as a share of experience and a reference to improve their knowledge and skills.
CHAPTER II

LITERATURE REVIEW

A. The Importance of Tourism

Elliot states that “Tourism is the activities of person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.” (Elliot, 1997:21). Lea states that “Tourism are centred on the travellers themselves or on a variety of exotic destinations, without considering who actually controls the international market.” He also states that “Tourism is an invisible export with the unique characteristic that the purchasers of its ‘product’ have to travel to a foreign destination in person to consume them.” (Lea, 1988:5&9).

Based on the definitions above it can be concluded that tourism promotes understanding and trust among people of different cultures. Governments of many nations should encourage the growth of both domestic and international tourism as means of job creations, economic diversification, and source of foreign exchange.

Furthermore, tourism is the biggest and most successful industries in the world. Elliot quotes that "Tourism will continue to be of vital importance to countries economically, for foreign exchange, investment and employment". (Elliot;1997:23)
Considering the explanation above, it can be summarized that the most influential aspect in tourism for a country is the economic aspect. The economic benefits of tourism are undeniable. According to Foster, “International tourism has tripled since 1967, accounting for 13 percent of all foreign trade and approximately 15 percent of these revenues is spent in developing countries”.

(Foster, 2000: 22)

Foster quotes that “The most visible economic benefit of tourism is employment.” (ibid). He also states that “Tourism provides jobs for such workers as hotel employees, taxi drivers, tour guides, construction workers, entertainers, restaurants employees and transportation workers.” (ibid).

Based on Lea “Tourism has a lot of impacts for the economic aspect for every country.” (Lea, 1988:60). There are some economic impacts of tourism based on Lea:

a. Foreign exchange earnings
b. A rise in the gross national product
c. A revenue earner for government
d. A generator of employment
e. An improvement in social services (Lea, 1998:61)

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Moreover, tourism also has a person who travels for pleasure, usually sightseeing and staying in hotels called tourist. Tourist usually leave his/her hometown in order to visit a different area for the purpose of leaving an experience of shopping, entertaining, visiting, cultural & historical attractive having fun and so on the condition that (subject to) she/he should return to his/her own place, stay no longer than 12 months, make use of a tourist activity and spend his/her own money.

According to Elliot "A tourist is a person who travel to a country other than that in which they usually reside but outside their usual environment for a period not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.” (Elliot, 1997:21)

Meanwhile, Lea states that “The tourist as’ a voluntary, temporary traveller, travelling in the expectation of pleasure from the novelty and change experienced on a relatively and non-reccurent round-trip’.“(Lea, 1988:12)

Tourist are divided into many different kinds and some researches have suggested typologies to assist us in describing them. Lea separates tourist into five categories:

1. Recreational: one of the commonest forms of tourism where trip is designed to relieve the strains and tensions of work with no deeper significance involved.

2. Diversionary: when the visit is a pure escape from the boredom and routine of home life.
3. Experiential: describes the tourist as the modern pilgrim looking for authenticity in the lives of other societies because he has seemingly lost his own.

4. Experimental: when the traveller begins to experiment with life-styles other than his own.

5. Existential: describes the tourist who actually acquires a new spiritual centre as a result of the travel experience. (Lea, 1988:15)

B. Service

Papastathopoulou states that “Services are activities, benefits and satisfaction, which are offered for you Sale or are provided in connection with the sale of goods”. (Papastathopoulou, 2006:2)

Berkowitz quotes that “Services include all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced and provides added value in forms (such as convenience, amusement, timeliness, comfort or health) that are essentially intangible concerns of its purchaser”. (Berkowitz, 1999:3).

Based on the definition, service can be concluded that it is an activity offered by firms and governments to give product or satisfaction to customers in turn to get profit. Service is provided in connection with the sale of goods. It includes all economic activities. Service is intangible.
Fandy Tjiptono suggests that “The major output from the services marketing literature up to 1980 was the definition of four services characteristic: intangibility, inseparability, heteroginity and perishability.” (Tjiptono, 1996:16)

There are four characteristic of services as follows:

a. Intangibility

Services is different from product. Product is an object or tool or thing; but services is an activity or performance.

There are two characteristics of services, they are:

1) Service is intangible because it cannot be seen, felt, touched and listened

2) Service is hard to be defined and formulated.

Growing processes. The jobs of service vendor are managing the evidence and tangibilize the intangible. Service vendor must prove the abstract thing by taking it into the concrete thing.

b. Inseparability

Product is usually produced first before sold; but service is the reverse.

The key of service are in recruitment, compensation, training, and employee.. The supporting facilities of service are very important such as computer in a classroom. Service must be in a strategic location. It must be near and easy to get by the consumers.

c. Variability

Service is not fixed because having non-standardized output. There are many kinds of form and quality of service depending on who, when,
and where the service is produced. There are three factors influencing the variables of service as follows:

1) Participation of customer.
2) Motivation of the employee in handling the consumer.
3) Company workload.

Service vendor can use three strategies for managing the quality of service. They are:

1) Training the employees.
2) Determining the standardizing of service.
3) Asking the consumers for giving opinion about the product they use.

d. Perishability

Service cannot be saved for a long time. Service is useless when it is not used. The reality is the unstable necessity of the consumers such as the transportation service in Lebaran and New Year which is always increasing than the others holidays such as Sunday. (Tjiptono, 1996:17&18)

According to Goetsh and Davis “Quality is dynamic condition which has relation with product service, human, process, and environment” (Goetsh and Davis, 2000:79). It is enough or more than our expectation. Whereas, Myckof and Lovelock states that “Service quality is a measure of how well the service level delivered matches customer expectation” (in Sugiarito, 2003:38). The five
dimensions of service quality according Parasuraman, Zeithalm and Berry, there are five characteristics of service as follows:

a. Tangibles

Include the physical components of service, e.g. seating, lighting, etc.

b. Realibility

It is dependability of service provider and accuracy of performance.

c. Responsiveness

Promptness and helpfulness, the willingness to help customer and provide prompt service.

d. Assurance

it is the knowledge and courtesy of employees and their ability to inspire trust and confidence.

e. Emphaty

It is access to organization’s representatives, communication, and understanding. (in Kotler, 2010:26)
C. Tourist Information Center

Tourism plays an important role for economic development for a country. Therefore, a well-organized institution and infrastructures should be provided to maintain it. According to Yoeti, “Infrastructures are all facilities which make economic process run smoothly and make it easier for the people to supply their needs” (Yoeti, 1996:67).

Therefore, government builds Tourist Information Center (TIC) as infrastructure to supply tourists’ needs. TIC is an office located in a representative area of a city which provides service in giving accurate information to the tourists related to accomodations, travels, entertainments, and leisure facilities.

Moreover, Dr. Salah Wahab says that “Infrastructures are all facilities which are needed by tourists including home stays recreational and sport centers, transportations, accomodations, and Tourist Information Center (TIC).” (Wahab, 1976:79). Wahab also states that “TIC is a tourist information center which is located in the entrance of a country, city, or particular place.” (ibid)

According to Wikipedia” A tourist information center, providing visitors to a location with information on the area’s attractions, lodgings, maps, and other items relevant to tourism. Often, these centers are operated at the airport or other port of entry, by the local government or chamber of commerce. Often a visitor center is called simply an information center.”

(www.wikipedia.org/wiki/Visitor_center.html, 1th April 2012, 9.22am)
Meanwhile, Zulu Kindom states that "A Community Tourism Office is a community-owned and managed office for the promotion of member organizations (other tourism establishments) and the provision of information to tourists."

(www.zulu.org.za/index.html. 1st April 2012. 9.52am)

While, the main duties of Tourist Information Center are “To provide information and advice on what to see and do in a particular city, town, area or country. Tasks also involve booking accommodation, making reservations and selling related gifts and souvenirs.”

(www.prospects.ac.uk/tourist_information_centre_manager_job_description.html. 1st April 2012. 9.43am)
CHAPTER III

DISSCUSSION

A. Description of Dinas Pariwisata dan Kebudayaan Surakarta

a. History

Dinas Kebudayaan dan Pariwisata of Surakarta has experienced of changing its name several times. Tourism Department of Surakarta, recently known as Dinas Pariwisata dan Kebudayaan of Surakarta, was established in 1985 which is based on the decree of the Mayor Surakarta No.29/HK/05/PHG 70. Then, along with the issuance of decrees No.22/1999 (about territorial administration and government regulation) and No.84/2000 (about the regional staff rules), the Mayor of Surakarta changed the name of Tourism Department of Surakarta into Art, Culture and Tourism Department of Surakarta. In 2008, based on the Mayor of Surakarta decree No.16/2008 (about the regional staff rules), the name of Art, Culture and Tourism Department of Surakarta was changed into Dinas Kebudayaan dan Pariwisata of Surakarta.

b. Location

Dinas Kebudayaan dan Pariwisata of Surakarta is located between Wisma Niaga Hall and Radya Pustaka Museum at Jl. Slamet Riyadi no.275 Solo, Central Java, Indonesia.
c. Divisions in the Department

There are six departments in Dinas Pariwisatan dan Kebudayaan of Surakarta.

1. The Head of Dinas Pariwisata dan Kebudayaan

To carry out the governmental affairs in the tourism, art, history, culture, and archeology sectors is the main duty of the official head. Other duties of the Head are to arrange the strategic planning, to formulate the technical policies, and to analyze the problem faced by the office.

2. Marketing Division

The department which consist of two sub-divisions, Tourism Promotion Sub-division and Tourism Service and Information Sub-division, has duty to maintain the tourism promotion and information service.

3. Artistic, Cultural, Historical and Archeological Division

The department consist of two sub-divisions, Operation and Continuance of Cultural and Asset Development Sub-division and Cultural Artistic Asset Development Sub-division. The department has duties to preserve the heritage and tourism assets in Surakarta and also to develop the tourism attraction in Surakarta.

4. Tourism Service Division

The division has a duty to handle problems related to accommodation for the tourist and also recreation and public entertainment. Tourism Accomodation Sub-division and Recreation
and Public Entertainment Sub-division are the sub-division of this Division.

5. Construction Program Division
The division has a duty to make the strategic plans for the department. There are two sub-divisions in this division that are Planning Sub-Divison and Audit, Evaluating, Report Sub-division.

6. Administration Division
The main duty of this division is to undertake the general administration affairs, official home affairs, and equipments. This division has three sub-divisions. There are Evaluating, Control and Report Sub-division, Finance Sub-division, and Public and Officer Sub-division.

d. Vision and Mission
Dinas Kebudayaan dan Pariwisata of Surakarta has vision and mission which functions to control and conduct its work in achieving the goals. The vision and mission of Dinas Pariwisata dan Kebudayaan of Surakarta are:

1. Vision

- Surakarta will be directed to become a well-known tourism destination in Indonesia based on culture and art.
- DISBUDPAR has relationship principle with strong pillars, such as city government, culturist, and tourism performer society that will created the optimization of tourism potential.
• Creating Surakarta as a tourist destination city based on culture.

2. Mission

• Motivating the preservation and development of excellent tourist destination and attraction.
• Increasing the human resources quality in tourism and culture field along with the empowering of the society and industry to compete globally.
• Providing complete and accurate database in tourism and culture based on information and technology.
• Improving the cooperation between regions and tour agents dealing with organizing the tourist destination and attraction as well as promotion.

e. Organizational Chart
B. Description of The Tourist Information Center (TIC) of Surakarta

Tourist Information Center is a part of Dinas Kebudayaan dan Pariwisata of Surakarta. It is the sub-division under the marketing division which serves both foreign and domestic tourists. The main services of TIC is giving information about tourism destination in Surakarta. The information which is given to tourist should inform about tourist destinations, transportations, shopping centers, culinary spots, etc.

To inform tourist about tourist destinations and events, TIC provides brochures, leaflets, guide map of Surakarta, tourist destination catalogue, event calendar, etc which is given to tourists for free. TIC officers also provide tour guide and car for rent.

In Surakarta, there are two TIC in different locations. The first one is the TIC located at Dinas Kebudayaan dan Pariwisata of Surakarta and the second one is the TIC located in Adisumarmo Airport.

TIC is opened from 07.30 am to 05.00 pm, an hour longer than the working time of other divisions at Dinas Kebudayaan dan Pariwisata of Surakarta. Considering that more tourists visit Solo on weekends than weekdays, so TIC is also opened during weekends.

The staffs of TIC are required to master foreign languages, especially English. They should master other foreign languages such as French, Dutch, Japan, and Mandarin because based on the statistic most of foreign tourists are from European countries and Middle Asian countries.
C. The activities of the writer in The Tourist Information Center of Surakarta

In implementing the job training in DISBUDPAR, the writer became a receptionist at Tourist Information Centre (TIC). She started to have the job training from 9 January to 9 February 2012. The working hours started from 7.30 am until 02.30 p.m. The activities of the job training are:

1. Welcoming the tourists who visit TIC

   The writer welcomed tourists arriving in TIC like foreign and domestic tourists. When tourists came in TIC, she greeted and smiled to them. After that, she asked to tourists what they wanted.

2. Providing services of information

   The writer answered all of the questions from tourists. She provided services of information to tourists either domestic or foreign who need information about Surakarta City including tourism objects in Indonesia, public place, culture and art show, hotel accommodation, itinerary, transportation, shopping centre and other exciting places around Surakarta City.

3. Making a list of the tourists who have visited TIC

   Every foreign tourist who visited DISBUDPAR, was asked to fill a form which were provided by TIC. The form included name, nationality, present address, length of stay in Surakarta, purpose, impression, and suggestion which was useful to arrange tourist statistic data of the office.
From the form, the writer knew several impressions that was revealed by tourists.

4. Receiving and delivering the mails, proposals and invitations to DISBUDPAR.

As a front officer, the writer had duties to receive the telephone calling and to connect it with the staff. The writer also received mails, invitations and promotion brochures. The telephone calling and mails usually came from institutions, groups or companies that have businesses related with tourism.

When she worked as a staff, the writer did not only do receptionist’s jobs, sometimes the writer helped the Administration Department to make report and type the data, such as staffs and attendance list.

D. The Ways of The Tourist Information Center of Surakarta in Serving Tourists
Service is any activity designed or intended to deliver satisfaction through the services provided by persons, organizations, governments, etc. This is expected that good service can increase the number of tourists. There are several ways of TIC in improving its quality of service:

1. Applying Several Principles in Providing Information

   TIC provides all information required by tourists. The staffs gave information by using the following principles:

   a. Easy to understand
   
   TIC officers used language that it was easily understood by tourists.

   b. Relevant
   
   The information given by the staffs was relevant with what tourists wanted.

   c. Useful
   
   TIC staffs were able to choose good and useful information for tourists.

   d. Accurate
TIC staffs gave information that it must be accurate so it does not cause confusion for tourists.

e. Consistent

Information presented by the staffs of TIC was always consistent, so tourists were not confused in understanding the information.

2. Providing Several Media

a. Printed Media

TIC tried to give information to foreign and domestic tourists by using printed media like brochures, catalogues and leaflets that have pictures and description about the specified tourist objects and also made performance agenda. The printed media was very important because it helped tourists to have a description about the places that they would go. In this brochure there were also maps to the tourist destinations.

b. Electronic Media

DISBUDPAR has the website (www.visit-solo.com) about objects that are located in Surakarta. It helps tourists who wants to know about the description in certain tourism objects in Surakarta without coming to TIC very much.

3. Having a Staff Who Can Speak More Than One Foreign Language
TIC had two qualified staffs. Both of them mastered English so well that tourists were very satisfied with their services. The other staff also mastered Dutch. Their services were very nice and friendly.

4. Making coordination with other Entertainment Resorts and Institutions

TIC made coordination with hotels, motels, home stays, restaurant, pubs and other entertainment places and also travel agents. This step had objectives to make accommodation available for tourists and visitors, so they would stay longer in Surakarta, because they felt comfortable and satisfied.

5. Extending working time

TIC extended the working time to their staffs. TIC was opened at 07.30 am till 05.00 pm, an hour longer than working time of other division at Dinas Kebudayaan dan Pariwisata of Surakarta. TIC was also opened on weekend because the number tourists who visit solo are increasing on weekend.

6. Providing TIC with waiting seats, cleaning toilets and large parking area

In TIC, there was a waiting room that could be used by tourists to relax for a while. There was also toilets for tourists. The toilets was clean because there was an officer who always cleaned
it everyday. DISBUDPAR also had a large parking area that could accommodate even 4 large buses.

7. Offering free souvenirs

TIC also offered some free souvenirs such as event calendar this year. Besides the good services, this little thing could make tourists feel pleasant when they visited TIC.
E. The Problems of The Tourists Information Center of Surakarta in Serving Tourists

In giving good services, the writer faced some difficulties. The problems were related to Budget and Human Resources.

a. Problems related to Budget

The limited budget was the most vital problem faced by DISBUDPAR because budget had a very tight connection with the problem in improving service. TIC location problem required large budget from Central Government. There was no big sign board to show the location of TIC office which was located inside DISBUDPAR. It made some tourists had difficulty to find the location. TIC office should be made separately from DISBUDPAR. TIC is one of the major tourist destination, and therefore the building should be made to reflect the culture of solo. Now, TIC office was located inside DISBUDPAR which is seemed to be less maintained.

TIC staffs should be given uniform in their working days so they look nice and attractive. The DISBUDPAR did not have enough funds allocations from Central Government. That is why the proper amount of budget is definitely needed in DISBUDPAR.
b. Problem related to Human Resources

Many tourists from all over the world came to Solo. Not all of them spoke English in communication. Sometimes, they used their own language (mother tongue) to communicate with the TIC staff because they could not speak English and only one staff who could speak Dutch. This problem definitely could give bad impact in providing services to tourists. The tourists could be disappointed because they did not get the information they wanted and the staffs felt guilty because they could not give satisfying services to them. One of the officers rarely handled front office desk because the other staff usually took the tourist to go to tourist destinations or accompanied DISBUDPAR staff to have a duty outside the office. Therefore, there was just an officer who often faced many obstacles and needed to be assisted in handling TIC when there are many guests or tourists visit TIC.

The other problem related to human resources is “Sunday Problem”, there were only two staffs coming at DISBUDPAR on Sunday, whereas most of tourists came to DISBUDPAR on Sunday.
F. The solutions to Deal with The Problems Encountered by the Tourist Information Center of Surakarta in Serving Tourists.

After knowing some problems in giving good services, there are some solutions to deal with the problems:

1. Budget

   One of the solutions to overcome the lack of budget is by holding cooperation between DISBUDPAR and other institutions which could give fund to improve TIC service. DISBUDPAR can make a charity event in contribution to improve quality of Surakarta tourism which invite a lot of institutions. Moreover, DISBUPAR also should give a pressure to Central Government in providing fund because tourism is one of the biggest income for a city. DISBUDPAR as the institution handling tourism matter allocate more funds in APBD (Local government Budget) to Central government. The solutions above are very beneficial for tourism field development, especially in improving the service.

2. Human Resources

   In recruiting the TIC staff, DISBUDPAR give the additional test materials. All staffs should master more than one foreign language. By adding or recruiting more officers will be very helpful to handle TIC front office desk, especially when
there are many guests visiting TIC, not just on Sundays, but also on weekdays.
CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

The writer made her job training as a test for herself in the world of work. During the job training in the Tourist Information Center (TIC) of Surakarta, the writer got valuable experiences relating with native speakers. She could get knowledge and improve her English skills. Speaking and listening skills of the writers were truly tested when she faced foreign tourists. The writer also learned how to give a correct and clear information to them.

Based on the discussion in the previous chapter, the writer concluded that in the Tourist Information Center (TIC) of Surakarta has several ways to provide good services to tourists:

a. TIC staffs applied several principles in providing information to tourists. The principles are:

1. Easy to understand
2. Relevant
3. Useful
4. Accurate
5. Consistent
b. TIC provided several media
   1. Printed Media, such as brochures, catalogues and leaflets.
   2. Electronic Media, there was a website (www.visit-solo.com) about tourist destinations in Surakarta.

c. TIC had a staff who could speak another language besides English, such as Dutch.

d. TIC made coordination with other entertainment resort and institutions, such as hotels, motels, home stays, pubs and travel agents.

e. TIC extended working time for their staffs

f. TIC provided tourists with waiting seats, cleaning toilets, and large parking area.

g. TIC offered free souvenir, such as event calendar

In serving tourists, the Tourist Information Center of Surakarta faced some problems, such as the lack of budget. The TIC office of Surakarta was inside DISBUDPAR so they did not have a building for their office because of the budget problem. There was also no big sign board to give information for tourist about location of TIC. The limited budget also gave impact for the staffs performance. TIC staffs did not have uniforms during their working day so they did not look interested.

The other problem is human resources. TIC only had two staffs and it was not balanced with number of tourist visited TIC. DISBUDPAR also only provided two staffs which came to the office on Sunday.
namely “Sunday Problem”. The TIC staffs mastered English and one of them also could speak Dutch. But sometimes tourists did not only speak English and Dutch. It made some tourists disappointed.

To solve problems, the writer gave some proposed solutions. The solution of budget problem were holding cooperation with other institution. DISBUDPAR can make a charity event in contribution to improve quality of Surakarta tourism which invite a lot of institutions. DISBUDPAR also can give a pressure to Central Government with allocating more fund in APBD (Local Government Budget. The human resource problem could be solved with adding more qualified staffs which should master more than one foreign language. They should learn further about the techniques of communication, so that the TIC staff will be able to communicate clearly, fluently, and comprehensively in speaking to tourists.

B. Suggestions

Based on the result of this Final Project Report, the writer would like to give some suggestions to:

1. Tourist Information Center of Surakarta
   
   a. The TIC office should be separated from DISBUPAR office, so tourists could find it more easily.
   
   b. TIC should have a big sign board to show where it is.
c. DISBUDPAR must get fund from Central Government and other institutions such as restaurants, shopping centers to improve the quality of services.

d. Considering there were only 2 TIC staffs, they should have only one duty namely to provide information to tourists and they should be at the front office during the working hours. So when many tourists come to the TIC, the other staff will not be bothered in serving them.

e. TIC staffs should master another foreign language beside English because not all foreign tourists can speak English.

f. TIC staffs should have several uniforms during their working days. So it would make them more attractive. Moreover, uniforms could inspire spirit to work better.

2. English Diploma Program

The English Diploma Program should improve the quality and capabilities of its students. Because if the students had job training at institution like DISBUDPAR, their abilities were really tested compared with the activities in class where the students get less in practice.