CHAPTER I
INTRODUCTION

A. Background

Indonesia is an archipelagic country which has rich culture, traditions and distinctive characteristics which is different from other countries. The diversity has attracted tourists and inspired tourism sector in Indonesia. Tourism sector is currently growing because of various stakeholders realize the high opportunity in the sector. Based on the reality, various improvement is needed for the realization of the tourism sector that can compete globally.

There are many things that are needed to support the success of tourism, such as human resources who are competent and skilled in their field. In addition to the quality of human resources, an important aspect for the success of tourism sector is the role of guide. The role of guide in tourism is very important because he is a facilitator who communicates directly with tourists. A guide is a representative of a place, institution, or even the country who he is living in.

One of the tourist destinations that attracts tourists is Surakarta. It is the second largest city in Central Java which is referred as the city of culture. Surakarta is still dominated by traditional touch and has a lot of historical places such as Radya Pustaka Museum, Kasunanan Surakarta Palace and Mangkunegaran Palace. One of the most visited tourist destinations is Mangkunegaran Palace. Mangkunegaran Palace is the residence of Prince Mangkunegoro that was built in 1757 by Prince Mangkunegoro I and known as
Pangeran Sambernyawa. Mangkunegaran Palace employs guides to accompany and provide more detailed information about its history and heritages.

A guide has an important role and contribution to the direct impact on increasing tourism in Mangkunegaran Palace. Therefore, the writer observes the guides through job training by becoming a guide in Mangkunegaran Palace to find out the role of guide there. Based on the observation, the writer composed a report entitled "THE ROLES OF GUIDE TO DEVELOP TOURISM IN MANGKUNEGARAN PALACE".

B. Objectives

There are three purposes of conducting this observation, as follows.

1. To describe the roles of guide in Mangkunegaran Palace.
2. To discuss the problems of guiding in Mangkunegaran Palace.
3. To find out the solutions of guiding problems in Mangkunegaran Palace.
C. Benefits

There are many people who will get benefits from this observation. They are as follows.

1. Mangkunegaran Palace management
   This project will assist them to provide maximum service by having quality human resources, especially professional guides.

2. Guide
   A guide will know what are the things that become obstacles when guiding and solutions to improve the quality and service to the tourists.

3. Tourists
   Tourists will get maximum service so that they will enjoy their visit and feel happy. Satisfaction of the tourists can be an effective promotional technique.

4. Dinas Kebudayaan dan Pariwisata (DISBUDPAR) Surakarta
   This project can help DISBUDPAR Surakarta to provide proper promotion so that tourists who visit Mangkunegaran Palace will increase.