THE EFFORTS OF TOURIST INFORMATION CENTER OF DINAS
KEBUDAYAAN DAN PARIWISATA (DISBUDPAR) TO PROVIDE GOOD
SERVICE FOR TOURISTS VISITING SOLO CITY

FINAL PROJECT REPORT

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

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APPROVAL OF CONSULTANT

Approved to be examined before the Board of Examiners,
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THE EFFORTS OF TOURIST INFORMATION CENTER OF DINAS
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SERVICE FOR TOURISTS VISITING SOLO CITY

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MOTTO

“You may never know what results come of your action, but if you do nothing there will be no result.” - (Mahatma Gandhi)

“Life is an unpredictable movie, Allah SWT is the director, and human is the actor. His scenario is a mysterious path to be done, human never knows when the movie ends”. 
DEDICATION

The writer dedicates this final project report to:

- Her Beloved Parents
- Her Beloved Sister and Brother
- Her Lecturers
- All of her best friends who have supported me
ACKNOWLEDGMENT

Alhamdulillah, thank you to Allah SWT and all the people around me who always give me support in doing this final project. I choose “The Efforts of Tourist Information Center of Dinas Kebudayaan Dan Pariwisata (DISBUDPAR) to Provide Good Service for Tourists Visiting Solo City” for the title of this final project because I have job training in TIC Surakarta. During the process of finishing this final project report, I get supports and suggestions from many sides. Therefore, I would like to give my deepest thanks to:

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14. All of my friends during the job training in DISBUDPAR Surakarta, Fina, Mifta, Dimas, Ari, Memey, Pipin, and Ayu.

I appreciate and accept any advices and constructive criticism. At last, I hope that this final project report will be beneficial for all readers.

Surakarta, July 2009

Dwi Dyas Ita Yuniar
ABSTRACT

Dwi Dyas Ita Yuniar. 2009. The Efforts of Tourist Information Center of Dinas Kebudayaan Dan Pariwisata (DISBUDPAR) to Provide Good Service for Tourists visiting Solo City. English Diploma Program, Faculty of Letters and Fine Arts, UNS.

This final project report is written based on the job training in TIC of DISBUDPAR Surakarta. The job training was held on 16th February until 13th March, 2009. This final project report has purpose to describe the efforts of TIC to provide good service for tourists visiting Solo city.

The result of this report shows that TIC has done some efforts to provide good service which refers to the five dimensions of service quality; tangibles, reliability, responsiveness, assurance and empathy. Tangibles include providing comfortable front office desk and seating arrangement and clean toilets, providing communication materials, and wearing neat uniform. Reliability includes giving information accurately. Responsiveness includes the willingness to help tourists and giving prompt service. Assurance includes having officers who have knowledge about Solo tourism and can speak English well. Empathy includes giving individualized attention to the tourists. However, TIC also has some weaknesses, such as TIC officers only master English as a foreign language, the location is hard to find, and their website is not complete enough.

Therefore, the writer gives suggestions for TIC to have officers who can speak not only English but also other foreign languages, to post a big sign that show the location of TIC and to up-date their website.
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CHAPTER I
INTRODUCTION

A. Background

Tourism has a role in developing a country economically because it brings income and job opportunities. According to McIntosh and Gupta (1980) tourism is the sum of the phenomena and relationship arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourist and other visitors (in Pendit, 1990: 31). Therefore, government should concern with tourism industry because it is one of the important businesses which gives benefits in many aspects. Thus, they need to increase the quality of tourism itself.

Indonesia has many tourist destinations. One of them is Solo. Solo is also known as Surakarta. It is a city which is located in Central Java. Many tourists visit Solo because it has many tourist objects and culture, for example Kasunanan Palace, Puro Mangkunegaran, Radya Pustaka museum, Traditional dance andSolo culinary.

Dinas Kebudayaan dan Pariwisata (DISBUDPAR) is the local government institution which is handling the tourist matters and responsible for increasing the number of tourists coming to Solo. One of
the duties is to give information about interesting objects, accommodations, guides and other informative things, like hotels, restaurants, pubs, etc in Solo to the tourists.

Because of this, Dinas Kebudayaan dan Pariwisata (DISBUDPAR) build Tourist Information Center (TIC) as a division in handling tourists who visit it to get information about Solo. Therefore, the staffs of TIC should be kind, smart, and friendly to attract the tourists visiting Solo. The important thing is they should give good service to the tourists to create good image of Solo.

The writer chose Tourist Information Center as the place for job training due to the fact that Tourist Information Center has an important role in giving good service to the tourists in order to create good image of Solo city. Therefore, the writer was highly interested to know more about the services of Tourist Information Center.

B. Objective

The objective of this final project is to describe the efforts of TIC to provide good service for tourists visiting Solo city.

C. Benefits

It is expected that this final project can give benefits to:

1. English Diploma Students
This final project can give benefits, especially to the students of Public Relations major. By reading this paper they can get more information and description about TIC.

2. Tourist Information Center (TIC)

   TIC staffs can take lesson from it in increasing the services of TIC in the future.

3. The Writer

   The writer knows the services of TIC staffs in giving information to the tourists.
CHAPTER II
LITERATURE REVIEW

A. Service

1. Definition of Service

According to Kotler (in Tjiptono, 1997: 23), service is an activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Fandy Tjiptono (1997: 23) stated that service is an activity, benefits or satisfaction offered to sell. While according to Gronroos (in Baron and Harris, 1995: 14), services are described as objects of transaction offered by firms and institutions that generally offer services or that consider themselves service organizations.

Based on the definition above, it can be concluded that service is an activity offered by firms and institutions to give satisfaction to their customers in order to get benefits.

According to Baron and Harris (1995: 12) services have four distinctive characteristics, they are:

a. Intangibility, that refers to the fact that a large component of many services offered are immaterial or intangible and cannot be presented in a concrete manner to consumer prior to purchase. It means that service is invisible. Service cannot be seen, felt, tasted or touched.
b. Inseparability, that refers to the notion that in many service operation, production and consumption cannot be separated, that is a service is to great extent consumed at the same time as it is produced. It means that service production and consumption occur almost simultaneously.

c. Heterogeneity is closely linked to inseparability as it is very difficult to apply quality standards to services to ensure an identical service output, when so much depends on the cooperation and participation of individual customers. It means that quality is actually influenced by the constitution and qualities of the providers.

d. Perishability, that refers to the fact that unlike physical goods, services cannot be stored. Service cannot typically be returned or resold when things go wrong but goods can be stored in inventory or resold another day. In most cases, as soon as a service is provided it must be consumed.

2. Description of Service Quality.

According to Clow and Vorhies (in Baron and Harris, 1995: 158), quality is the lifeblood that brings increased patronage, competitive advantage and long term profitability. Whereas, Lewis and Booms (in Baron and Harris, 1995: 160) stated that service quality is a measure of how well the service level delivered matches customer expectations. The five dimensions of service quality according to Parasuraman et.al. (in Baron and Harris, 1995: 161) are as follows:

a. Tangibles:
Including the physical components of the service, e.g. seating, lighting, etc

b. Reability:

It is the 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. Empathy:

Caring, individualized attention the firm gives its customers.

B. Tourism

1. Definition of Tourism

According to the Tourism Society in Britain, “tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes as well as day visits or excursions” (in Mc Burney 1996: 4).
Mathieson and Wall (1982) created a good working definition of tourism as “the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destination, and the facilities created to cater to their needs” (in Gum 1993: 5).

Michael Morgan in his book *Marketing for Leisure and Tourism* (1996: 11) stated that “tourism is a discretionary activity undertaken for personal reasons including relaxation, escapism and personal development”.

2. **Classification of Tourism**

Prof. Salah Wahab (1975) in his book *Tourism Management* explained that tourism can be classified based on the motivation and the object visited by tourists as follows:

1. Based on the number of people, tourism can be classified into two groups, they are:
   
   a. Individual tourism: a tour which is conducted by a person or a family.
   
   b. Group tourism: a tour which is conducted by fifteen or more people in a group.

2. Based on the purpose, tourism can be classified into five groups, they are:
a. Recreational tourism or Leisure tourism: a tour activity which has purpose to recharge the physical and mental energy after doing activities everyday.

b. Cultural tourism: a tour activity which has purpose to get more information and knowledge about other countries.

c. Health tourism: a tour activity which has purpose to get medical treatment or to recover the health in a country or place, for example visiting hot spring, mud-bath, treatment by mineral water, treatment by hot sand etc.

d. Sport tourism: a tour activity which has purpose to get satisfaction in doing sport activity.

e. Conference tourism: a tour activity which has purpose to attend a conference meeting, convention in which the participants need tourism facility, for example transportation, accommodation, pre and post conference tour and also souvenir purchasing for a gift.

3. Based on the types of transportation, tourism can be classified into three groups, they are:

a. Land tourism that is a tour using land transportation.

b. Sea tourism that is a tour using sea transportation.
c. Air transportation that is a tour using air transportation.

4. Based on the geographic location, tourism can be classified into three groups, they are:
   a. National Domestic Tourism: tourism which is expanded in a certain district of a country in which the participant is not only the citizen of the country but also the citizen of a foreign country who live in that country.
   b. Regional Tourism: tourism which is expanded on a certain district, in regional national environment and regional international environment.
   c. International Tourism: tourism which is expanded in many countries in the world.

5. Based on age, tourism can be classified into two groups, they are:
   a. Youth tourism: a tour which is conducted by adolescents.
   b. Adult tourism: a tour which is conducted by adults.

6. Based on gender, tourism can be classified into two groups, they are:
   a. Masculine Tourism: a tour which is conducted by men.
   b. Feminine Tourism: a tour which is conducted by women.
7. Based on price and social level, tourism can be classified into three groups, they are:

   a. Deluxe tourism: tourism which use lux standard facility.

   b. Middle Class Tourism: tourism which uses middle facilities, in which the price is not too expensive, but the service is not too bad.

Social Tourism: tourism which is conducted by a group of people with the cheapest cost but with enough facilities during the trip.
A. Description of DISBUDPAR Surakarta

1. History

Dinas Pariwisata (DIPARTA) of Surakarta was established in 1985 based on the decree of Solo Mayor no.29/HK/05/PHG 70 with developing tourism in Solo as the main goal. Then, based on the decree of no.22/1999 about territorial administration and government regulation no.84/2000 about the regional staff rules, the Mayor of Surakarta changed the name of Dinas Pariwisata (DIPARTA) of Surakarta into Dinas Pariwisata Seni dan Budaya (DIPARSENIBUD) of Surakarta. On December 24th 2008 the Mayor of Surakarta determined the name of Dinas Pariwisata Seni dan Budaya (DIPARSENIBUD) of Surakarta was changed into Dinas Kebudayaan dan Pariwisata (DISBUDPAR) based on the decree of no.16/2008 about the regional staff rules.

2. Location

The location of Disbudpar Surakarta is between Wisata Niaga Hall and Radya Pustaka Museum. It lies on Slamet Riyadi Street 275 Surakarta.
3. Vision and Mission

The vision and mission of DISBUDPAR Surakarta are as follows:

a. Vision

- Creating Solo city as tourist destination city based on culture.

b. Mission

- Encouraging preservation and development of object and the best tourist attraction.
- Increasing the quality of human resources in tourism and cultural sector and employing society and business exertion having global competitive ability.
- Providing accurate and complete database in tourism and cultural sector based on information technology.
- Increasing interregional cooperation and tourist in managing object, tourist attraction, and promotion.

4. Department

Dinas Kebudayaan dan Pariwisata (DISBUDPAR) consists of five departments, as follows:

a. Official Head

The main duty of the official head is to carry out the governmental affairs in the tourism, art, history, culture and archaeology sectors.
Generally, he has several important duties, such as to arrange the strategic planning, to formulate the technical policies, and to analyze the problem faced by this office.

b. Administration Department

This department consists of three sub divisions: Evaluation, Control, and Report Sub-division; Finance Sub-division; and Public and Officer Sub-division. The main duty of this department is to undertake the general administration affairs, equipments, official house affairs, planning and finance administration and staffs affairs.

c. Tour Means Department

This department consists of two sections: Tour Accommodation Section and Recreation and Public Entertainment Section. The main duty this department is to handle problems regarding to accommodation for tourist and also the recreation and public entertainment.

d. Artistic, Cultural, Historical and Archaeological Department

This department consists of two sections: Artistic and Cultural section and Historical and Archaeological section. The main duties of this department are to keep the heritage and tourist assets in Solo and also to develop the tourist assets in order to increase the number of Solo tourists.

e. Tour Department
This department consists of three sections: Conservation and Asset Development Section, Promotion and Information Section and Cooperation Section. The main duties of this department are to control and to maintain the tourist promotion and information services.
5. Organizational Chart
B. Description of Tourist Information Center (TIC)

Tourism Information Center (TIC) is a part of Tour department. It is a division under Promotion and Information section which give services to both local and foreign tourists. The main service of TIC is giving information to the tourists about Solo tourism such as; tourist object, transportation, accommodations, shopping center, culinary spot, etc.

To inform the tourists about the objects and events, TIC provides brochures, leaflets, maps of Solo, guide books, catalogues of Solo, calendar events, etc. It also provides information about tour guide or a car for rent. If the tourists need it, TIC officer will call it for them. So, they do not need to get inconvenience while enjoying Solo tourism.

There are three different locations of TIC. The first one is in the front office of DISBUDPAR Surakarta. The second one is TIC in Balapan Railway Station. The third one is TIC located in Adi Sumarmo International Airport which is opened in April 2009. Those places are chosen with the consideration that they are in the center of the city.

TIC opens from 07.30 a.m. to 05.00 p.m., a half hour longer than the working hour of this office. Besides, it opens on Saturday and Monday from 10.00 a.m. to 02.00 p.m. when the other divisions are closed because there are more tourists coming to TIC on weekends.

The tourists are asked to fill the form which is provided by TIC officer, especially for foreign tourists. That form includes name, nationality, present address, length of stay, purpose, impression or
suggestion, etc which are going to be useful to arrange the statistic data of that office.

C. Job Training Activities

The writer started to have her job training from February 16th, 2009 and ended on March 13th, 2009. During the job training, she worked in TIC in Dinas Pariwisata dan Kebudayaan (DISBUDPAR) Surakarta. The working hours started from Monday to Friday at 07.30 a.m. to 03.30 p.m., except Friday at 07.30 a.m. to 11.00 a.m. The main duties done are as follows:

1. Welcoming guests.

The writer welcomed guests including tourists both local and foreign by giving them information about Solo tourism. At the first time, the writer felt nervous when welcoming the first foreign tourist. Fortunately there was an officer who helped her to face that problem.

2. Listing foreign tourists.

After the writer gave information to the tourist, she would ask the foreign tourist to fill the form which would be useful for statistic report of the tourism department. The form includes the tourist’s identity and their impression of Solo tourism.

3. Receiving mails

Besides giving information to the tourists, she also received mails, invitations and promotion brochures from other institutions or
companies. One day, she was asked to send data to the Mayor Office at Lodji Gandrung.

D. Job Training Result

During the job training in Tourist Information Center of DISBUDPAR Surakarta, the writer knew the services of TIC staffs in giving information to tourists. The writer also could improve the knowledge about how to communicate with foreigners well and practice her English directly with foreign tourists. In giving information about Solo tourism, the writer could know about the objects of Solo that she did not know before. In listing the foreign tourists, the writer could know the tourists’ impression about Solo tourism. In making relationship with the staffs, the writer found difficulties. It probably happened because the range of age between her and the staffs was far enough. But in one week, the writer began to know them well. Finally, the writer knew that all of the staffs were kind enough and it made her feel comfortable doing all the jobs in Tourist Information Center.

E. The Efforts of Tourist Information Center to Provide Good Service for Tourists Visiting Solo city.

Solo is also known as Surakarta. Many tourists visit Solo because it has many tourist objects and interesting culture. The kinds of tourism in
Solo are historical tourism, cultural tourism, religious tourism, shopping tourism and cultural events. The historical tourism in Solo is Surakarta Kasunanan Palace, Puro Mangkunegaran and Radya Pustaka Museum. Meanwhile, the cultural tourism in Solo is Wayang Orang Sriwedari, Wayang Kulit, kethoprak etc. The religious tourism is The Kasunanan Palace’s great mosque of Surakarta, Puro Mangkunegaran’s Al-wustho mosque and St. Petrus Catholic church. Moreover, the shopping tourism in Solo is Triwindu Antique Market, Klewer Market, Gede Market and the cultural events in Solo is Sekaten, Solo Batik Carnival, and Kirab Pusaka. Therefore, Solo is well known as a cultural city.

To handle tourist matters and be responsible for increasing the number of tourists visiting Solo, Surakarta government establish Dinas Budaya dan Pariwisata (DISBUDPAR). One of the duties of this local government institution is to give information about Solo. Therefore, DISBUDPAR build Tourist Information Center (TIC) as a division in handling tourists who visit it to get information about Solo. TIC has an important role in giving good service to the tourists in order to create good image of Solo city. The efforts of TIC to provide good service which refers to the five dimensions of service quality are as follows:

1. Tangibles
   a. Physical facilities

   TIC’s front office desk is comfortable enough. The officer can communicate face to face closely. So, tourists can get
information clearly. There is also a seating arrangement, which consists of four chairs and one table in front of the desk. It is used for tourists or guests to wait for their turn to get information. The positions of the chair are comfortable enough because it is not far from the front office.

There are also toilets for tourists or guests. The toilets are clean because there is an officer who always cleans it every morning. However, the tourists or guest get difficulty to find the toilets because there is no sign.

Unfortunately, the location of TIC is not strategic because it is about 200 meters away from the main road. It makes the tourists feel difficult to find it. Also, there is no big sign that indicates that there is an information center inside DISBUDPAR.

b. Officers

TIC officers wear uniform. As civil servants in Solo regency, they use uniform like others. Every Wednesday and Thursday they use Batik uniform to show that Batik is a distinctive feature of Solo. They always look neat when giving service to the tourists or guests to show that they appreciate them.

c. Communication materials
Tourist Information Center provides brochures, leaflets, maps of Solo, catalogues of Solo, guide books, etc. It is used to inform tourists about the attractions (events) and tourist objects of Solo. It is complete enough. Every tourists or guests can bring it. But, especially for catalogues of Solo, just few people can get it because it is limited. Brochures, leaflets, map of Solo and guide books are not updated regularly. As long as it can be used, the officer will use it. For catalogues of Solo it is always updated regularly every year. Tourists can also visit the website at www.visit-solo.com to get information about Solo. However, the information from this website is not complete enough.

2. Reliability

TIC officers offer help to give information needed by tourists. Tourists are served well. They try to give information accurately. However, sometimes, they did not know the information that the tourists need, for example, tourists asking about the schedule of the train but the officer feels uncertain. So, they will ask to the Tour Department first.

3. Responsiveness

One of the duties of TIC officers is giving information to the tourists about objects or events in Solo. They are very helpful in giving information to tourists who are visiting Solo at the first time. It
can be seen from their willingness to help tourists and their efforts to give prompt service, for example there are always an officer in TIC front office desk even though it is breaking hour. Therefore, tourists or guests can get information immediately without waiting too long because of breaking hour.

4. Assurance

TIC officers master English as a foreign language. They speak English fluently which is very important in delivering the message or information to foreign tourists. If there are tourists who can not speak English, the officer will contact Himpunan Pariwisata Indonesia (HPI) to help them. TIC officers have knowledge about Solo tourism because they have been working at DISBUDPAR more than three years. Therefore, they know about tourist objects and events in Solo and its surrounding. They are always polite and patient when giving information to the tourists. For example, there are tourists who want to get information about the way to get to some places of tourist objects. The officers give the best way to get it for them but sometimes the tourists still want the other suggestions that can be taken by them. In this case, TIC officers explain to tourist patiently.

Because TIC officers have been working at DISBUDPAR more than three years, they have credibility as a reliable and trustworthy source of information for the tourists. They give information to the tourists about what kind of interesting tourist
objects in Solo, what tourists will see in there, etc. TIC officers give information to the tourists as much as they know.

5. Empathy

Tourists who visit TIC will be served by TIC officer as well as they can. If tourists can not visit TIC, they can call DISBUDPAR or visit the website at www.visit-solo.com. While giving service, TIC officers never let tourists or guests wait for a long time. TIC officer can communicate with tourists easily. They always ask the tourist about where they come from, how long they will stay in Solo, where they want to go after Solo and sometime they make a joke while communicating with tourists in order to get a closer relationship. Besides, they understand the needs of the tourists, for example tourists want to get information about tourist objects in Solo or tourists want to get a home stay or hotel which is good for them. So, TIC officer will help them and give them information about it.
CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

From the discussion above, the writer can conclude that TIC has done some efforts to provide good service which refers to the five dimensions of service quality; tangibles, reliability, responsiveness, assurance, and empathy. Tangibles include providing comfortable front desk and seating arrangement and clean toilets, providing communication materials, and wearing neat uniform. Reliability includes giving information accurately. Responsiveness includes the willingness to help tourists and giving prompt service. Assurance includes having officers who have knowledge about Solo tourism and can speak English well. Empathy includes giving individualized attention to the tourists.

As persons who give information to the tourists, TIC officers try maximally to do their duties even though they still have weaknesses. TIC officers are only fluent in speaking English as a foreign language. So, if there are tourists who can not speak English they call Himpunan Pariwisata Indonesia (HPI) to help them. And the location of TIC is not strategic and it makes tourists have difficulty to find it. If tourists can not visit TIC, they can visit the website at www.visit-solo.com. However, that website is not complete enough. Although, TIC have some weaknesses their efforts to provide good service for tourists are good enough.
B. Suggestion

Based on the discussion above, the suggestions are as follows:

1. TIC should have officers who can speak not only English but also other foreign languages. So, if there are tourists who can not speak English, TIC officer can handle it without calling HPI to help them.

2. TIC should post a big sign to show that the location of TIC is inside the office. It is needed because the tourists feel hard to find it because TIC cannot be seen from the main street.

3. TIC should up-date their website, so tourists can easily get the information about Solo even though they do not visit TIC.
BIBLIOGRAPHY


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JUMLAH

[Signature]

Dinas Kebudayaan dan Pariwisata

Surakarta.