ABSTRACT

The final report written is the result from the internship program with a duration of a month that the writer has done at Dinas Kebudayaan dan Pariwisata (Department of Culture and Tourism) of East Java. The internship at Dinas Kebudayaan dan Pariwisata Jawa Timur (DISBUDPAR Jatim) covers the duty of personnel whose responsibility was to ensure that the tourism in East Java keeps developing and growing for the better. Universitas Airlangga sent three delegates, including the writer, to participate in the internship program to work at DISBUDPAR Jatim. The delegates had the duty to involve in improving the quality of tourism in East Java, one of which was the duty to guide tourists, especially foreign tourists, at the welcoming event in Surabaya North Quay.

The internship program which contains the duty to guide foreign tourists uses Cross Cultural Communication in its process. Cross Cultural Communication was necessary to be included in the process of guiding foreign tourists at Surabaya North Quay. The reason behind the involvement of Cross Cultural Communication in the process of guiding foreign tourists was because foreign tourists are people who came from many different places of the world. By using Cross Cultural Communication and Understanding in guiding foreign tourists, the interns of DISBUDPAR Jatim were able to do well. From the internship and the final report, it can be inferred and seen that Cross-Cultural Communication played an integral part in the process of guiding foreign tourists. The knowledge from Cross Cultural Understanding and Communication helped in understanding and how to deal with many different people from different culture better.

Keywords: Tourism, tourists guidance, Cross-Cultural Understanding, Cross-Cultural Communication.