

## CHAPTER I

### INTRODUCTION

Tourism is an activity of people who travel to other places. It can be out of town or even out of country where they will stay for couple days, weeks, month or even a year for business, leisure, or other purposes (Guest book STIC, 2014).

Indonesia has many kind of tourism objects that people love to visit such as natural tourism (park, mountain, beach, and forest), Cultural tourism, and Historical tourism. Surabaya is a place that have those of kind the tourism objects such as bromo mountain, kenjeran beach (natural tourism), sunan ampel (cultural tourism), and heroes monument (historical tourism), etc.

Surabaya has become destination for people all over the world to do business, leisure, travelling, studying or even staying before they have to go to climbing in Bromo mountain, Probolinggo. Surabaya is the second biggest town in Indonesia that has many historical tourism objects and uniqueness of culture that can attract tourists from all over the world. Surabaya has been known as City of Heroes because it had been the place where the hero struggled to gain the Independence. Surabaya is also famous with its old buildings and places with traditional architecture of netherland era. they still exist today and those of them became destination for heritage track such as Balai Pemuda, GNI building, Internatio building etc.

The total number of the visitors who come to surabaya is getting higher (Guest book STIC, 2013-2014). summer is the the season when the visitors increased 30%

than other seasons. Based on the STIC's guest book, many visitors who come to Surabaya want to see the culture and the unique building in Surabaya such as sky of dome (Kenjeran), four-faces -Budha statue (Kenjeran) and also religious places such as Kampung Ampel.

Surabaya Government had promoted Surabaya to outside for their historical tourism and eco tourism. According to the guest book of Tourism Information Center, every month the total of visitors getting higher. The government has a serious project to give good facilities for visitors. For instance, they made Surabaya track bus to introduce Surabaya tourism to all people and especially Surabaya people. The Government hopes that Surabaya people really know their own tourism objects in Surabaya. This bus has three times to travel at Tuesday, Saturday and Monday with only Rp 7500/ person. Its routes in five places start from *Balai Pemuda*- City hall- GNI building, Heroes Monument- Ampel Village and back to *Balai Pemuda*. In every four months the route has been changed. Many people are attracted to take a bus track to go to the Surabaya tourism and also want to know all of information about Surabaya tourism. People can get information about bus track at Surabaya Tourism Information Center office, one of the facilities that built by Surabaya Governor.

Surabaya Tourism Information center is an office that built by Surabaya government to bring information about tourism object in Surabaya. You can get many information about Surabaya tourism object, hotels and the transportation. This office consists of two officers and 3 additional officers to give visitors information that they need to know when they are in Surabaya. The officers of Tourism Information center had been trained by the expert informer to learn how to talk with visitor

clearly and informatively. They also have to learn about Surabaya histories, cultures and tourism objects.

Therefore, the informer must be able to give update information about Surabaya tourism object such as hotel, transportation and other places information. The Informer also must be able to speak English fluently because the visitor don't only come from the domestic but also the foreign countries. The Informer also helps visitors to call taxis or travels if the visitors need it. Some visitors come to STIC because they want to know about the history of Balai Pemuda building, buy post card and also look at the old picture and Dutch's relics that still exist.

The reason of the writer chooses STIC to do Internship is because Tourism Information center is a recommended office in Surabaya to do Internship. Besides, the writer can learn how to speak informatively and how to face people directly and also used her English knowledge that each Guide need to understand it. The writer also trained by expert Informer to learn about Surabaya history and culture especially Surabaya Tourism well. Hopefully the writer can use the Internship experience for her future job that she really wants it.