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Judul Tugas Akhir : Strategies of Tourist Information Staff to Enhance Service Quality of  
Tourism in East Java  
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Abstrak :

In this era, globalization has brought positive impacts to Indonesia especially in the development of technology and communication. Since globalization has been growing, it also influences several major industries including tourism sector. Tourist Information Center (TIC), as a division in tourism business, becomes the first place that the tourists will visit in order to gain information related to local tourism spots or other information related to accommodation, transportation, current exchange, and others.

This discussion aims to find out about the strategies used by TIC staff in Department of Tourism and Culture East Java Province to facilitate the foreign tourists as well as observing about the problems encountered during the delivery of information and services. In terms of discovering the strategies and the problems encountered, the writer used several methods those are observing the activities during delivering the information, interviewing the staff, analyzing the data of visitors and investigating the review of Trip Advisor from foreign tourists.

TIC is considered as an important division in Department of Tourism and Culture East Java Province. This division has a role to promote tourism in East Java through information provided by its staff. Another role of TIC is also facilitates the foreign tourists who need information related to accommodation, transportation, and money changer.

***Key words*** : *tourist information staff, service, communication, tourist attractions*