

MODUL :

**TOURISM INFORMATION SERVICE
(PELAYANAN INFORMASI WISATA)**



**By :
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**PEMERINTAH KOTA SAMARINDA
DINAS PENDIDIKAN
SMK NEGERI 1 SAMARINDA
2005**

PREFACE

Praise be to Allah, Lord of universe that the writer could finish this modul of tourism information service on time.

The purpose of this, modul is preparing the material of the second year students of vocational school (SMK Negeri 1 Samarinda) especially the program of Tourism & Business Service.

The writer would like to express her smeare appreciation to her friend for their suggestions, revisions in this modul

Samarinda, January, 15, 2005

Writer,

Mujiati
NIP 132 129 616

**MODUL No. I/DIKLAT TIS/II/III/2005
SMK Negeri 1 Samarinda**

Training Program	: Tourism Information Service
Level	: II/III
Skill	: Tourism
Consep/ Sub Consep	: Indonesian Torism Promotion Parliament
Time	: 9 Hours (3 Meeting)
Tutor	: Mujiati, A. Md

I. The Aim of General Instruction

The student are expected to be able to give tourism information service in English after studying this modul

II. Specific Aims

Student are able to mention the role of Indonesian tourism promotion parliament

III. Istruction

1. Read carefully this modul
2. Do the task/ answer the questions correctly
3. Ask to the tutor if you have some difficult
4. Give your takes to your tutor if you have finished
5. If you are success doing the task you can take a test
6. If you are success in taking a test you can continue to the next modul

IV. Description

This modul discuss about Indonesian tourism promotion parliament.
You are expected to be able to give tourism information service to the tourism information service to the tourists.

CHAPTER I

ROLE OF INDONESIAN TOURISM PROMOTION PARLIAMENT

PROMOTIOM PROGRAM OF ITPP.

The advertisement campaign of brand name of Indonesia.

- Indonesia has been campaigning the advertisement promotion in the north market choice since 1996.
- The main problem that Indonesia is not recognized by the customers In the world.

The candidate of customers ask some questions such as where is Indonesia? Or is Indonesia in Bali?

- To answer these questions Indonesia held “ Market positioning as follow :
 1. Indonesia becomes Brand Name, where all the provinces or the The product of tourism under ouspices.
 2. Each region of Indonesia should promote their tourist abjects. Second step is by introducing the main island of Indonesia.

ADVANCE PROMOTION PROGRAM

The advance promotion program of ITTP takes a theme “A World all it’s Own”. It is a strategy to capaign Indonesia as the brand which has a symbol Of unity in diversity.

- Candidat of customers are from, Singapore Australia, Taiwan, Japan, Germany, USA, England, Malaysia and Hongkong.
- ITTP also has a program of artivesement of sub-Brand to give information about some islands, of Bali, Lombok, Java, Sumatra, Sulawesi and Kalimantan.

SELLING SUPPORT

- The aim of this activity is helping Indonesian tourism industry. Indonesia works out a closer cooperative with tour operator and International buyer which have benefit each other . The form of the activities are seminar, in market, structure analysis of tourism industry And advertisement program.
- The purpose of seminar program is increasing communication and build Cooperative relationship. In market activity is coordinated by the company that determined by ITTP, they are FCB/CIS to promote Indonesia.

PUBLIC RELATIONS ACTIVITY

The goal of International publik relations is supporting the advertisement promotion and another activities to defence Indonesia as tourist objects and standard program of marketing publicity program and introduction program, includes isu (issues management program and crisis management system).

SHORT HISTORY OF ITTP

Salling activity of ITTP cannot be sparated with National object to invite at least 6,5 million of foreign tourist every year.

In the begining of 1995 the president of Indonesia said that tourisme sector should became main monetary produce for Indonesia at the end of Pelita VII. Selling strategy of ITTP should base on the National strategy as mentioned in the recomendation of UNDP to departement of tourism post and telecommunication in 1992.

This study find out the stranthon and the weakness of tourism product and the apportunity or the competition

THE ROLE OF ITTP

Indonesia started to campaign the advertisement promotion consistently in the main market of tourism choice.

But Indonesia still faces main problem the candidate tourists don't know where is Indonesia location.

To answer the problem above ITTP suggested to Indonesian government to develop tourism sector by doing following steps :

1. Planning program of Indonesia with its many kind of cultures, nature and friendly people.
2. Introduce the famous islands such as : Sumatra, Java, Sulawesi and Kalimantan.
3. Begin to promote tourist object destination in the form of the line promotion.

EVALUATION SHEET OF MODUL I

1. What is the program of Indonesia tourism promotion parliament (ITTP)?
2. What is the main problem of Indonesia in promoting its tourist objects?
3. Why does Indonesia take a theme ' A World all its own?'
4. Explain the activity of public relation!
5. Write a short story of ITTP!
6. Why does ITTP!
7. What is the meaning of unity indiversity?
8. Mention the aims of selling support!
9. What are the forms of selling support?
10. Write three steps of ITTP in order to develop tourism sector!

**MODUL No. 2/DIKLAT TIS/II/III/2005
SMK Negeri 1 Samarinda**

Training Program	: Tourism Information Service
Level	: II/III
Skill	: Tourism
Consep/ Sub Consep	: Characteristic Of Tourist
Time	: 27 Hours (9 Meeting)
Tutor	: Mujiati, A. Md

I. The Aim of General Instruction

The student are expected to be able to give tourism information service In English after studying this modul.

II. Specific Aims

Student are able to explain information about characteristic of tourist based on their country.

III. Istruction

1. Read carefully this modul
2. Do the task/ answer the questions correctly
3. Ask to the tutor if you have some difficult
4. Give your task to your tutor if you have finished
5. If you success doing the task you can take a test
6. If you are success in taking a test you can continue to the next modul

IV. Description

This modul discuss about characteristic of tourist (Domestic Tourist and Foreign Tourist)

You are expected to be able to give information about characteristic of domestic tourist and foreign tourist.

CHAPTER II

CHARACTERISTIC OF TOURIST

A. Introduction

Guide is a person who is operating a tour for more than one day periode usually employed by a tour operator, who accompanied a tour from departure to return as guide trouble.

A person especially employed to conduct a prepaid tour from beginning to end including trans- ocean legs.

So "Tourist" is a person who is following a tour for more than one day period. Tourist to come to Indonesia is from other countries and has different characteristics.

Such as environment factors or individual factors:

1. Environment Factors :
 - a. Climate, geografi and motographi
 - b. History
 - c. Culture background : educations, arts, way of life
 - d. Politic
 - e. Economic
 - f. Socio- Culture

2. Individual Factors :
 - a. Male/ Female (Sex)
 - b. Age
 - c. Education
 - d. Vacancy/ profetion

A number of factors explain why International tourism in East Asia and the Pacific region increased so rapidly over the last decade:

1. Strong economic growth in many Asian countries
2. Increased personal disposable income
3. Political stability in many countries
4. Relaxation of travel restrictions
5. Important ethnic ties between Asian countries
6. Intense and successful tourism promotion
7. More frequent, short duration trips.

B. Characteristics Of Domestic Tourist.

1. Independent tour to be used tour local organizer/ agent tour
2. The price of domestic tourist like foreign tourist
3. Domestic tourist has special interest especially place of religion
4. Shopping is populer activity
5. Group tour is easy to be handled based on situated
6. Flexible
7. For tour can be used individual approach.

C. Characteristics Of Foreign Tourist

1. Prancis
 - a. Like tradisional culture, dance, music and tradisional village
 - b. Very interesting about tourist attraction
 - c. Like shopping
 - d. Friendly
 - e. Nationalism

2. Jerman
 - a. Like historical place, beautiful scenic and compare traditional culture from the others place/ city

- b. On the way, tourists from Germany like to group tour from their countries
 - c. Very disciplined to be used facilities for tour
3. Inggris
- a. They like traditional cultures and beach
 - b. Friendly
 - c. Like individual tour
 - d. Nationalism
4. Belanda
- a. Tourist from Belanda has related "historical place" with Indonesia
 - b. Very interested with traditional culture
 - c. Friendly
2. America
- a. Rapidly
 - b. Like information: accurate and up to date
 - c. Honestly and friendly
 - d. Look for "environment sanitation"
3. Australia
- a. Like traditional culture, village and beach activity
 - b. Friendly, humorous
 - c. Individual tour
 - d. Very interested with tour is not expensive and often the change of hotel of individual tour
4. Jepang
- a. Like to group tour and discipline
 - b. To be used Japanese language and Japanese Guide
 - c. Very interested with photography

Between 35% and 45% of the 20 million potential tourists to developing countries have stated Asia as one of the regions they are planning to visit in the next three years, of which about two thirds will be realized.

Based on survey of Institute for Tourism Research and Planning (ITRP) from Denmark, motivation of journey from tourists are:

- a. Look for new experience/adventure
- b. Special interest
- c. Hobby
- d. Relaxation/ Beach
- e. Sport activity

D. European Travel Trend 1995- 2000

- 1. Long-haul holidays to and from Europe will increase even faster than intra-European vacation holidays, to and from practically all continents, noticeably America, Asia and Oceania

2. Winter sunshine holidays, cultural winter tours and cruises will increase faster than winter sports holidays.
3. Travel by two age groups will increase faster than others: senior citizens and young people, provided that there are new travel opportunities
4. Groups, including families, will trend to be smaller and more flexible
5. Marked segmentation will become more intense, so that products will need to be tailored to the special need of each segmenta, e.g : senior citizen, special interest travel (for hobbies, sport, cultural interests, etc.). although at present a minority market is expected to grow rapidly.
6. Price/quality ratios will play an increasing role in the choice of destinations and accomodation. The quality of teh environment will become a determining element in attracting visitors especially in coastal and rural areas. The latter in particular are gaining in appeal.

EVALUATION MODUL II

1. What is the meaning :
 - a. Guide
 - b. Tourist
2. Tourist to come to Indonesian has different characteristic. Mention environment factors and individual factors!
3. Why intense and successful tourism promotion is very important in the world tourism!
4. Write 3(three) characteristic of domestic tourist!
5. Write to caracteristic of tourist from :
 - a. Japan
 - b. Belanda
 - c. America
 - d. Australia
 - e. Jerman
 - f. Inggris
 - g. Prancis
6. From the seventh countries (characteristic of foreign tourist) which your choice? Why ? Explain!
7. Please explain about European Travel Trand 1995-2000!

**MODUL NO.3/DIKLAT TIS/II/III/2005
SMK Negeri 1 Samarinda**

Learning Program	: Tourism Information Services
Level	: II/III
Field	: Tourism
Concept/ Sub Concept	: Characteristic Of Tourism Brochures
Time	: 54 hours(18 Meeting)
Tutor	: Mujiati, A. Md

I. The Aim Of General Instruction

The students are expected to be able to give tourism information services in English after studying this modul

II. Specific Aims

Students are able to explain information about characteristic tourism brochures

III. Instruction

1. Read carefully this modul
2. Do the ask/ answer the questions correctly
3. Ask to the tutor if you have some difficult
4. Give your tasks to your tutor if you have finished
5. If you are succes doing the task tou can take a test
6. If you are succes in taking a test you can continue to the next modul

IV. Description

This modul discuss about the characteristic of tourism brochures. The student must be able to make brochure in English.

CHAPTER III

CHARACTERISTIC OF TOURISM BROCHURES

1. Market need analysis/ Customer need

- a. Tourist object to be visited, based on ready made tour.
- b. To give information about tourist object to be visited by tourist such as special object at the region or country
- c. Special service such as English guide, Japanese guide etc.
- d. To promote tourist object
- e. Financial Report by guide to travel agent who is work.

2. Clasification Of Tourism Brochures

Brochure contain of information about facilities and services ti give to tourist on the way of their travelling.

Brochure can be found from :

- a. Travel Agent

- b. Tourism Information Service at the hotel
- c. Airport
- d. Tourism Department
- e. Tourism Institution

3. Distributing of Brochure

- a. District
- b. Province (Tourism Department)
- c. Ambassador of Indonesian
- d. Foreign Country (6 ambassador and 2 consulate)
- e. Walk in Guest
- f. Ready made and Tailor Made.

The following address of six ambassador and two consulates in Indonesia:

- a. Dutch Ambassador
- b. Kuwait Ambassador
Po Box 21560- Safat 103076 Kuwait
- c. India Ambassador
50- A, Chanakyapura New Delhi
- d. Cambera Ambassador
8 Darwin A venue, Yarlumba, ACT 2.600
- e. English Ambassador
38 Gros Venersquare, London, WIK 2 HW
- f. Germany Ambassador
Zeppelin Allee 23- 60325, Frankfur AM MAIN Germany
- g. Canada Ambassador
129, Jervis Street Toronto & 130, Ontario Canada M SC 2 HG

If distributic of brochure by WTO (World Travel Organization) to “Capitan Haya 42- 28020 Madrid. Distribute of brochure is every year.

4. Brochure

Brochure contain of information about facilites and services. Brochure is bigger than folder in size and the contain is more detail. Usually limit in printed because the price more expensive.

Display or information that usually we find in brochure are:

- a. History of tourism
- b. Tourist object
- c. Geography and Physiography
- d. Map and region

The fourth things above are arranged sistematically so they are interesting to read.

Geography physiography of the region are put at the beggining then followed by tourist objects and their history. Tourist objects map and region are setting out in next page and some additional information such as supporting facilities for example hotel, money changer etc.

Brochure can be classified into a book or leaflet. A book of brochure contains brochure region, more complete than leaflet.

Based on the tourism analysis, brochure can be renewed with more accurate, clearer and more complete information we can get brochure of tourism in the :

- a. Travel Agent
- b. Hotel Information center
- c. Airport office
- d. Tourism Department
- e. Tourism Institutions

EVALUATION MODUL 3

Task 1

1. Explain the market need analysis or customer need analysis!
2. What is the meaning :
 - a. Brochure
 - b. Travel Agent
 - c. Financial Report
 - d. To promote tourist object
 - e. Special service
3. Where does the distributed of brochure ?
4. Why does the distributed of brochure to perform is every year?
5. What's display of brochure!

Task 2

1. Make a brochure about tourist object in east Borneo (English)
2. Make a brochure about tourist object in Indonesian (Bali, Java, Sumatra) (English)

**MODUL No. 4/DIKLAT TIS/II/III/2005
SMK Negeri 1 Samarinda**

Training Program	: Tourism Information Services
Level	: II/ IV
Skill	: Tourism
Consep/ Sub Concep	: Tourism Information Services
Time	: 54 hours (18 Meeting)
Tutor	: Mujiati, A. Md

I. THE AIM OF GENERAL INSTRUCTION

The students are expected to be able to give tourism information services in English after studying this modul.

II. SPECIFIC AIMS

Student are able to give information about tourism with detail

III. INSTRUCTION.

1. Read carefully this modul
2. Do the task/ answer the questions correctly
3. Ask to the tutor if you have some difficult
4. Give your task to your tutor if you have finished
5. If you are succes doing the task can take a test
6. If you are succes in taking a test you continue to the next modul

IV. DESCRIPTION

This modul discuss about prepare tourism information services with detail.

CHAPTER IV

TOURISM INFORMATION SERVICES

Tourism information services is the part of the industry which provides information to potential and actual travellers and which markets a region, area or country. The range of tourist information organizations ranges from the small town or local. This is one of the new tourism courses based on the national training modules.

A. Career Opportunities

Typical jobs at operative level in this sector are tourist information officers, information or reservation consultants, sales people for tourist goods and meet and greet or city host personel. Training at level III will also lead to work as promotional and sales officers or marketing assist assistants.

B. Selection Criteria

Your application will be assessed using the following selection criteria:

1. Applicants who have successfully completed other relevant tourism and hospitality courses or equivalent relevant
2. Applicants currently working in the tourist information services sector
3. Applicants with work experience in a relevant industry sector
4. Applicants seeking work in tourist Information services sector firms or organizations.

C. Knowledge Of Tourist Information Services.

1. Computer operate – Data Retrieval
2. Tourism Industry office operations.
3. The tourism industry
4. Tourism Operations
5. Customer and Staff Relation
6. Point of Sale Procedures
7. Tourism Industry Cultural Relations
8. Travel and Tourism Documentation
9. One to one job training
10. Destination and Products
11. Tourism Industry Business Relations
12. Itinerary Preparation
13. Tourism Coordination – Information Service
14. Tourism Retailing Administration
15. Manual Reservation Procedures
16. International Travel Destination
17. Developing Tour Packages
18. Automated Reservation Systems
19. Travel and Tourism Sales
20. Tourism Marketing Principles
21. Tourism Law
22. Keyboarding – Technique and Operating
23. Meeting
24. Work Team Communication
25. Job Seeking Skills.

D. Tourism Information Services Sector

Role is to provide information and in some cases reservation facilities for visitors to a specific destination or region. This information may include.

1. Transport – air/ rail / road
2. Accommodation
3. Attractions
4. Activities
5. Tour Operators
6. Wholesalers/ Retail Travel Agents Sector

7. Local/ Regional Facts

D.1. Transportation Sector

Role is to provide a means of travel for people to, within and from their home, to their travel destination some businesses include :

1. Airlines
2. Railways
3. Shipping companies
4. Coach operators
5. Vehicle rental companies

D.2. Accommodation

Accommodation is a place where travellers or tourist can spend the night. We need accommodation when we are away from home

The kind of accommodation

- a. Hotel is a building for public accommodation that provides room, food, beverage etc
- b. Motel that provides parking space, a kitchen set, located in small town
- c. Camping Ground
- d. Guest House or Homestay is a house for tourist, no services
- e. Inn is small hotel that provides a space for dining, a small restaurant
- f. Bungalow
- g. Cottage
- h. Floating Hotel
- i. Apartment House
- j. Mess
- k. Wisma
- l. Youth Hotel
- m. Locement
- n. Holiday Camp

D.3. Attraction

Tourist attraction is event periodically, traditionalism or modern society, Special interested so invited the tourist to see the event such as traditional dance.

D.4. Activities

The activities that usually do in the tourist object such as photography, Swimming, climbing etc.

D.5. Tour Operators Sector

Role is to organise/ conduct tours. They “ Package” products provided By the other sectors of the industry

Some businesses include :

1. Local tour operators
2. Inbound tour operator

3. Outbound tour operator

Tour operators are usually found in the tourist destination region.

D.6. Wholesalers/ Retail Travel Agents Sector

Two roles are played by wholesalers. One is to package services supplied by other sectors much like tour operators, the other is to offer reservation service for retail agents or the general public. Wholesalers are most likely found in the tourist generating region. Retail Travel Agent Sector to act as intermediaries making reservation collecting payments, and providing information and documentation on behalf of principals. They help clients make arrangements for their journey by selling other industry sector products.

D.7. Local/ Regional Facts

Local tourism is the activities of tourism in certain area such as the activities of tourism in Bali island.

E. Function of Tourism Information Services.

1. Providing Information
2. Collecting information
3. Distributing information
4. Promotion
5. Administration

F. Technic of Tourism Information Services

1. The data based on condition of tourist object
2. Information must be accurate
3. Based on the people information need
4. To give information about tourist object.

EVALUATION MODUL IV

1. Explain TIS (Tourist Information Services)?
2. What is the career opportunities in TIS (Tourism Information Services)?
3. Please write 2(two) criteria of TIS!
4. There are 25 (twenty five) knowledge of TIS.
Write 5(five) knowledge of TIS
5. Explain tourism information services sector!
6. What is the meaning of tourist attraction and tour operator!
7. Function of tourism information services are :
a..... , b., c. d, e.....
8. Two technic of TIS : a., b.
9. One of tourism information services sector is " accommodation"
a. What is accommodation ?
b. When do we need accommodation ?
c. Why do we need accommodation ?

**MODUL No. 5/DIKLAT TIS /II/IV/2005
SMK Negeri 1 Samarinda**

Training Program	: Tourism Information Services
Level	: II/ IV
Skill	: Tourism
Concep/ Sub Concep	: Tourism Information Services
Time	: 36 Hour (12 Meeting)
Tutor	: Mujiati, A. Md

I. THE AIM OF GENERAL INSTRUCTION

The student are expected to be able to give information services in English after studying this modul.

II. SPECIFIC AIMS

Student are able to give information about tourism service with detail

III. INSTRUCTION

1. Read carefully this modul
2. Do the task/ answer the questions correctly
3. Ask the tutor if you have some difficult
4. Give your tasks to your tutor if tou have finished
5. If you are succes doing the task can take a test
6. If you are succes in taking a test you continue to the next modul.

IV. DESCRIPTION

This modul discuss about Tourism Information Technic in English.

CHAPTER V

**TECHNIC REPORT
TOURISM INFORMATION SERVICE**

The activity of tourism information service is very important in the tourism world & because sector in tourism can be evaluated. So the function of tourism services are providing information collecting information, distributing information sales, promotion and administration.

The technic and distribution tourist information such as :

1. The tourist come because promotion
2. Information to give to the tourist
3. Information is ending with travelling

Attitude in giving information such as :

1. Friendly
2. Based on situation and condition
3. Good Listener

4. Call the guest with their right name
5. Don't give instruction
6. Be grateful people
7. Wise
8. Mastering the information
9. Professional
10. Avoid unfamiliar term
11. Helpful
12. Tidy dress
13. Avoid debating

For to give services we must to know who will we service. The data of tourists :

1. Name/ Sure name
2. Age
3. Address
4. Original/ Destination
5. Transportation
6. Date of daparture
7. Sex
8. Occopancy
9. Nationality

The kind of tools information :

1. Brochure
2. Poster
3. Leaflet
4. Folder
5. Pamplet
6. Magazine of tour
7. Tourist Map
8. Tariff tour
9. Tour Guide Book

One of tourism service is reservation. The steps of reservation such as :

1. Greeting
2. Ask the name/ complete name/ surname of pax
3. Spell the name pax
4. Ask the itinerary : from origin to destination
5. By wich flight
6. When the pax will do (day, month)
7. Address of pax (phone + contact address)
8. Phone number of pax
9. With whom he/ she went to go/ How many pax
10. Class of air craft (Business, first class, economy class)
11. The other services which is needed during travelling (hotel, wheel chair, mel)

12. Check itinerary by using ABC guide (tell the drent/ pax ti wait for a moment while you are checking offer/ give him/ her magazine, newspaper or other brochures)
13. After checking and writing itinerary. Repeat his/ her reservation from the data.
14. Say thanks for his/ her reservation.

After that we make report such as :

1. Tour information log
2. Distribution of time check list
3. Hotel check in
4. Rooming list and baggage check list
5. Transportation report check list
6. Expense account report
7. Passanger evaluation check list.

EVALUATION MODUL 5

TASK 1

1. Why the activity of tourism information is very important in the tourism world ?
2. Plese to write 13 techniques to give information to the tourist !
3. The data of tourist are nine data's. Please write the data!
4. Please to make information about your touristm object in your country or region !
5. What is the meaning :
 - a. Distribution of time check list.
 - b. Rooming list

Task 2

1. Make a group for to prctice presentation about the steps in resrevation !
2. Make a dialogue for the steps in reservation. You can make a dialogue for reservation hotel, flight or tourist object !
3. You can presentation with your group.
The time for presentation 10 minutes.