Strategi Peningkatan Kualitas Pelayanan Petugas IC (Information Center) di Taman Wisata Candi Borobudur, Kabupaten Magelang

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Abstract

The aim of this paper is to make strategy to improve services of IC (Information Center) officers in TWCB (Taman Wisata Candi Borobudur). This paper also explain how standart of IC in TWCB? How standart of application by officers? What is the response from tourists about services of IC officers? This research is significant because IC can help tourists to get information they require. This paper used a mix method with exploratory sequential strategy. On this strategy first used a qualitative analysis, then used a quantitative analysis.

The findings has shown that standart IC in TWCB has an SOP (Standart Operational Procedure). Application of the standart have been done by all IC officers. The tourists respons was enough - satisfied with IC officers services, because based on a score of 3 (enough) – 4 (satisfied). This paper also made a strategical planning. The strategical planning help management of TWCB to improve services of IC officers. One of priority in strategical planning is to improve the skill of english speaking by IC officers.

Keywords : officer services, Information Center in TWCB, improving strategy of services

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