

CHAPTER I

INTRODUCTION

A. Background

Indonesia is one of the countries that has many tourism objects. One of them is Sumatera. Sumatera is divided into West Sumatera, North Sumatera, and South Sumatera. In South Sumatera, there are eleven regencies and four cities. The regencies are Ogan Ilir, Ogan Komering Ilir, East Ogan Komering Ulu, Ogan Komering Ulu, Muara Enim, Lahat, Musi Rawas, Musi Banyuasin, and Empat Lawang. The cities are Prabumulih, Pagar Alam, Lubuk Linggau, and Palembang.

There are many interesting places in Palembang such as, Musi River, Kuto Besak Fort, Agung Mosque, Kampung Kapitan, Jakabaring Sport City Center, Sultan Grave Yard, Kemaro Island, Songket Weaving Center, Bukit Siguntang, Taman Purbakala Kerajaan Sriwijaya, Recreation Park Punti Kayu, and the Historical Places such as, Balaputra Dewa Museum, Sultan Mahmud Baddarudin II Museum, and Monpera (*Fajriansyah, 2012*).

There were big events in Palembang such Sea Games, Islamic Solidarity Games, Festival Sriwijaya, MTQ International, Asian university games, that would bring big income for Palembang because the events were held in Palembang. The next event is Asean Games in 2018 so that tourists will need tour guides. A guide can give information about the past stories, such as Sriwijaya kingdom era, history of Palembang, Palembang Sultanate and present stories, such as information about tourism attraction and the event in Palembang.

Tour guides have an important role in enhancing Indonesia's tourism promotion, such as to increase the capability so that they can provide good service and satisfy tourist. Tourist destinations are already famous around the world. Many people who experience boredom do routine work, such as work in week day so that they require a long trip to a place they probably never visit. Its purpose is to have recreation, and to decrease bored. The person will feel safe but it will not run properly without a professional tour guide in the area.

Professional tour guides must master a knowledge about tourism, location, place, destination, the uniqueness place, and others by formal education so that between the guides and the tourism is related to each other. S/he must have a gregarious nature, love to hang out, make friends easily, be easy to adjust to the work of the formal training, have extensive knowledge, fluent, and have the appeal of an individual. A professional tour guide in the scope of business activities of service because its products can not be view, service the stretcher can be felt through the memories and impressions.

The relations of tour guide and tourism department is parallel because they are working partners. When tourism departments have guests, a tour guide welcomes and gives information. Tourists can actually get info from social networking but there is something that does not exist on the social networking, which can only be found from the tour guide who has accurate data. Sometimes the information occurred in the field is different from what we find from the various source on social networking. When we use the services of a tour guide information, possible errors are very small so that is why a professional tour guide in this case is urgently needed.

B. Research Focus

The professional tour guide can guide differently with other tour guides. In this research, researcher focuses on how the professional tour guides do their duties in guiding tourist.

C. Problem Formulation

How professional does the tour guide guides the tourist at Sultan Mahmud Badaruddin II museum?

D. Research Purpose

To know how professional the tour guide guides the tourist at Sultan Mahmud Badaruddin II museum.

E. Research Benefit

For the researcher, she can know how to be a professional guide and for the guides, to develop career in tourism world.