

ABSTRACT

Good service to foreign guests plays an important role in maintaining a positive image of a place or country. In providing good service, it is necessary to pay attention to several things such as the language used, knowledge of the culture of foreign guests, and the ability to communicate effectively. -Factors such as friendliness, courtesy and availability of information are also very important in providing satisfactory service to foreign guests. Therefore, there is a need for training and skills development for good service to foreign guests. It is hoped that this will increase the satisfaction of foreign guests and positive impact on tourism as well as the image of a pl