

TOUR GUIDE'S SERVICE AT ACEH TSUNAMI MUSEUM

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ABSTRACT

Seeing the important role of services for the advancement of tourism, this research needs to be carried out with the aim of analyzing the understanding of guides about the competence of a guide, services provided to tourists, the obstacles faced by guides in providing services to tourists, and the efforts made by guides and museum institutions to overcome the obstacles encountered. Respondents in this study were guides and chief of guides at the Aceh Tsunami Museum. This research uses qualitative methods with descriptive data. The data in this study uses the techniques of documentation study, interviews and observations. Then the data are analyzed using several stages, namely data reduction, data presentation, and data verification or drawing conclusions. The results of the research are the Aceh Tsunami Museum placed the competence and services of tour guides as the spearhead of tourist satisfaction, although there is a deficiency that the tour guides have not received adequate seminars or training as the way to support their profession. Conclusion, the guides got many improvements related to their English competence dominantly by learning directly from tourists, learning from experience, learning self-taught, and considering tourists as friends.

Keywords: services, tour guides, aceh tsunami museum

INTRODUCTION

Along with the times, tourism activities become a necessity of the community. Tourism is a trip that is made temporarily from one place of residence to another place of residence that not intended to try to make a living in the place visited, but merely to enjoy the trip (Yoeti, 1996). This trip was carried out to find the balance of human life after struggling in the daily work and activity at the place of residence or origin. Tourism becomes a solution to make life more

colorful and meaningful, depending on the intentions, meanings and goals of each individual, include as political, economic, cultural, social, religious, cultural, artistic, recreational, entertainment, learning, or adding interests experience and enriching insight.

Of the 34 provinces in Indonesia, each province has its own uniqueness in promoting its tourist areas. Specifically, Aceh is famous for attractions that have historical background, culture, natural conditions, art, and customs that contain high local wisdom to be known. This potential is an opportunity that must be utilized and managed properly by the Aceh government with the aim of advancing the tourism industry in Aceh, so that it can be on par with other regions in Indonesia. Some of the leading tourist attractions are: Rubiah Island, Iboih Beach, Baiturrahman Grand Mosque, Laut Tawar Lake, Rumoh Aceh, Pulo Aceh, Apung PLTD Ship, Aceh Tsunami Museum, Syiah Kuala Grave, etc.

The AcehTsunami Museum is one of the favorite tourist attractions in Banda Aceh district which is visited by the tourists. This place is a proof as well as a revival for the people of Aceh after the tsunami, giving one lesson to Aceh to be increasingly known in the eyes of the world, and able to reorganize its area, especially in the tourism sector. This building was erected with a background to remember the history of the occurrence of the great tsunami disaster in 2004 which has devastated and claimed many victims of this "Serambi Mekkah" community. Every citizen who experienced and did not experience this incident has a deeply curious about Tsunami information in detail. Then the Aceh Tsunami Museum will provide answers about related facts.

The success of a tourist attraction can not be separated from the important role of tour guides. Tour guides are someone who accompany, provide information and guidance as well as advice to tourists in conducting tourist activities (Suyitno, 2005). Each guide is a front player of a tourist attraction that is almost entirely considered to be able to realize the desires and goals of tourist travel. Therefore, the role of tour guides really determines tourist satisfaction. By fulfilling the consumer needs, it will improve the quality of attractions and influence tourists to keep their visit as long as increase the number of tourists.

Service is a factor that must be considered by every tour guide in order to achieve the customer satisfaction. Quality of service is a tourist need that must be provided in accordance with the intent and accuracy agreed upon so that tourists feel satisfied. In meeting the tourist satisfaction, the tour guides should have good knowledge and skills related to the tasks for which they are responsible. This has a positive impact, namely the increasing number of tourists related to the added value they get in the form of cultural knowledge, experience and comfort, which can ultimately increase the likelihood of coming back (Cahyadi & Gunawijaya (2009).

Brigitha, *et al* (2018) have conducted the study that similar to this issue. The study aims to determine whether there is a significant influence on the knowledge of tourist attractions and tour guide skills on tourist satisfaction either partially or simultaneously. This type of research in this study is associative research that measures the association between two or more variables. Samples taken using a questionnaire amounted to 61 tourists. The data analysis technique used in this study was multiple linear regression analysis. The results showed that knowledge partially did not significantly influence tourist satisfaction, partially tour guide skills significantly influenced tourist satisfaction and simultaneously tour guide knowledge and skills had a significant effect on tourist satisfaction. Based on the background that has been stated above, as well as the previous study proven that how very important the services of tour guide in a tourist attractions could influence the tourist satisfaction.

LITERATURE REVIEW

Aceh Tsunami Museum.

Tourism provides an opportunity for the community to know a variety of local wisdom that is owned by one another. Sibarani (2012) states local wisdom as a form of knowledge or guidelines embedded in a society that comes from the noble values of the local community's culture which is followed and is believed to be able to regulate the order of people's lives. Meanwhile, according to Alfian (2013), local wisdom is all forms of outlook on life or knowledge which are then manifested in the behavior of a society over and over again to guide their lives. It can be concluded that each community can have the same local wisdom or different according to their respective regional beliefs. But of course all local wisdom that is owned is unique and interesting to know and if necessary can be followed and in meeting the needs.

The Aceh Tsunami Museum is located on Jl. Sultan Iskandar Muda, No.3, Sukaramai, Baiturrahman, Kota Banda Aceh, Aceh. and was founded in 2009. This location is very strategic because it is located right in the center of the city and the provincial capital so it provides easy access for tourists to visit. The existence of this building is closely related to the history of the occurrence of a major tsunami disaster on December 26, 2004 that claimed 240,000 lives.

Tour Guides

Tour guides are one of the professions that benefit from tourism. In accordance with the function of tourism according to RI Law Number 10 of 2009 is "meeting the physical, spiritual and intellectual needs of every tourist with recreation and travel and increasing state income to realize the welfare of the people". This is also closely related to some of the objectives of tourism in

Indonesia in article 4, chapter 2, namely to eradicate poverty and overcome unemployment. This opportunity must be cleverly utilized by local communities as a way to find livelihoods by engaging in the tourism sector as guides.

Concept of Tour Guides' Services

The quality of a tour guide has a big influence on tourist satisfaction. In an economic perspective, Parasuraman, et.al, (1994) stated that the overall decision of customers or tourists might be related to their assessment of service quality. In comparison, cumulative customer satisfaction is an overall evaluation based on the number of purchases and consumption experience with goods or services over time (Bitner & Hubbert, 1994).

There are five dimensions of service quality according to Kotler in Muhajir (2005), namely: a. Tangibles or physical evidence, namely the company's ability to demonstrate its existence to external parties. What is intended is that the appearance and capability of the company's physical facilities and infrastructure and the condition of the surrounding environment are tangible evidence and services provided. b. Reliability or reliability is the company's ability to provide services as promised accurately and reliably. c. Responsiveness or responsiveness is a willingness to help and provide fast and appropriate service to customers, by delivering clear information. d. Assurance or certainty, namely knowledge, politeness, and the ability of company employees to grow the trust of customers to the company. It consists of several components including communication, credibility, security, competence and courtesy. e. Empathy is giving sincere and individual or personal attention given to customers by trying to understand customer desires. For example, companies must know the customer's specific desires from the physical form of the product or service to the proper distribution.

RESEARCH METHOD

This research was conducted at the Aceh Tsunami Museum. The method used in this research is descriptive research design which is very appropriate in accordance with the characteristics of qualitative research. The subjects in this study were 13 local guides who were active employees and chief of guides at the Aceh Tsunami Museum. The duration of the research that ran for about three months occurs in order to get maximum data collection. This situation is caused by the attachment of researchers' time to the schedule of tour guides. Each guide has a different schedule of tasks based on the arrival of tourists, whether they have made reservations or not.

The entire research process went through several stages starting from the initial survey. Then it turned to collect the data using three data collection techniques, namely: documentation study, interviews and observations. The

interview to the respondents consists 13 unstructured questions, while the documentation that was obtained were some pictures, the leaflet, the booklet, the data of tourist visit, etc, as well as the observation was conducted while the tour guide in the process of guiding. Then, the data are analyzed through several stages, namely data reduction, data presentation, and data verification or drawing conclusions. Finally, the result of this research could answered the aim of this research.

FINDING

Description of the Aceh Tsunami Museum

Referring to the results of the research, the Aceh Tsunami Museum is a building designed by an architect from West Java, namely Ridwan Kamil. The museum was constructed from 2007 to 2009. The purpose of this building was built in commemoration of the tsunami that struck Aceh in 2004. The building was built in the city center located on Jl. Sultan Iskandar Muda, No.3, Sukaramai, Baiturrahman, Kota Banda Aceh, Aceh. This is because most of the Aceh regions affected by the tsunami were the city of Banda Aceh and the regency of Aceh Besar. In addition, Banda Aceh is also the capital of the province of Aceh as the majority of cities visited by local, regional and foreign communities.

The building has a concept as Rumoh Aceh (as a traditional house of Aceh province) and on escape hill (a hill to save themselves) and as its main reference refers to the values of Islam, local culture, and tsunami abstraction. The shape of the building also describes the combination of a ship and waves of sea water.

The Tsunami Museum consists of four floors with an area of 2,500 m² whose curved walls are covered with geometric reliefs. On the second floor there is a 40 meter high dark corridor with the left and right sides of the wall flowed by water and the roar of sea water combined with the sounds of people screaming, which aims to re-create the atmosphere and panic during the tsunami. The museum's walls are decorated with pictures of people dancing Saman, a symbolic meaning to the strength, discipline, and religious beliefs of the Acehnese tribe. From above, the roof forms ocean waves. The ground floor is designed like a traditional stilt house in Aceh that survived the tsunami.

Next there is the room "Memories" that are not so bright with small lights as the lighting. The room was deliberately dimmed so that the sad atmosphere felt by the people of Aceh could be felt by tourists.

Then head to the "Prayer Well" room in the form of a chimney. On the walls in the room are written the names dedicated to the tsunami victims around it, and if looking up, there is a white light that reads Allah in Arabic. The atmosphere in the room is dark, only a few lights illuminated it.

After that there is the "Bridge of Hope". This bridge illustrates a method by which people save themselves from tsunami water by going to higher ground. There are also hung above the ceiling 52 national flags from various parts of the world that read "Peace" in accordance with the language of each country. After passing through it, three miniature cities of Aceh were seen that displayed conditions before, when it happened, and after the tsunami.

On the third floor there is the Tsunami Show Room. In this room there are various post-tsunami relics. The items are really various, ranging from the Al-Qur'an, motorcycles, sewing machines, to jewelry. All items are immortalized in one glass box. In the same room there are also giant photos and tsunami artifacts.

For visitors who want to enter the museum, they must previously take a ticket at the arrival gate located on the ground floor. Tickets can be purchased at a price of Rp.3,000 / adult and Rp.2,000 / child. The Aceh Tsunami Museum operates every day (Monday-Sunday) except red dates, and certain days because because of an important agenda. Every day will open from 09.00 am - 16.00 pm. This museum is intended for all people who want to visit. For visitors who need a tour guide, they must make reservations in advance. Usually reservations are mostly made by important guests, special purpose visitors and overseas and regional visitors.

As a step to promote the Aceh Tsunami Museum, the management invites all stakeholders to be involved in it. Some of which play an important role are the government, associations, travel agents, tour guides, and the community. In addition, technological sophistication is also very helpful as a promotional system, such as providing contact numbers and several accounts that can be accessed directly by everyone.

Table 1 Data Visit of Tourists

No	Years	Tourists		Jumlah
		Domestic	Foreign	
1	2013	413.744	11.355	433.574
2	2014	442.780	22.795	474.408
3	2015	529.590	20.630	560.228
4	2016	669.453	29.441	712.613
5	2017	662.815	28.714	706.646
6	2018	655.882	33.254	744.205

Table 1 shows a significant increase in tourist visits to the Aceh Tsunami Museum from year to year. Tourists who visit can come from both local and abroad. From the interview data it was stated that domestic tourists came from

various other Indonesian districts, especially from Medan and DKI Jakarta. Furthermore, Malaysia is the most foreign tourists visiting this tourist spot, due to the close distance and having the same cultural roots between Malaysia and Indonesia. Besides Malaysia, there are also many foreign tourists from various other countries in the world, namely; Poland, Australia, United Kingdom, Australia, Germany, France, Holland, Spain, Saudi Arabia, Turkey, China, etc. Each tourist consists of various groups and destinations, both common people, backpackers, researchers, students, and important guests such as ambassadors or heads of certain institutions.

The Function of Aceh Tsunami Museum

The main function of the establishment of the Aceh Tsunami Museum is as a symbolic monument to commemorate the earthquake and tsunami disaster in Aceh in 2004. This building was also designed as a disaster education center and a place of emergency protection in the event of a tsunami disaster re-occurring. Therefore, in order to realize its function, the museum organizes several programs or activities that are interesting for tourists as well as providing a forum or place for the general public who want to participate. Some of them are; provide services to every domestic and foreign tourist with various purposes such as, vacationing, researching, fulfilling school assignments, carrying out official objectives, etc. Besides, there are cooperating between institutions or countries, holding local, national and international seminars, giving polite and entertaining arts and cultural performances, and arranging tsunami celebration programs every December. Every person who wishes to organize activities can come from parties inside and outside the museum, can use the museum area as needed, and can contribute contributions of mind and energy by upholding the museum's code of ethics.

Understanding Tour Guides About The Competence of a Tour Guide

The tour guide referred to in this study is a local guide whose task is to guide visitors at the Aceh Tsunami Museum. In carrying out their duties, every tour guide who works at the Museum has 7 competency criteria that must be mastered as stipulated in the Decree of the Minister of Manpower and Transmigration Number KEP.57 / MEN / III / 2009 concerning the Indonesian National Work Competency Standards (SKKNI) in the field of museum guiding, namely:

1. Gathering, analyzing and organizing information. Museum tour guides try to gather all information related to tourists to be guided so that tourists get maximum service. Likewise for the guides themselves, this method can facilitate the task to avoid bad things that are not desirable. For tourists who make reservations beforehand, tour guides will ask about the schedule of their

visit, the number of visitors, the purpose of the visit, getting to know the origin and culture of visitors and also some things that are considered important. So, by knowing this information, guides can analyze and organize information early as a preparatory step.

2. Communicate information and ideas. Any information submitted by tourists will be well received and understood by guides. Sometimes, some tourists who visit the museum have little information and there is even something wrong about the museum. And some of them also have requests that are not in accordance with the purpose of the museum. Then swiftly guides will communicate or confirm the actual information. In this case, extreme caution is needed for guides to convey them, in order to prevent misunderstandings between tourists and guides concerned.
3. Plan and organize activities / activities. The success of an activity is determined by careful planning. Before guiding the tourists, tour guides will explain the design of activities to tourists. For example, explaining the travel route that starts from the beginning to the end, the duration of time used, what information is needed, and the facilities and infrastructure needed.
4. Collaborate with other people and groups. The number of museum tour guides to guide the tourists is uncertain, depending on the needs of activities and tourists. Sometimes the tour guides can guide alone or in groups, and there are even other tourists who want to help. If in one situation, the tour guide gets into trouble then he will ask for help from another. But unfortunately, on certain days which are full of tourists, tour guides will be overwhelmed due to the minimal number of Aceh Tsunami Museum guides.
5. Use mathematical ideas and techniques. A tour guide is required to create a safe situation and provide creative ideas during the guiding process. All ideas held to support services to tourists can be communicated to guides according to the conditions required. In addition, mathematics is also very needed by guides in carrying out their duties such as the calculation of saving time, calculating distance, area and building volume, etc.
6. Solve problems. When in the field, tour guides must work prepared and alert. As if suddenly a problem arises, guides are required to be able to solve it. For example, if there is a tourist who faints from exhaustion, the tour guide must be a host who is able to serve his guests well by giving help.
7. Use technology. The use of technology is considered very effective in supporting facilities and infrastructure in scouting. All technology media such as the internet, social media, mobile phones, and other technology tools should be mastered by guides to meet the needs of guides. For example, tour guides can use social media to promote the Aceh Tsunami museum as a tourist destination in Aceh.

Tour Guides' Services to Tourists

Some services are provided by lokal guides for the tourists at the Aceh Tsunami Museum are:

1. Showing a neat and charming physical appearance. The appearance of a tour guide is one of the causes of tourist satisfaction. Every tour guide wears clothes according to the mutually agreed agreement of Monday-Friday and wears free clothes on Saturdays and Sundays. The clothing referred to here covers what is worn from head to toe. Men and women guides wear clothes to suit Aceh's culture and Islamic religion. With a good appearance so that trying to show a good impression to tourists.
2. Guiding tourists with a professional attitude. Tour guides try to show a professional attitude when guiding tourists, such as friendly, polite, caring, uplifting, humorous, honest, and full of initiative and self-control from negative attitudes.
3. Preparing the agenda of events from beginning to end. For tourists who have made a reservation, the tourist travel process at the museum begins with the welcoming agenda. Tour guides give warm greetings, introduce themselves and explain the agenda of the visit to be carried out. The agenda starts from buying a ticket, entering the 2nd floor of the museum which leads to a dark alley → the Memories room → the prayer well → the bridge of hope and goes directly to the 3rd floor which consists of the Tsunami showrooms → the Audio Visual Room.
4. Explaining all information related to the Tsunami museum. Some information that must be mastered by guides is about the history of the Tsunami, the appearance and meaning of each room in the museum, the history and meaning of each artifact or object on display and also all other information needed.
5. Giving information of the territory, culture, and customs of Aceh. All guides at the museum come from Aceh, so it is a great opportunity for them to get to know Aceh in depth and to promote the unique characteristics of Aceh. When touring the museum, tourists also ask many questions about many aspects of Aceh, such as Acehnese dances, Acehnese characters, souvenirs from Aceh, Acehnese special products, other Acehnese tourist attractions, etc.
6. Using clear language and good speaking techniques. Verbal and nonverbal communications are important factors for the achievement of tourist destinations. The majority of every tourist visits to dig up information about the museum. Therefore guides must pay attention to every word, intonation, sentence structure, pronunciation, fluency and body language when talking so that the information conveyed can be received by tourists.
7. Using several foreign languages for foreign tourists. Tourists visiting the museum not only come from Aceh or Indonesia, but there are also those who

come from several foreign countries. Thus the museum provides 5 guides from 13 guides entirely with English competence specifically to guide foreign tourists.

8. Using facilities and infrastructure that support guiding. For the sake of smooth guiding, tour guides will use voice aids such as microphones, flashlight, toa and also directions tool if there are a large number of tourists.
9. Receiving and handling the complaints. In the event of complaints from tourists, both arising from conditions of facilities and services, the tour guides will listen, understand, research, handle or apologize if that is needed.

Obstacles Faced by Tour Guides in Providing Services to Tourists

The working world of a tour guide is mostly involved directly technically compared to theory. Tour guides are the first to be met by tourists in order to realize their hopes and goals for their journey. Face to face interaction directly with tourists who have hopes, goals, and backgrounds are not easy matters for tour guides, so they will still try to carry out their duties properly. The following are some of the obstacles faced by the tour guides on duty.

1. Exceed the duration of the guiding time. Referring to the SOP that is set, tour guides will guide tourists with duration of 45 minutes to 2 hours. Usually tourists will give a lot of questions and a strong curiosity, so that if it exceeds the duration of more than 2 hours, it will result in guides fatigue and performance looks unsatisfactory.
2. Do not make a reservation. Reservation is an important requirement that tourists must make before visiting the Aceh Tsunami Museum. This requirement aims to give time for guides to make preparations early and make tourists get the best service. But when there are tourists who want to be guided without conducting reservation, moreover it is an important guest, so this situation will result in the unpreparedness of guides to carry out their duties.
3. Minimal number of tour guides. Based on the data, there are 13 tour guides at the Aceh Tsunami Museum. As it is known, the museum is in great demand by tourists from various backgrounds of life. Many tourists will arrive in a number of situations, namely during weekends, long school holidays, leave dates, celebrations of major holidays, and December as a tsunami warning month where many events are performed. Seeing the density of tourists in some of these conditions, the number of guides in the museum is felt minimal.
4. Tourists cannot control emotions. Tourists like guests are kings. Tour guides are given the mandate to provide the best service to tourists by learning to understand each of their characters. Some of the tourists sometimes cannot control themselves to impose their will without prior agreement. For example, they gain time to move from one room to another due to getting very complete

data (this is a Western character). Then the situation will be an obstacle for guides to position themselves neutrally in making decisions.

5. Unstructured and consistent training. Training is a learning process for each guide in developing their potential in the field of scouting. The ability of each guide is constantly honed and updated from time to time. However, almost all guides say they do not have a structured schedule to be included in regular training, workshops or seminars. Even the chief of the museum guide supports this statement, where this condition occurs because of limited time and budget. However, internally the provision of guidance and regular evaluation meetings is carried out every month.

Efforts Implemented by Tour Guides and Museum Institution to Overcome the Obstacles.

Professionalism is the main key in service. Professional services can only be provided by professional guides, those who are always oriented to the satisfaction of tourists as consumers. The theoretical and practical development of the quality of tour guides can be cultivated by two collaborating parties, namely the museum and tour guides themselves.

Efforts of Tour Guides

1. Learn directly from tourists. Tour guides take advantage of the opportunity by taking advantage of the interactions they have with tourists. For example, they get to know the culture of other countries, learn the character of each person, and know the dialect of the language and speaking style, so that it adds insight in bringing yourself to every tourist who has a different background.
2. Learn from experience. The adage of Albert Einstein states "The main source of knowledge is experience". Increasing working hours will make guides continue to practice, share knowledge, correct mistakes and find the best solution. Tour guides who made mistakes in the initial guiding will try not to make the same mistakes in the next scouting.
3. Self-taught learning. Tour guides try to be able to develop their knowledge by finding reliable sources of information, both from books, the internet, printed media, broadcast media, and even coworkers. All those have the aims to hone their abilities in tourism science, forms of communication, foreign language skills and disaster science.
4. Regard tourists as friends. Learning to make tourists as friends has a positive impact on tour guides. Relationships like this make the guide can be more relaxed and prevent nervousness so the guiding process can go well.

Effort of the Museum Institution

1. Seminars and Training. Continuously renewing the tour guide skills means continuing to drive the progress of the tour guide industry. Training or seminar is to provide an academic teaching to increase the professionalism of participants. This effort should get more attention from the museum or the Tourism Department so that it can be held regularly and periodically both locally, nationally and internationally.
2. Facilities and infrastructure. Providing adequate facilities and infrastructure is a positive form of effort from the museum's institution. With the existing facilities, it is expected that tour guides can enrich the efficiency and effectiveness of their work. As for some of the facilities obtained are; comfortable workspace, wi-fi, library, museum related data, etc.
3. Evaluation Meeting. The purpose of holding an evaluation meeting whether scheduled or not is to get the latest information, solve or find a solution to a problem and prepare the agenda for the event ahead.

DISCUSSION

The tourist visit data shown in Table 1 shows a significant increase from year to year. This data shows that the Aceh Tsunami Museum has become a tourist destination visited by many tourists, both domestic and foreign tourists. Thus, service providers at the museum, especially guides, are expected to provide maximum service to tourists.

Every tour guide who works at the Aceh Tsunami Museum has been recruited by the Aceh Tourism Office in accordance with established procedures. Each of the guides has been licensed or granted by the competent authority, namely HPI (Indonesian Guides Association). Therefore, to become a professional tour guide and the existence of a tour guide must be recognized to meet the competency standards as attached in Law No.10 of 2009 Article 53 which states that: work in the tourism sector has competency power standards, competency standards as referred to in subsection (1) conducted through competency certification, competency certification is carried out by professional certification institutions that have been licensed in accordance with statutory provisions.

Based on the Decree of the Minister of Tourism, Post and Telecommunications No: KM.82 / PW.102 / MPPT-88 dated 17 September 1988, the duty of a tour guide is to lead the implementation of a visit / tour activity from preparation to the end of the activity in accordance with the provisions in the package facilities tour, rules or conditions that have been agreed between travel companies and tourists. The results of interviews and observations show that every service provided by a concierge, solely in order to provide maximum satisfaction.

As expressed by the head of the Aceh Tsunami Museum guide that the museum set targets for tour guides as stated by Kotler in Muhajir (2005) include: 1) Direct evidence (tangible), physical appearance, equipment, personnel and communication media. 2) Empathy (empathy), showing caring attitude and behavior, 3) Responsiveness (responsiveness) willingness to help tourists and provide services quickly. 4) Reliability, the ability to carry out the promised service in accordance with service standards. 5) Guarantee, timely, legality and ability to provide confidence and trust to tourists.

Data shows that while on duty, tour guides also get some obstacles. This condition is cannot be avoided but can still be minimized. Tour guides also revealed that by facing some of these obstacles, it can make them more independent, can control themselves and negative attitudes, and can also prepare themselves as early as possible. However, tour guides and especially the museum should be able to plan strategies as a means of calculation and determination in achieving certain goals regarding who, where, and how in the involvement of an obstacle (Sutarno, 2004).

As the spearhead of tourism, a tour guide's gait is quite prominent and is highlighted by a wide range of people. So as a Human Resources, tour guides must improve education and experience on an ongoing basis both formal and informal which will be able to answer in a directed and fundamental of the challenges of tourism in the future.

Based on the obstacles encountered, some efforts to improve the quality of services have been made by the tour guides themselves or the museum parties. They have an assumption to continually improve the performance and be ready to face the challenges. Having good performance means being able to have a positive impact on service.

This is a reason to explain why the tourism industry is determined to highlight the goal of increasing visitor satisfaction. Chi & Qu (2008) state that customer decisions are always considered an important business goal because it is assumed that satisfied customers will buy more. So that if the tourism organizers, especially tour guides are able to present excellent work quality, then it is possible for tourists to return and even help promote positive tourism experiences to others.

CONCLUSION

Based on the results of research and overall data analysis can be obtained the following conclusions. *First*, the competency of museum guides to guide foreign tourists is quite good. Some important criteria that strongly support their professionalism are gathering, analyzing and organizing information, communicating information and ideas, planning and organizing activities,

collaborating with others and groups, using mathematical ideas and techniques, solving problems and using technology. *Secondly*, the services of local guides provided to tourists at the Aceh Tsunami Museum are: showing a neat and charming physical appearance, guiding tourists with a professional attitude, preparing the agenda of events from beginning to end, explaining all information related to the Tsunami museum, giving information of Aceh's territory, culture and customs, using clear language and good speaking techniques, Using several foreign languages for foreign tourists, using facilities and infrastructure that support guiding, receiving and handling complaints. *Third*, some of the obstacles faced by tour guides are Exceeds the duration of the guiding time, do not make a reservation, the number of guides is minimal, tourists cannot control emotions and training is not structured and consistent. *Fourth*, efforts made by tour guides and museum institution to overcome obstacles include collaborative efforts by two parties. Efforts of tour guides including; learn directly from tourists, learn from experience, learn self-taught, and consider tourists as friends. Furthermore, the efforts of the museum institution including: seminars and training, facilities and infrastructure and evaluation meetings.

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