

TABLE OF CONTENTS

| | |
|--|-----|
| HALAMAN PENGESAHAN..... | i |
| PERNYATAAN BEBAS PLAGIASI | ii |
| ACKNOWLEDGEMENT | iii |
| DEDICATION SHEET | iv |
| ABSTRAK | v |
| ABSTRACT..... | vi |
| TABLE OF CONTENTS | vii |
| LIST OF FIGURES | ix |
| CHAPTER 1: INTRODUCTION..... | 1 |
| 1.1. Background of Study | 1 |
| 1.2. Objectives of Study | 4 |
| 1.3. Scope of Study | 5 |
| 1.4. Methods of Study | 5 |
| 1.4.1. Method of Collecting the Data | 5 |
| 1.4.2. Method of Analyzing the Data | 5 |
| 1.4.3. Method of Presenting the Data | 6 |
| 1.5. Presentation | 6 |
| CHAPTER 2: THE PROFILE OF TOURISM CAPACITY DEVELOPMENT FIELD OF JOGJA TOURISM AUTHORITY | 7 |
| 2. 1. Establishment History of Tourism Capacity Development Field..... | 7 |
| 2. 2. Vision and Mission..... | 8 |
| 2.2.1. Vision..... | 8 |
| 2.2.2. Mission | 9 |
| 2.3. Organizational Structure | 9 |
| 2.4. Programs..... | 11 |
| CHAPTER 3: THE EVENT MANAGEMENT OF TECHNICAL GUIDANCE ON THE DEVELOPMENT OF TOURISM AWARENESS AND <i>SAPTA PESONA</i> 2016..... | 16 |
| 3.1. Theory of <i>Principles of Management</i> based on George R. Terry..... | 16 |
| 3.1.1. Planning | 17 |
| 3.1.2. Organizing | 18 |
| 3.1.3. Actuating..... | 19 |
| 3.1.4. Controlling..... | 19 |
| 3.2. Event Management of Technical Guidance on the Development of Tourism Awareness and <i>Sapta Pesona</i> 2016..... | 20 |
| 3.2.1. Planning | 22 |
| 3.2.2. Organizing | 23 |
| 3.2.3. Actuating..... | 30 |



| | |
|--|-----------|
| 3.2.4. Controlling | 34 |
| CHAPTER 4: CONCLUSION | 37 |
| WORKS CITED | 39 |
| APPENDICES | 40 |
| APPENDIX 1: LIST OF INFORMANTS | 40 |
| APPENDIX 2: LIST OF INTERVIEW QUESTIONS | 41 |
| APPENDIX 3: LIST OF PARTICIPANTS | 43 |
| APPENDIX 4: CURRICULUM VITAE | 44 |
| APPENDIX 5: INTERNSHIP LOGBOOK | 45 |
| APPENDIX 6: PERMIT LETTER | 84 |

LIST OF FIGURES

| | |
|---|----|
| Figure 1. Organizational Structure of Tourism Capacity Development Field..... | 10 |
| Figure 2. Culinary Training | 12 |
| Figure 3. Excellent Service Training | 13 |
| Figure 4. Action Movement in Goa Cemara Beach..... | 14 |
| Figure 5. Technical Guidance | 15 |
| Figure 6. Committees Structure of Technical Guidance..... | 24 |
| Figure 7. Budgeting Plan of Technical Guidance | 25 |
| Figure 8. Draft of rundown day one of the Technical Guidance | 26 |
| Figure 9. Draft of rundown day two of the Technical Guidance | 27 |
| Figure 10. Sample of request letter for the Technical Guidance | 28 |
| Figure 11. Invitation letter of Technical Guidance..... | 29 |
| Figure 12. Participant explains their discussion result..... | 32 |
| Figure 13. Robusta Coffee Processing in Pentingsari Tourism Village | 33 |
| Figure 14. Discussion session with POKDARWIS in Pentingsari | 33 |
| Figure 15. Registration desk and attendance list | 35 |
| Figure 16. List of Participants of Technical Guidance | 43 |