

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Tourism is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes not related to exercise of an activity remunerated from within the place visited (World Tourism Organization, 1991 in Bonarou, 2011). Tourism in Indonesia is one of important components for Indonesian economic which can be increased in recent years. It can help Indonesia's revenue, especially for the economic side. Based on Central Statistics Agency, in January 2020, the number of foreign tourists arriving in Indonesia reached 1.270.000 which increased 5,85 percent at the same period in 2019 (Badan Pusat Statistik, 2020). The increase was unexpected. Related with that situation, it is a good chance for the government and citizen to develop and utilize Indonesia's tourism potential. They are natural tourism, cultural tourism, historical/heritage tourism, religion tourism, and national park.

Pasuruan in East Java is one of tourist destinations area. The popular tourism objects are zoo, agricultural tourism, and theme park such as, Safari Park II, Saygon, Kaliandra Sejati, *Kebun Pak Budi*, and Kurma Park. In Pasuruan there was also some majestic heritage sites. There are morethan 10 heritage sites, for instance Jawi Temple, Gunung Gangsir Temple, Belahan Temple (*Sumber Tetek*), *Prasasti cungggrang*, Raos Pacinan, Japan's Cave, *Pemandian Alam Banyu Biru*, Kebo Ireng Site, *Petilasan Indrokilo*, *Watu Lawang*. Some of the heritage sites were found not in a good condition, incomplete shape and they are abandoned. However, there are three sites which have complete shape and have a good condition. Those are Gunung Gangsir Temple, Jawi Temple and Belahan Temple (*Sumber Tetek*). It makes tourist can vivsit and explore it. From this situation, the writer will focus on those three sites. Every site has their own histories and the uniqueness. Consequently, it needs to be introduced and explored to domestic and foreign tourist.

Based on the preliminary study the writer had conducted, the writer got some important information from the chief of Tourism and Cultural District Agency (*Ka. Bag. Pariwisata dan Budaya*) of Pasuruan. Actually, the Tourism District Agency has already made the promotional media such as Tourism Booklet and Tourism Map. Based on the previous booklet and tourism map, it explored all of tourism objects in Pasuruan but the informations about the three objects (Gunung Gangsir Temple, Jawi Temple and Belahan Temple (*Sumber Tetek*) is just general information. There is no specific booklet for Heritage Tourism in Pasuruan. The Culture and History Division of Tourism District Agency added the information that until the end of December 2019, the recorded visits reached 2,687,987 tourists but around 10% tourist visited the heritage sites. The chief of Tourism and Cultural District Agency (*Ka. Bag. Pariwisata dan Budaya*) of Pasuruan really supports the activity of introducing those tourism objects by using a specific promotional media. This booklet is expected to expose on behalf of Tourism and Cultural District Agency of Pasuruan in local and national scale tourism exhibitions. So that is why he asked the writer to introduce the heritage sites using a promotional media in the form of a booklet. This activity is used to attract domestic and foreign tourist to visit and explore the tourism objects, because there are heritage sites in Pasuruan have not explored yet. The booklet is made in form of a printed booklet and soft file. Printed booklet can be accessed in Tourism and Cultural District Agency of Pasuruan, and for the soft file booklet, people can access in website of Tourism and Cultural District Agency of Pasuruan.

## **1.2 Objectives**

The objective of this final project is to make a booklet for Heritage Tourism entitled “The Majestic Heritage Site of Pasuruan” in bilingual version.

## **1.3 Significances**

After finishing this final project, hopefully it gives some benefits for the following parties:

1. For the Writer

On the process of making this final project the writer applied the knowledge and skills learned at the English Study Program such as writing, vocabulary, grammar, translation, English for Specific Purpose subject (English for Tour and Travel) and computer. Those subjects are really needed by the writer since this tourism booklet developed is in the forms of bilingual.

#### 2. For the Students of English Study Program

This final project can hopefully be useful for the students of English Study Program as a reference for those who have similar final project.

#### 3. For Tourism and Cultural District Agency of Pasuruan

This final project can be used as a promotional media to introduce, promote, and explore the tourism objects in Pasuruan, especially the heritage tourism.

#### 4. For Domestic and Foreign Tourist

The product of this final project gives short description and additional information about some of heritage tourism in Pasuruan that can attract tourist's attention to visit and explore those tourism objects.