

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Tourism is an important aspect of people's life and for the economy of developing countries. Tourism always becomes an important part of all people. Activity Tourism covers a range of areas from “active” holidays involving canoeing, climbing, horse-riding and mountaineering, to the less physical, yet still activity-focused areas of nature watching, food trails, or local culture and heritage trails. (SRUC, Scotland’s Rural College, 2018). There are many beautiful tourism destinations in Indonesia that can attract tourists to visit for a holiday, religion, business, etc. One of the beautiful tourism places is Bromo Mountain, Probolinggo East Java. It is because Indonesia has a lot of tourism places with its different cultures, the different local language, and different object. East Java also has many nature tourism objects such as Ijen Crater, Coban Rondo Waterfall, Situbondo Beach, Sarangan Lake, Balekambang Beach, Sendang Biru Beach, Semeru Mountain, Red Island, Bande Alit Beach. All of these natural resources could attract tourists to visit Indonesia.

Jember as one part of East Java also has many tourism objects. Jember has a famous carnival called JFC (Jember Fashion Carnival) as a famous carnival and the longest catwalk around 3,6 km which the participants worn unique costumes as interesting as possible. Jember also famous for the product of Tobacco and cocoa, because Jember could produce tobacco and cocoa in high and the best quality. Besides, Jember also has a famous place tourism object named is Papuma Beach. All of these may attract the tourist to visit Jember for some reasons.

Generally, when people want to visit some tourism objects, they wish a simple way in aspect of transportation, accommodation, and tour package by using of travel agent. Travel agent is a company that has activities in planning, organizing, and serving the types of tour packages with destination (domestic) and international on their initiative and their responsibilities with the aim of taking advantages of the trip. (Ismayanti,2010). One of travel agent in Jember is Pesona RAI A which provides some tour travels, services, and event organizer. Pesona

RAIA is located in jalan Simpang Karimata H2 No. 241 Summersari, Jember Regency.

From pre-liminary study, documentation and interview with the owner that the writer did, Pesona RAIA has a facebook, website, instagram, and twitter as their promotional media. It only shows the photos, location and contact person of Pesona RAIA. Meanwhile Jember has a lot of travel agent, so it could be difficult for Pesona RAIA to survive if they do not have effective and updated promotional media.

The writer making a booklet to complete the other promotional media that has in Pesona RAIA. Booklet is a small, thin book with cover paper mostly gave some information on a particular subject (Oxford Dictionary 2018). Besides, based on previous study related to the effectiveness booklet, there are customer could seen the tour packages directly, customer could choose the tour packages directly and choose the price what they need that provide of the company, and the customer also can save the booklet if someday needed. Booklet could be spread to remote area and present information with full color and easy to understand.

Based on the one of the effectiveness of booklet, the owner asked the writer to make an effective and updated information promotional media in order to promote their company. So, the writer decided to make a booklet for Pesona RAIA. The booklet not only gives more detail and updated information but also support by picture. The writer could make the booklet in bilingual languages and also with the interesting pictures with colorful on each page.

## **1.2 Objectives**

The objectives the writer of final project is making a booklet with a tittle “Amazing Tour with Pesona RAIA tour, travel & event organizer”.

## **1.3 Significances**

Based on the objective, the significances of this project:

#### 1.3.1 The Writer

This product can help the writer to apply and improve her English skills especially writing as well as English for Tour and Travel and translation.

#### 1.3.2 The customer of Pesona RAIA

The product can help the customer to get the information about the tour packages that provided by Pesona RAIA.

#### 1.3.3 Pesona RAIA tour and travel

The product can be used by Pesona RAIA Tour and Travel to give complete information about their company to attract the customer.

#### 1.3.4 Students of English Study Program

This report of final project becomes references for the next students of English Study Program who want to make booklet with the different idea as their final project.