

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia has many popular destinations for global tourists. With its wide variety of natural scenery, exotic islands, adventurous landscapes, rich history, and traditional culture, Indonesia offers travelers a diverse and comprehensive package of tourist experiences. From majestic volcanoes, lush rainforests, and ancient temples to bustling markets and pristine beaches, the country serves as a one-stop destination for various types of adventures and relaxation. According to the Ministry of Tourism and Creative Economy (2024), the cumulative number of foreign tourist visits from January to November 2024 reached 12,658,048, an increase of 20.17% compared to the same period in the previous year, which recorded 10,533,283 visits. This data reflects a significant rebound in both international and domestic tourist arrivals following the decline during the COVID-19 pandemic.

Indonesia continues to maximize its tourism potential through infrastructure development, international promotion, and the advancement of sustainable tourism. These efforts demonstrate the country's strong commitment to strengthening its position as one of the world's leading tourist destinations. With a warm climate, stunning landscapes, and rich cultural experiences, Indonesia remains an attractive destination for both relaxation and adventure.

Furthermore, East Java is one of the provinces that contribute significantly to Indonesia's tourism. In August 2024, 38,587 foreign tourists visited East Java through Juanda International Airport, marking a 51% increase compared to August 2023, which recorded 25,548 visitors (BPS East Java, 2024). This province showcases breathtaking natural beauty, rich culture, and historic landmarks.

East Java, having an important role in Indonesia's tourism development, continues to attract more visitors, especially in the nature tourism destination. The province offers a variety of stunning natural destinations, such as Mount Bromo, Ijen Crater, and Tumpak Sewu Waterfall, which attract both domestic and foreign tourists. Cumulatively, the number of foreign tourist visits from January to August 2024 was 222,078—an increase of 96,842 visits compared to the same period in 2023 (Surabaya Bisnis.com, 2024). This is only one of the things in East Java that makes it interesting as a tourist area.

Agrotourism has become one of the fastest growing tourism destination in Indonesia. Agritourism in Indonesia is emerging as a significant and fast-growing tourism segment. According to Actual Market Research (2024), the Indonesia agritourism market was valued at over USD 40 million in 2023, driven by travelers' increasing interest in sustainable, experiential rural tourism. With its unique agricultural assets, many regions in Indonesia are on the agribusiness, manor and ranger service segments as alluring tourist destinations. East Java is one of the regions driving the increase of agritourism in Indonesia. East Java has solidified its position as Indonesia's foremost destination for domestic travelers, drawing in a substantial volume of visitors each year. According to Antara News (2024), East Java recorded 207.81 million domestic tourist trips in 2023, accounting for approximately 25% of the nation's total domestic tourism. This remarkable statistic not only underscores the province's overall tourism appeal but also highlights its strong potential for the development of agritourism. With such a large base of domestic visitors many of whom travel within East Java there is a significant opportunity to channel tourism into farm-based activities like coffee and rubber cultivation experiences. With abundant potential, East Java has many agritourism destinations that offer special experiences, such as Wonosari Tea Garden in Malang, and various fruit agrotourisms in Batu City.

Meanwhile, Jember, with its common landscape, has started to create agritourism as one of its main attractions. One such eye-catching destination is Gunung Pasang Agrotourism, which offers visitors a hands-on experience in a rural environment. Gunung Pasang Jember Agrotourism is a tourist destination in

Jember Regency, East Java, offering scenic views, recreational facilities, educational programs on rubber and coffee cultivation, and captivating photo spots, this site attracts local and international visitors. This agrotourism integrates activities such as fruit harvesting, education on modern farming techniques, and enjoying the natural beauty of the mountainous region. Jember Regency is one of the interesting tourist destinations in East Java, known not only for its role in education but also for its natural beauty and agricultural potential. Located on the southern coast of Java Island, it is surrounded by green mountains and enjoys a cool climate making it an ideal location for agrotourism activities such as rubber and coffee cultivation. Some of tourism destinations in Agrotourism Gunung Pasang offers an absolutely new experience to tourists who see enjoyment in the beauty of nature as well as an interest in agriculture. The tourists to look at vegetable gardens, fruit gardens, and be educated firsthand about plant cultivation processes. This agro-tourism also provides various interesting activities, such as hiking, camping, and educational activities about sustainable agriculture. With its beautiful scenery and fresh air, Gunung Pasang is an ideal place to relax and gain new insights into agriculture.

Despite with potential, the lack of comprehensive guidebooks often hinders visitors from fully exploring the site. Preliminary discussions with the management of Gunung Pasang Jember Agrotourism have highlighted several challenges faced by visitors, namely the limited availability of multilingual resources. While the site attracts both local and international tourists, the lack of information in multiple languages—especially English—makes it difficult for non-Indonesian speakers to fully understand and appreciate the site's offerings. One obstacle has been recognized as the lack of thorough guidebooks. It inhibits tourists from completely interacting with and comprehending the agrotourism center's educational offerings about coffee and rubber farming. Gunung Pasang Jember Agrotourism offers a blend of recreation and agricultural education, providing visitors with both enjoyable experiences and valuable insights into farming practices. Guidebooks serve as essential media to enhance visitor experiences, provide relevant information, and support navigation and promotion.

1.2 Objective

This final project aims to create a bilingual guidebook as a medium of tourism guide activities in Gunung Pasang Jember Agrotourism.

1.3 Significances

The outcomes of this final project could be beneficial to various groups:

1.3.1 The Writer

This final project allows the writer to develop a guidebook, which requires extensive research and well-organized content creation, enabling the writer to improve the ability to analyze information and present it effectively.

1.3.2 The Company of Agrowisata Gunung Pasang Jember

The guidebook provides detailed and visually appealing information. It encourages tourists to explore the destination, leading to higher visitor satisfaction and loyalty.

1.3.3 The Customers

The guidebook helps visitors discover hidden gems, participate in unique activities, and gain a deeper appreciation for the local heritage and environment. Also this guidebook offers detailed insights into the attractions, local culture, and practical tips, making it easier for tourists to plan their visit.

1.3.4 The Students of the English Study Program

This final project is intended to assist students in the English Study Program by serving as a supportive reference for their final projects, particularly in the making of a guidebook