

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors (Macintosh and Goeldner, 1986) as cited in Bonarou (2011). In Indonesia, tourism is a sector that has been significantly increasing in recent years. Based on data of Statistics Indonesia (2015), from June of 2013 to August 2013, there were 789.594 to 771.009 foreign tourists from around the world coming to Indonesia to travel. It is an evidence that Indonesia has good potential of tourism objects which attract foreign tourists to come and visit.

Indonesia is an archipelago with a lot of stunning natural resources. It is not surprising that Indonesia is called “Zamrud Katulistiwa” because it has natural resources and amazing tourism objects. The location of the tourism objects are spread in all parts of Indonesia and each area has its own tourism characteristics. East java as one of the provinces in Indonesia has been already known as a tourism destination.

One city in East Java which is famous with its tourism objects is Bondowoso. Bondowoso is a small city in East Java which is surrounded by hills and mountains. The tourism objects vary from cultural tourism like Singo Ulung and Boneka Kathok, historical tourism like Glingseran Sites and Pekauman Sites, culinary tourism like Tape Bondowoso and Suwar - suwir, adventure tourism like hiking to Mount Raung, sport tourism like Ijen Trail Running and Bosamba Rafting and nature tourism like Kawah Wurung and Ijen Crater. In July 2016, Ijen Crater was visited by 8.117 visitors (Husdinariyanto, 2016). Due to the many visitors visiting Bondowoso, the need of supporting facilities and accommodation increases.

To facilitate the need, the local government of Bondowoso has developed its tourism sector since 2008. It started to repair the infrastructure including access to tourism objects. In addition, from 2010 up to now, it also holds big events to promote

Bondowoso tourism. One of the events is Muharram Festival. In this event, a booklet is distributed to visitors to give complete information on Bondowoso tourism. It consists of short description about all kinds of tourism objects in Bondowoso completed with pictures of the tourism objects which makes readers able to picture what to enjoy, to do and to plan things when they visit those places. The booklet uses 2 languages, Bahasa Indonesia and English. It also contains information on restaurants and hotels in Bondowoso which aims at helping the tourists find where they will stay or eat. However, the information about restaurants and hotels in the booklet is not representative enough to give readers information. It only provides phone numbers and addresses of hotels in Bondowoso.

To obtain further information, I conducted a preliminary study by collecting information from internet and interviewing a promotional staff of Bondowoso Tourism Department. First, from the internet, I got some valuable information. There was a site which put fake pictures of hotels in Bondowoso. It puts good hotel pictures which are totally different from the real condition of the hotels. Besides, it didn't give any additional information about the facilities. Whereas, tourists need real pictures of the hotels to make them easy to choose where they will stay.

Second, the writer got information from an interview with a promotional staff in Bondowoso Tourism Department. From the interview, the writer got additional information that most of hotels in Bondowoso do not have any printed promotional media. Meanwhile, she said that the existence of printed promotional media is important to be references for tourists..

Third, she also said that there were some complains from tourists about accommodation in Bondowoso. They thought that Ijen View Hotel is located close to Ijen Crater that they can see the view of Ijen Crater from the hotel. In reality, Ijen Crater is located very far from the hotel. She said that it will be better if there is complete information about hotels in Bondowoso to help tourists decide where they will stay in Bondowoso.

Fourth, Bondowoso Tourism Department allowed the writer to make a complementary tourism booklet of accommodation in Bondowoso. She allowed the writer to make a booklet to increase the trust from tourists and also help the local government of Bondowoso to develop its tourism sector.

Thus, the writer will make a complementary tourism booklet of the existing Bondowoso tourism booklet entitled “Where to Stay” in an English-Indonesian version. It suits with their purpose is that to develop its tourism sector and increase the trust from tourist.

1.2 Objective

The objective of this project is to make a complementary booklet of accommodation for Bondowoso which provides adequate information on places to stay for both local and foreign tourists.

1.3 Significances

This final project will eventually give benefits for the following parties:

1.3.1 for The Writer

The product will be a medium for the writer to apply her language skills (speaking and writing) as well as the knowledge of English for tourism.

1.3.2 for The Readers

This product will be a reference for potential readers particularly local and foreign tourists to lead them choose appropriate places to stay during their visit in Bondowoso.

1.3.3 for Students of English Department

The booklet can be a reference of accommodation booklet for students who will conduct similar final project.

1.3.4 for Tourism Department of Bondowoso

It can be used to help Tourism Department of Bondowoso provide complete information for tourists who visit Bondowoso and will stay in Bondowoso during

their holiday or business. Besides, this complementary tourism booklet can be used as a medium of promotion to promote tourism accommodation in Bondowoso.

1.3.5 for Tourists

The result of this project provides information about tourism accommodation in Bondowoso for both domestic and foreign tourists.