

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is the archipelago country in South East Asia. It consists of 13.487 islands. These islands spread out from Sabang to Merauke. There are so many potential natural resources in it. We can find different cultures, ethnics, and languages. Those are unique things that we can see in Indonesia. Indonesia also has millions of wonderful places that become an attraction for tourist to come. There are beautiful beach, mountain, lake, waterfall and many islands that become tourism objects.

East Java is one of provinces that have lot of tourism objects. For example, Mount Bromo, Mount Semeru, Jember Papuma Beach, etc. The tourism objects are very wonderful and attractive. The beautiful scenery, nature of mountain, beach and waterfall are really marvelous and potential to attract visitor to come. There are many tourism objects spread out in many areas of Besuki residency that encounter Jember, Bondowoso, Situbondo, and Banyuwangi. Based on the recently data of visitor in each regency, it shows that the amount of visitor did not stable. The number of visitor is increasing in the end month of year mostly. Whereas, the tourism object which exist in each regency are attractive whether it is natural or created tourism objects.

The data that we got from our preliminary study that we conducted through interview to Tourism and Culture Department stated that Besuki residency had four potential natural tourism objects which can be developed. These potential natural tourism objects hopefully can help the tourism sector and make the number of visitor increasing not only for the end of the year but also for the common month as well. Unfortunately, there only few people knew the existence of these potential tourism objects. The potential tourism objects have not been developed yet because of the accessibility problem to get over the place. Most of the tourism objects are located in village which far from the downtown and difficult to reach. There are no roads for vehicle to pass. People should take a walk for kilometers to reach the place because the land is rocky and not suitable

for riding vehicle. The potential natural tourism objects are also has minimum facility for visitor. There are no place like guest house, security, and stall for selling food. The place was still natural and may not be developed yet. Those are the reasons why the tourism objects only had few visitors, whereas the tourism objects are potential to be developed.

Based on the result of our preliminary study, we would help the tourism and culture department to introduced the potential natural tourism objects through promotional media. They are: 1) Lider Waterfall (Banyuwangi). Lider Waterfall has clear environment and still natural. Only some visitors has visited this location because of the access to reach the place is rocky and difficult for vehicle to pass. People should take a walk and enter woods to reach the place. People may had privacy time to refresh mind and enjoyed the beauty of nature there. 2) Betoh So'on Solor (Bondowoso). Solor Stonehenge was one of history artefact in Bondowoso. This place has beautiful scenery of hill. There are no access for vehicle to passed. People can reach the spot by walk only. 3) Nanggalan Beach (Jember). Nanggalan Beach was located in Ambulu, Jember. This place has wonderful view of sea. But the other side, it was still do not have many visitors. The access to get this place is rocky and still needed to pass the woods. People can reach this place by motorcycle only and continued by walked to arrived at the spot. 4) Bilek Beach (Situbondo). Bilek Beach was one of Beach in Situbondo. It was still natural and has blue color of sea water. There are no many people knew about it. People should ride a boat to reach the place or by vehicle and entered the woods.

These tourism objects are less of promotion. So, we eager to promote these tourism objects through a promotional media. The media that we choose to promote the potential tourism object was guidebook. It provided clear information that relate to tourism objects and accessibility to reach the place. It will help the tourist knew the existence of marvelous potential natural tourism objects. People can make it as a directional to drive them to visited the place.

1.2 The Objective

The objective of this final project was to design a bilingual tourism guidebook in order to help the tourism and culture department promote the potential natural tourism objects in Besuki residency.

1.3 Significances

The results of this project hopefully gave benefit for the following parties:

1.3.1 For the writers

This tourism guidebook enlarges our knowledge about tourism and sharpens the writer's language skill particularly in English for tour and travel, speaking, writing, computer and translation.

1.3.2 For the investor

The result of this project was providing information for domestic and foreign tourists about tourism objects that still natural and had potential to become a tourist attraction in Besuki Residency as product or industrial market.

1.3.3 For students of English Study Program

This Tourism guidebook can be used as one of reference and gave more knowledge for student who wants to make a similar project.

1.3.4 For Politeknik Negeri Jember

The result of this final project can be a reference book to had information about potential natural tourism objects in Besuki residency.