

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Tourism in Indonesia has significantly transformed into some categories. They are sustainable tourism development, village tourism, and ecotourism, Sastrayuda (2010). He added that today's tourists were mostly nature based which meant that they did not only seek for beautiful nature, but also approached much more preservative and conservative activity offering direct interaction to local society called ecotourism. In line with that situation, Indonesia government has long been trying to develop a new model of alternative tourism called agrotourism which actually was closely related to ecotourism. There were many popular agrotourism objects in Indonesia especially in east java, such as tea plantation in Malang, cacao and tobacco plantation in Jember. There was also a new model of agrotourism that relies on society farmland that mostly lives in remote area, for instance, *Desa Wisata Lombok Kulon* located in Bondowoso, east java. It is a small village which is well-known to be potentially producing organic rice field in a massive way.

This agrotourism object offers special agro-tourism attraction such as method of planting rice field and breeding fish organically. Besides, tourists also can enjoy adventure tour, such as *Tubbing* and go cycling. Additionally, tourists can spend night in homestays and local society's house for accommodation. The reason behind choosing this agrotourism object is owing to the fact that *Desa Wisata Lombok Kulon* needs to be exposed deeply for its development in terms of tourism aspect in the future and that is why to make it happen the writers need to make a guidebook for this object.

In the preliminary study, chief manager of this organic agro-tourism object states that there are basically two weaknesses in this tourism object. First of all, local societies find difficulties in delivering sufficient information to the foreign visitors that actually there were around fifty visitors in a month. Second of all, it is in availability of information and promotion media. Based on interview, the management has tried to develop Website to provide adequate information

indirectly. But, this is still not well-managed by its developer. For that reason, this final project would like to develop a guide book entitled “Bondowoso: The Land of Organic” due to the fact that the existence of a guidebook is necessary to add any promotion and information media that exist in *Desa Wisata Lombok Kulon*. A reason behind developing a guidebook rather than any other media is because it offers ease of access for readers.

The book is aimed to the local and foreign tourists and exposes the activity of agriculture, fishery, special tourism attraction, and available accommodation and agriculture productions starting from the beginning of the process until the finishing of the process. Accordingly, it is used for additional media to the tourists and a media of promotion in order to introduce people, especially outside the rural area that this village is worth not only to be visited but also to be improved developed eventually.

## **1.2 Objectives**

After considering about the main issue of explanation above, it was essential to develop a bilingual agrotourism guidebook for *Desa Wisata Lombok Kulon Bondowoso* providing accurate information about this object to local and foreign visitors and foreign visitors.

## **1.3 Significances**

This final project eventually gave benefits for the following parties:

### **1.3.1 The Writer**

The product became a media for the writers to apply speaking and writing skill as well as language components such as grammar, vocabulary, and translation. Besides, the writer also apply public speaking and public relation.

### **1.3.2 The Readers**

This product became a reference for potential readers particularly local and foreign tourists to lead them visits this *Desa Wisata Organik* later.

### 1.3.3 *Desa Wisata Lombok Kulon*

It completed additional media for conveying information and promoting the agrotourism object to local visitors and to foreign visitors.

### 1.3.4 The English Department

It became an additional reference of agrotourism guide book for next students who do similar final project later with different agrotourism object. Besides, it also provided sources and references for lecturers who needed materials for their lecturing class.

### 1.3.5 Politeknik Negeri Jember

The book added the collection of student's publicity to library of Politeknik Negeri Jember that made the institution more popular to society.