

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Tourism is one of the activities that cannot be separated from human life especially related to social activity and economy. Human always need travelling for refreshing and also continue to increase knowledge about the world. According to Tumimomor (2013), the word “*pariwisata*” comes from sanskrit language that consist of two combining words, “*pari*” means much, many times, swirling, and “*wisata*” means journey or travel. So, tourism is a journey that people do many times or swirling from one place to other places.

In this modern era, people can do many kinds of tourism. According to Spillane (1987) in Kusmawan (2013), there are six kinds of tourism 1). Pleasure tourism 2). Culture tourism 3). Sport tourism 4). Business tourism 5). Convention tourism 6). Recreation tourism. There is also tourism activity in each kinds of tourism. Every journey or visit that come to tourism place can be considered as a tourism activities. Indonesia is one of the countries that has many tourism places and many unique histories, and also Indonesian archipelago is surrounded by the territorial water of the sea and rivers. According to Lasabuda (2013) Indonesian archipelago has been recognized internationally through the convection of united nation marine law III in year 1982. Archipelago country, usually have many natural tourism places such as beaches. So that, Indonesia has many tourism places that still natural such as Bali, Lombok, and Java. Bali is one of popular islands in Indonesia, because bali has many beautiful beaches and attractiveness. The beaches in Bali usually are used to surf. Lombok is also island that has some beautiful beaches such as Senggigi beach, Sekotong beach, Gili Nangu beach. Java is one of the island that has many beaches and unique histories, like parangtritis beach, karimun jawa beach, plengkung beach, Pancer beach etc. Usually the beaches in Java have ceremonial events such as in East Java. In East Java, there are many tourism places such as Nganjuk, Malang, Banyuwangi, and Jember.

Jember is one of the cities in East Java that has to be visited by tourists, because now Jember government are promoting tourism places in Jember. Besides having Jember Fashion Carnival (JFC), Jember also has many beautiful tourism places. In north Jember, there are some tourism places such as Rembangan, historical sites of Duplang, J88. Then, in east Jember, there are tea plantation of Gambir, cafe Gunitir and Loko lorries. In west Jember, there are botanical garden, tancak waterfall, antrokan waterfall and Patemon. In addition, south Jember has several beautiful beaches that has to be visited by tourists such as the beaches in Ambulu subdistrict namely papuma, payangan, bandealit, nanggelan, watu ulo. Also, Puger has pancer and kucur beach as interesting tourism objects, the biggest fish market of Jember and also a new mangrove eco-tourism.

Puger has interesting tourism objects to be visited. The first is Pancer and Kucur beach. They are so beautiful beaches. Tourist can do fishing in these beaches and see beautiful sunset in the afternoon. The second, Puger does not only have beautiful view of the beaches but also there are big fish market. In this big fish market, tourist can buy many kinds of fish such as octopus, squid, shrimp and other kinds of fish, Because beside that this place is categories as the biggest fish production place in Jember. So, the tourist could buy any kind of fish. Then, Puger also has a new tourism place that is Eco-tourism in Getem village. Although, the eco-tourism is a new place but it is very potential to be visited. The tourist can do some activities like how to plant mangrove, do tubing, do river tubing, turtle release activities and gecko cultivation. In addition, Puger has also cultural activities and traditional ceremony that can attract tourists, "*Larung Sesaji*" or "*Petik Laut*". This activity is held once a year on 15 Suro month (Muharam) in Java month, it is a gratitude symbol of what they produce in Puger area.

The big fish market and a new eco-tourism in Puger are very potential to be great tourism places. It was indicated by the number of visitors which increase slowly year by year. It happens because there is no promotional media in Puger. However, there was no promotional media to promote these places specifically. Based on the

preliminary study, it showed that there was a Jember tourism guidebook, but it didn't describe Puger specifically. Puger needs promotional media to promote all the potential tourism objects specifically. According to local society in Puger, it was said that there were few tourists know about a new eco-tourism in Puger. Especially Puger had potential tourism objects, but there was no specific information about tourism places in Puger. It was only short description about the general things about Puger. As a result, people do not know about the specific information of tourism object in Puger. It made tourist ask directly about the information to the local resident in Puger, its complicate for the tourist. The writer wanted to make a guidebook that can promote that place and the tourist can look for the tourism object in Puger easily. Because, this tourism place had no guidebook that explain about all the information in Puger such as potential tourism places, the location, the facilities, the accommodations and the tourism activities in Puger. So, the writer wanted to make a guidebook that made the tourist easy to get all information about Puger. The tourism guidebook covered complete information such as maps, transportation, accommodation, facilities, some tourism activities in Puger like tubing, river tubing, plant of mangrove seed, and surfing.

## 1.2 Objective

The objective of my final project is to make a tourism guidebook of Puger.

## 1.3 Significances

Based on the objective above, hopefully this final project give benefits to the following parties:

### 1.3.1 To the writer

The writer is able to apply the skill in English for Tour and Travel, *Biro Perjalanan Wisata*, Public Relation, and Writing courses.

### 1.3.2 To the Domestic and Foreign Tourist

The domestic and foreign tourists get detailed information about tourism of Puger. They will be more interested to visit and enjoy the activities in Puger.

### 1.3.3 To Puger community

This product will give many advantages for Puger subdistrict. This guidebook will complete the information about transportation, accommodation, and activity in Puger tourism place. Moreover, this guidebook will help Puger community to promote their tourism objects.

### 1.3.4 To English Department Students

This product will be a reference for student of English Department who want to conduct project especially in making a guidebook. In addition, this guidebook will add as collection book in the library.