

CHAPTER 1. INTRODUCTION

1.1 Background

Bondowoso is one of regencies in East Java Province that has many interesting tourism objects but unexposed yet. There are two kinds of tourism objects in Bondowoso, natural tourism objects and created tourism objects. The former are like Ijen, Telaga Weru, and Wurung Crater, Tamanan, Maesan, and Sempol Tourism Village, Blawan, Pulo Agung, Tancak Kembar, Little Niagara, Gentongan, and Kali Pait Waterfall, Arak-arak, Buto Cave, and Megalithic Archaeological Sites. While the latter are like Bosamba Rafting, Sempol Hot Water Pool, Coffee and Cacao Research Center, Kalisat Coffee Plantation and Strawberry Farm, Raung Mountain Hiking, Patirana Climbing, Tasnan Swimming Pool, Gerbong Maut Monument, Ki Ronggo Religious Tourism, Gema Buana and Blimbing Village Cultural Tourism, and Cupreous Handicraft. Those tourism objects are actually potential to be popular. However, in 2014 the amount of tourist visit in Bondowoso was 57.341 tourists (The Chief of Bondowoso Tourism Department, Drs. Bambang. S, MM). That amount is very small compared with amount of tourists' visit of Banyuwangi Regency that is 1.494.681 tourists in the same year. (The Chief of Banyuwangi Tourism Department, Dariharto)

Tourism Department of Bondowoso promotes tourism through booklet, leaflet, website, and video YouTube. Unfortunately, those media do not have complete information and interesting design for readers. The booklet does not include all information about tourism objects in Bondowoso and its color is not sharp. The leaflet contains of map and list of tourism objects, but not all tourism objects included. In addition, the website is not updated, which last updating was in 2013. In YouTube, Bondowoso Tourism Department issues two videos, about exotic Wurung Crater and Megasari Paragliding.

Tourism booklet of Bondowoso entitled "Bondowoso The Highland Paradise" is divided in to three parts: preface, content, and additional information. However, as it has mentioned above, the information and appearance provided are lack and not colorful. In the preface, there are acknowledgements from chief of

Bondowoso tourism Department and Regent of Bondowoso in Indonesian language. Next is content, which mentions about short information of tourism objects in Bondowoso. Those are craters, waterfalls, rafting, swimming pools, megalithic sites, historical places, tourism villages, agro tourisms, culinary, handicrafts, arts and cultures, and festivals. Besides, there are some additional information about list of restaurants, hotels, and travel agents.

On the other hand, tourism guidebook of Banyuwangi entitled “Banyuwangi the New Paradise of Indonesian Tourism” states more complete information, and colorful pictures. The preface contains Banyuwangi map, the acknowledgment of Regent and Chief of Culture and Tourism Service of Banyuwangi in Indonesian-English, pictures of Gandrung traditional dance, how to reach Banyuwangi from Asian countries, and table contents. The content contains general information about Banyuwangi, explanation about its history, costumes, traditions, tourism objects, and handicrafts. In the additional information, there are list of postal, telephone, moneychangers, and medical services, painting, art, and *Batik* galleries, transportation, shopping, photo and tourist information centers, tour travel agents, gift shops, hotels, restaurants, and Recreation Park.

By comparing Bondowoso tourism booklet with Banyuwangi guidebook, it is found that booklet has some weaknesses. The weaknesses are about information completeness and the design. Then, in the preface, there are no map area, explanation how to reach Bondowoso, acknowledgments in English version, and table contents. Moreover, the content does not contain general information, Bondowoso history, and detail information about tourism objects, arts, cultures, and handicrafts. In the additional information, it is not stated the postal services, telephone services, moneychangers, medical services, shopping centers, galleries, transportation station, photo centers, and gift shops.

Based on data of Bondowoso Tourism Department in 2014, there were around 40.091 tourists visited tourism objects in Sempol from 57.941 tourists visited Bondowoso. In Sempol sub district, there are many tourism objects, which are interesting as tourism destinations; those are Ijen and Wurung Crater, Little

Niagara, Gentongan and Kali Pait Waterfall, Kalisat Coffee Plantation and Strawberry Farm and Megasari Paragliding.

In Bondowoso tourism booklet, those tourism objects information are shortly and incompletely explained. The unclear information of tourism objects in Sempol are about location, accessibility, facilities, accommodations, and entrance fee. Therefore, I decided to make Sempol tourism booklet with complete information and colorful design like Banyuwangi tourism guidebook in order to attract tourists and give more clear information about tourism objects in Sempol sub district, Bondowoso.

1.2 Objective

The objective of my Final Project was to make Sempol Sub District Tourism Booklet.

1.3 Significances

Based on the objective above, the significances of this project are:

1. For the writer
By conducting this final project, I could apply the skill in reading, writing, listening, speaking, and other related course.
2. For Bondowoso Tourism Youth, Sport and Communication Department
It is expected that the product of this final project would give advantages for Bondowoso Tourism Department in order to promote tourism in Bondowoso, especially Sempol Sub District so that will increase the amount of tourist visit.
3. For the tourists or readers
By conducting this project, it is expected that local and foreign tourists would get more information about the tourism objects, accommodations, and events in Sempol sub district Bondowoso. Therefore, they will be more interested to visit Sempol.