

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism has been an interesting activity all over the world. It could be called as an interesting activity because tourists could do it in two different areas, indoor and outdoor. Tourism could be done in indoor areas, for examples, visiting museum, going to indoor exhibition, going the art gallery, exploring the historical places, enjoying the theatre or concert, enjoying indoor rock climbing, and enjoying indoor ice skating. It could also be done in outdoor areas. Some examples of outdoor tourism activities were hiking the forest, mountain biking, canoeing, snorkeling, diving, rafting, bungee jumping, flying fox, camping, cycling, and back horse riding. Those kinds of activities were included as interesting activities aiming at enjoying the pleasure. According to Law No. 10 Year 2009 on tourism, tourism is a trip done by someone or some people by visiting certain places for temporary times to have recreation and self-development or to learn uniqueness of tourism tractions (*Dewan Perwakilan Rakyat Indonesia*, 2009).

Indonesia is also well known by its outdoor tourism. Outdoor tourism or adventure tourism is defined as travel outside a person's normal environment for more than 24 hours and not more than one consecutive year. A trip may be classified as an "adventure" trip if it involves two of the following three elements: (1) interaction with nature, or (2) interaction with culture, or (3) a physical activity. While the core of adventure is a trip, which involves all three elements (The George Washington University et al., 2011 as cited in Adventure Travel Development Index, 2012). Mountains, forests, beaches, waterfalls were easily found in Indonesia. Mount Bromo in Probolinggo, Mangrove Forest in Situbondo, Kuta Beach in Bali, Tancak Kembar Waterfall in Bondowoso, Menjangan Beach in Banyuwangi were some examples of outdoor tourism objects in Indonesia. In addition, National Park was included as one of the outdoor tourism objects in Indonesia. One of national parks in Indonesia is located in Situbondo East Java namely Baluran National Park.

Baluran was known as “Africa Van Java” because its terrain was just like that of Africa. Baluran National Park was divided into two regions. They were Karangtekok and Bekol. The former was the newest region and it was still being constructed while the latter was the most popular region. Based on the result of interview with Mr. Ferdi (an organizer of Bekol), it was found out that Bekol had more potential objects and visitors than Karangtekok. Several tourism objects that existed in Bekol were Bekol Savanna and Bama Beach. With its 300 hectares width, Bekol Savanna was considered as the largest savanna in Java where visitors could also see Baluran Mountain that could make them feel like in Africa. Whereas, Bama Beach has white sand that has collided with mangrove forest. This beach is located approximately 3 kilometers from Bekol Savanna. The visitors could enjoy sunrise and monkey attraction in Bama Beach (*Balai Taman Nasional Baluran*, 2013).

Considering Baluran National Park’s potential objects, The Association of Baluran National Park had designed a tourism guidebook to assist the tourists when visiting it. Tourism guidebook is a book aiming at giving tourism information specifically about tourism objects, access, and accommodations (Afianto and Wibisono, 2013). The content of the guidebook designed by The Association of Baluran National Park, however, did not contain some descriptions on ticket price, accommodations, and price of the facilities. In addition, the guidebook did not have an English version. Therefore, the writer decided to design a tourism guidebook entitled “Africa Van Java” that added more detailed information about ticket price, accomodations and price of the facilities completed with an English version that would help foreign tourist to understand the book easily.

1.2 Objective

The objective of this Final Project was to design a guidebook of Baluran National Park.

1.3 Significances

This final project was expected to be beneficial for the following parties. It was explained as follows:

1.3.1 For the writer of Final Project

By conducting this final project, the writer could apply the knowledge that had been learnt in English for Tour and Travel, *Biro Perjalanan Wisata*, and Writing courses.

1.3.2 For the Association of Baluran National Park

It was expected that the result of this project would give many benefits for the Association of Baluran National Park. Hopefully, this guidebook would complete the information on ticket price, accommodations and price of the facilities, especially about Bekol Savanna, Bama Beach, Flora, Fauna, and Accommodations of Baluran National Park.

1.3.3 For Foreign Tourists or Readers

By making this guidebook, the writer expected that foreign tourists would be more interested in visiting Baluran National Park. They could have more detailed information about Bekol Savanna, Bama Beach, Flora, Fauna, and Accommodations of Baluran National Park that would be explained in the guidebook.

1.3.4 For English Study Program

The result of this Final Project was expected to be a reference and a lecturing media of The English Study Program Politeknik Negeri Jember. In addition, it could also be useful for students of The English Study Program who wanted to conduct a project especially in designing a guidebook for tourism objects.