

CHAPTER 1. INTRODUCTION

1.1 Background

Recently, tourism becomes an interesting thing for people around the world. Based on World Tourism Organization (2011), tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. From the definition above we know that travelling is important for them and almost all of the people put their list to travel in the second place after their primer needs.

Talking about tourism, we also talk about culture. Culture has a very close relation with tourism because culture is one of the tourism attractions that can make tourists want to come to some areas.

In Malang District, there is an institution that handles and controls every kind of activities related with tourism called Malang District Culture and Tourism Department. This department handles the activities starting from accepting complain and suggestion from people about tourism in this regency, developing and promoting the tourism object, controlling and processing the license of business related with tourism, such as hotel, restaurant, travel agent, etc.

Based on the explanation above, I decided to choose this institution to conduct his internship program because I can apply and practice my skill that I got from my study especially about English for Correspondence, English for Tour and Travel, English for Secretary, *Pengelolaan Biro Perjalanan* and Public Relation.

1.2 Objectives

The objectives of conducting this Internship Program at Culture and Tourism Department of Malang were:

- a. to apply my skills and knowledge he got from my study such as English for Tour and Travel, *Pengelolaan Biro perjalanan*, Public Relation, English for secretary and English for Correspondence.
- b. to know and get experiences in managing tourism in Malang District.

1.3 Significances

The internship program conducted by me in Culture and Tourism Department were expected to give some benefits, they were:

1.3.1 for the writer

By conducting this internship program, I could apply my knowledge that I got from my study. I could handle the crucial letter (incoming letter and SPPD), welcome and give the information to the local tourists. I also get the new experience about the atmosphere of the real workplace that will be beneficial for my future.

1.3.2 for State Polytechnic of Jember

The internship program can support the cooperation between State Polytechnic of Jember and other institutions like Malang District Culture and Tourism Department

1.3.3 for Malang District Culture and Tourism Department

This Internship Program was conducted in Malang Culture and Tourism Department and expected to give some benefits to the department it self because during conducting the internship program, students could help the staffs of Tourism to do their duties.

1.4 Place and Time of the Internship Program

This internship program was conducted in Culture and Tourism Department of Malang District. It was located at Jl. Raya Singosari No. 275, Pangentan, Singosari, Malang, Jawa Timur. This activity was started from 7th March to 29th May 2015. It was around 517 hours. The working hours were 7 hours or 8 hours (08.00-16.00) or (08.00-15.00), depending on the day or activity.