

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Tourism is basically an activity that cannot be separated from human life. The needs for travelling will continue to increase along with the increase of the world population who need to refreshing. Tourism is classified into several types, such as; Pleasure Tourism, Recreational Tourism, Sports Tourism, Business Tourism, Convention Tourism and Cultural Tourism (Spillane, 1987). Cultural tourism characterized by the presence of many series of motivation such as study or research learn the customs and the way of living some different communities, visit the historic places, cultural festivals, folk dances and others. Indonesia is one of the countries that has a lot of cultural tourism potential such as Bali, Lombok, and Kalimantan. Bali has traditional game like *Bakiak* or *Terompah*, *Terompah* is a pair of wooden sandals that has three or more ankle places. This traditional game is played in group and has to harmonize their steps. Lombok has Presean. Presean is an extreme fight game. This game is battle of two men armed with rattan stick as a sword. Kalimantan has Erau festival. Erau Festival is event held every year in city center Tenggarong. The citizen brought their harvest to gratitude to God. These cultural tourism potential attract the tourists to come to Indonesia.

Jember is one of the cities in Indonesia that has a lot of cultural tourism potential such as JFC (Jember Fashion Carnival), Batik Jember, Music Patrol and Egrang Festival. One of the cultural tourism objects in Jember, which has amazing potential, is Tanoker. Tanoker (Pupa in Madura language) has a philosophy like butterfly, which expected to transform the social life of Ledokombo people in economy and education to be developed. Tanoker is a Learning community, which is mentoring children, especially at the primary, junior and senior high school to be able to develop their potential. Most of them are sons and daughters of migrant workers. Tanoker was established on 10 December 2009 in Ledokombo. Tanoker located at Jalan Bungur nomor 73 Timur, Simpang Tiga Desa Ledokombo, Kecamatan Ledokombo, Jember, East Java. Tanoker has the

motto "Learn, Fun, Creative, Friendly and Play". In this tourism object, the tourists do not only travel, but also learn variety of activities that entertain and educate them. Many children in Tanoker learn traditional games such as training Egrang, *bakiak*, *polo lumpur* (sport game can be played by two teams, which consists of fifteen people for each team and played in the mud), etc. Besides learn traditional game, they learn dance and percussion, mathematic, photography and fun English. There is also training for housewives to produce handicraft. Moreover, there are several hidden potential of Ledokombo. Those activities are the main attraction for tourists who come. The number of tourists who come to Tanoker is always increasing in every year. The tourists who come to Tanoker do not only enjoy the traditional culture but also conduct research.

However, the rapid development of tourist number who come to Tanoker are not balance with the completeness of the available information. The consequence, tourists have to ask directly about the information to the staff in Tanoker, it may take a long time. Tanoker does not have guidebook that includes all the information about Tanoker such as location, accommodations, and activities inside. Then I planned to design a guidebook that would make tourists easy to get information in written form practically, so that tourists do not need to ask directly to the staff of Tanoker.

## **1.2 Objective**

The general objective of my final project is to develop a tourism guidebook for Tanoker Ledokombo entitled "Dancing of the thousands bamboo". This project is carried out in group, particularly; the specific objective is related to the culture and nature in Tanoker Ledokombo.

## **1.3 Significances**

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

#### 1.1.1 For the Writer

The writer was able to apply her skill in English for Tour and Travel, *Biro Perjalanan Wisata*, English for Hotel and Restaurant, Public Relation, Translation and Writing courses.

#### 1.1.2 For the Domestic and Foreign Tourist

The domestic and foreign tourists got detailed information about Tanoker and Ledokombo. They would be more interesting to visit and enjoy cultural attraction in Tanoker and Ledokombo.

#### 1.1.3 For Tanoker

This product gave many advantages for Tanoker. This guidebook would complete the information about transportation, accommodation, and activity in Tanoker. Moreover, this guidebook helped Tanoker Community to promote their cultural attraction.

#### 1.1.4 For Ledokombo

This product would complete the information about tourism destination in Ledokombo. In addition, this product helped Ledokombo to promote their tourism potential.

#### 1.1.5 For English Department Students

This product would be a reference for student of English Department who wanted to conduct project especially in developing a tourism guidebook. In addition, this guidebook added as collection book in the library.