

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 Pahit 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 potential to be popular. However, in 2013 the amount of tourist visit in Bondowoso is 43.223 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 1.068.414 tourists in the same year. (The Chief of Banyuwangi Tourism Department, Dariharto).

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

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

from chief of Bondowoso tourism Department and Regent of Bondowoso in Indonesian language. Next was content, which mentioned about short information of tourism objects in Bondowoso. Those were craters, waterfalls, rafting, swimming pools, megalithic sites, historical places, tourism villages, agro tourisms, culinary, handicrafts, arts and cultures, and festivals. Besides, there were 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” stated more complete information, and colorful pictures. The preface contained 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 contained of general information about Banyuwangi, explanation about the history, costumes, traditions, tourism objects, and handicrafts. In the additional information, there were 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 was found that booklet has some weaknesses. The weaknesses were about information completeness and the design. Then, in the preface, there were no map area, explanation how to reach Bondowoso, acknowledgments in English version, and table contents. Moreover, the content did not contain of general information, Bondowoso history, and detail information about tourism objects, arts, cultures, and handicrafts. In the additional information, it was 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 were many tourism objects, which were interesting as tourism destinations; those were Ijen and Wurung Crater,

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

In Bondowoso tourism booklet, those tourism objects' information was explained shortly and incompletely. The unclear information of tourism objects in Sempol was about location, accessibility, facilities, accommodations, and entrance fee. Therefore, the writer 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 the writer's final project was to make Sempol sub district Bondowoso tourism booklet.

1.3 Significances

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

1. For the writer

By conducting this final project, the writers could apply the skill in writing, reading, and other related course.

2. For the Tourism Department of Bondowoso

It was 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 would increase the amount of tourist visit.

3. For the tourists or readers

By conducting this project, it was expected that local and foreign tourists would get more information about the tourism objects, accommodations, and events in Sempol sub district Bondowoso. Therefore, they would be more interested to visit Sempol sub district.