

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of the Report**

It is undeniable that the world is changing as the years go by. New technologies are developing, companies are becoming busier, and the population of the earth's residents are increasing overtime. The effects of the world changing are not always good. There are also some negative effects caused by the evolving world where we are living in today, for example the increasing of stress level nowadays. As stated by Clay (2011) that stress is up. Most Americans are suffering from moderate to high stress, with 44 percent reporting that their stress levels have increased over the past five years. Concerns about money, work, and the economy are on the top of the list of most frequent cited sources of stress. The reason is because the higher the world evolves the higher the responsibility that needs to be taken care of.

People who have a high level of stress naturally look for stress relieving activities in order to release the stress or burden that they have been carrying all along. Those activities can vary from doing hobbies like painting, playing game, listening to music, and the most favorite of all, going on a vacation. Going on a vacation is a very sensible activity as it is the best way to experience new things which are different from their everyday activities. People who are going on vacations are looking for an escape from their stressful daily life. Many people visit countries with many tourism objects to experience exotic tourism destinations, different ways of living, traditions, and customs.

The increasing demand of tourism make many countries compete in offering tourists with their tourism objects. According to Reisinger and Turner (2003), the interest in tourism has grown, exploded to a large and developing segment of the tourism industry in recent years. The demand is now like a gorgeous path for some countries, especially countries in South East Asia, to promote their tourism objects and turn them into gold mines. South East Asia countries are preferred by western people because they offer different cultures and new sights to see. Tore (2015) stated that ASEAN countries are competing nowadays in tourism industry more than ever. The countries which are competing to upgrade their tourism sectors realize that the sector is a door that can make modern countries not underestimated them and increase the income of the country as well.

The South East Asia has been the favorite destination for tourists to have their vacation because of the exotic tourism destinations and attractions that the countries of South East Asia have. One of the countries in South East Asia which has been the favorite destination for foreign tourists is Indonesia. This is not surprising as Indonesia is a country with many tourism objects which offers its visitors with many elements. Indonesia is a country with diverse exotic tourism places like Raja Ampat, Lombok, and Bali. The country is an archipelago which has it all starting from beaches, mountains, to beautiful snorkeling spots that are spread across the country. Other than the tourism places mentioned above like Raja Ampat, Lombok, and Bali; Indonesia has other tourism destinations like East Java, Papua, and the country's capital city, Jakarta. Those other tourism destinations can also be the favorite places of foreign tourists if they are handled with care. Jakarta, for example, has interesting tourism objects. One of the most favorite tourism destinations in Jakarta is National Monument (Monas).

Even though the country has so many exotic places to visit, it would be unfortunate and useless if the tourism objects are not balanced with good promotional activity in order to increase the number of foreign tourists. Indonesia starts to catch the eye of visitors all around the world as stated by the jakartapost.com (2017) that The Central Statistics Agency (BPS) data shows that until September this year, Indonesia has welcomed 10,458,299 foreign tourists, a 25.05 percent increase from last year's achievement. This is a proof that improving the quality of tourism sector in Indonesia and then giving information do not go in vain. Giving information about the tourism objects in Indonesia makes the countries more famous in the eye of foreign tourists all across the globe which later can result in repetitional visits of them.

Generally, the responsibility of giving information the cultural heritage and tourism objects of a country lies to all of the people of the country itself, but specifically, there are institutions created by the government which professionally handle matters related to tourism and the promotional activities. In Monas (National Monument), the place where the writer did her internship and where the favorite tourism destination located, the responsibility of giving information about Monas (National Monument) to the Tourist Information Center. The Tourist Information of Monas (National Monument) has the responsibilities to handle matters related to National Monument like how to give information in various media. For example, Website and Brochures

## **1.2 Problems of the Report**

- 1.2.1. What are the ways taken by the writer in order to give information about Monas (National Monument) for foreign tourists?
- 1.2.2. What kind of improvement which need to be made by the writer in giving information for the foreign tourists in the (National Monument)?

### **1.3 Purpose of the Report**

- 1.3.1. To discover the ways which are taken by the writer to give information about Monas (National Monument) to foreign tourists.
- 1.3.2. To discover the improvement which need to be made by the writer in giving information to foreign tourist

### **1.4 Significance of the Report**

#### **1.4.1. For the writer**

- a. The writer is able to get knowledge about Monas (National Monument) and how to give information to foreign tourists.
- b. The writer is able to obtain knowledge regarding how to give information about Monas (National Monument)
- c. The writer is able to develop her English skill, both oral and written skill.
- d. The writer can implement the skill in English writing and speaking, including Hotel and Tourism course that has been taught before in college.

#### **1.4.2. For alma mater**

- a. Maintaining and improving the relationship with the UPK Monas.
- b. Increasing the number of scientific works of students of Universitas Airlangga.
- c. Improving the quality of the students of Universitas Airlangga.

#### **1.4.3. For company/institution**

- a. The UPK Monas is able to evaluate their method in dealing with the tourism sectors, especially in giving information to the foreign tourists.
- b. The UPK Monas is able to use this final report as an alternative source for improving the quality of informational activities of Jakarta's tourism objects.

**1.4.4. For other interns**

- a. Other interns can get knowledge about how to improve the quality of promotional activities of Monas (National Monument).
- b. Other interns can prepare themselves for the time that they are asked to involve in promoting the tourism objects of Monas (National Monument) for foreign tourists.

**1.5 Review of Related Literatures**

**1.5.1. Tour**

According to Holloway in Jafari (2000), tour is once defined as any journey from one place to another. He states that a tour is now commonly used in two distinct senses; to describe either a day trip or excursion, or any touristic journey involving a period of travel and overnight stay.

**1.5.2. Tourism**

Spillane (1982) argues that tourism is an activity to travel in order to get pleasure, find satisfaction, get to know something, enjoy sports or rest, pilgrimages and others. While according to Middleton (2015), tourism is defined as the activities of people identified as visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes.

**1.5.3. Visitors**

According Middleton (2015), visitor is the common denominator that covers all the forms of tourism defined above for the same range of purposes. The term embraces three separate categories.

(1) Tourists who are visitors staying away from home for one or more nights for any of the purposes noted above (domestic, or from abroad).

(2) Same day visitors, also known as tourist day visitors who are spending at least 3 hours away from home outside their usual environment for general leisure, recreational and social purposes. Many of them are local residents of an area.

(3) Leisure day visitors spending less than 3 hours away from home but outside their usual environment, for general leisure, recreational or social purposes.

## 1.6 Framework of the Report

