

CHAPTER I

INTRODUCTION

Tourism is defined as the activities of persons 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 purpose; including holidays, leisure and recreation, business, health, education or other purposes. This scope is much wider than the traditional perception of tourists, which included only those travelling for leisure (UNWTO statistics Guidelines: 2010). In this era, tourism becomes a profitable business and many kind of business related to tourism also developed to the development of tourism such as hotels, transportations, restaurants, amusements places, and travel online business.

The rapid development of information technology helps to introduce tourism places to people who want to visit. For example, travel online business, travel online business also supports tourism; it proved when people now can travel easily and fast from one place to another place. Moreover, with the growing of travel online business, people have more choices how and when they want to travel, because tourism online company has simple and good choices to the customers who want to travel. For example, the tourists can freely choose the schedule and facilities based on what they want. They can easily choose the types of transportation which they prefer, such as air, sea or land transportation.

As one of the major factors in economic development, tourism becomes a major source of income to the countries and become potential sectors. The government have given more attention to the tourism sectors, they make deregulation to attract tourist to come and visit to the country, such as free visa to certain countries. That is the way of the government to increase the income of tourism sector of the country. The government is also providing the supporting elements of tourism, such as transportations, facilities, securities, etc. Nowadays, tourism is one of the promising sectors to increase the financial income of the countries.

One of the countries which are well known with their tourism sector is Indonesia. Indonesia is rich country with an outstanding natures and cultures. According to Indonesia's official tourism website (<http://www.indonesia.travel/en/discover-indonesia#tab2>), Indonesia is the largest archipelago country in the world. It consists of 13.466 islands and has 5 major islands, such as Java, Sumatra, Borneo, Sulawesi, and Papua. With thousands of islands that stretch along 5.120 km, the Indonesian region comprises 30% of land, while the remaining 70% is ocean. Indonesia has approximately 350 ethnic tribes with 483 languages and cultures. Indonesia's nature encompasses beaches, forests, mountains, national parks, volcano and ancient monuments. Indonesia provides tourist with its rich diversity of ancient temples, histories, music's, clothes, buildings, rituals, traditional and modern dances. The uniqueness of Indonesia makes the tourist interests to come and enjoy its tourism attractions.

Java, one of the islands of Indonesia, offers many tourism objects to the tourists with its unique cultures which is the combination of Local, Malay, Arabic, Indian, and Chinese culture. Java rich of history of kingdoms, from ancient era to the modern era, it can fascinate tourists who are interested in the development of civilization of Java. Furthermore, the beautiful natures, such as seas, lakes, beaches, mountains, forests, volcanoes, and national parks make the tourists come and enjoy the greatness of the Java.

East Java province is located in the eastern region of the island of Java, East Java has many tourism attractions. The tourism attractions objects in East Java including cultural tourism such as traditional houses, buildings, lifestyles, traditional dances, etc. Nature tourism such as beach, lakes, waterfalls, national parks, mountains, volcanoes, forests, etc. To manage tourism in East Java, the government has established Department of Culture and Tourism of East Java Province, and its located in Surabaya. Department of Culture and Tourism of East Java Province has functions to develop a culture and tourism in East Java, to improve the development, protection, maintenance of cultural values to preseve and strengthen the nations characters and to improve the marketing objective and the development of tourism in East Java (disbudpar.jatimprov.go.id).

The writer had done his internship at the Department of Culture and Tourism of East Java Province. To do an internship, the writer should have attended 80 credits and has taken writing courses 5 and structure 5 in his studies, because it is a requirement to do an internship. The writer chooses department of culture and tourism of east java province for internship because he may have

much knowledge about tourism. The job makes the writer interests because the writer likes job which connects him and tourism things; it is to develop and introduce tourism in east java, because tourism sector are very potential to develop business and also develop his English skills. The writer works as officer marketing whose job is to translate the main calendar event in East Java, promote the tourism of East Java to people, introduce products to tourism sectors business such as hotels, travels, amusements place, and transportation business sectors. The writer had also works together with the staff at the Department of Culture and Tourism of East Java Province.

The writer was not only got work experiences in government institution, but also obtained new lessons in how to make a good relationship with the other staff. The benefits of this internship is he could improve his English language skills, learned how the government institution works, and had experiences in management office such as maintaining tourism data and so on. In the next chapters, the writer would like to present the corporate profile of the Department of Culture and Tourism of East Java.