

CHAPTER I

INTRODUCTION

Tourism is the activity of people traveling around the world with many kinds of purposes to fulfill their necessary. There are many reasons for people doing tourism, but mostly they travel for pleasure, business, or religious experiences. If someone would like to travel for pleasure, it means that they will engage in an exciting adventure, try something new, or just to relax their mind from the business they have in real life. When they travel for business, it means that they have something important to get done with their colleagues from other countries or region. For having religious experiences, it is like an activity we can only do in particular countries to get close with our god and find more peace.

The origin of touring or traveling is started when Thomas Cook was popularly regarded as the founder of inclusive tours with his usage of chartered train in 184 to transport tourists from Loughborough to Leicester. Before 1950s, it was mainly domestic activity with some international travel during period of recovery after World War II (Cook, 2015).

Nowadays, tourism is becoming the largest industries and growing faster than any other industries all around the world. It was reported that Tourism contribution to world GDP grew for the fifth consecutive year, helped especially by strong demand from international travelers. Travel and Tourism forecasts over the next ten years also look extremely favorable, with predicted growth rates that continue to be higher than growth

rates in other sectors. There are several impacts that tourism sector has contributed. Firstly, in the term of the economical, it includes the creation of new job and employment opportunities, the stimulation of trade, income and the provision of new infrastructure which is available for non-tourism uses. According to the World Travel and Tourism Council's (WTTC) economic research, in 2012, Travel and Tourism grew its total contribution to GDP by 3 % to US\$6.6 trillion in GDP and increased its number of jobs by 5 million to 260 million (Global Travel and Tourism Industry defies economic uncertainty by outperforming the global economy in 2012, 2013). Secondly, in the term of socio-culture, it brings about changes in value systems and behavior. Thirdly, it also has negative effects such as due to the many activities involved; it actually has adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and tourism facilities, including resorts, hotels, restaurants, shops, and marinas. The impacts are real in every sector of our lives.

Tourism also improves the incomes of Indonesian government significantly. Based on the data collected by World Travel and Tourism Council's (WTTC), the direct contribution of Travel & Tourism to GDP in 2014 was IDR325,467.0bn (3.2% of GDP). This is forecast to rise by 6.0% to IDR 345,102.0bn in 2015 (Turner, 2015). It will be predicted to reach tons over the years. This led the Indonesian government in developing facilities and services in this sector in order to attract more visitors.

Indonesia has many world class must visited places; one of them is East Java. East Java is a province with various kinds of tourism objects. Starting from places that provide natural beauty, great adventure, until historical landmarks which are the historical value remains kept. In several places such as Bengkung beach, Sempu Island, Ijen crater, and Bromo Mountain have amazing sceneries to explore. If we want to have some adventure

and try new challenges, we can surf in Red island which is located in Banyuwangi. Not only those, but also diving in Tiga Warna beach or climbing Semeru Mountain which is one of the highest peak in East Java are a good choice to spend time. Also, another place that is worth visiting is historical landmark in East Java, precisely in Surabaya, namely *Tugu Pahlawan*.

Tugu Pahlawan is a historical landmark in Surabaya. It was located in Pahlawan Street, near the Java Governor office. It was built to give an honor and respect towards *Arek-Arek Suroboyo* which were died during the battle of tenth November. Its shape is like “reverse nail” and has 40.45 meters height with 3.10 meters diameter in bottom and 1.30 meters on top (Wisata Surabaya Kota Metropolis Dengan Sejuta Budaya, 2012). Beside a monument, there are also many hero statues, for instance Doel Arnowo statue, Gubernur Suryo statue, and Bung Tomo statue. Also, in this area, it was built *Museum Sepuluh November*. It has many historical collections such as maps that show attacking plot of the war against the allies, weapons, and miniature that shows how Surabaya looked like during that period. Besides, it has Auditorium Visual room which can play a documentary film about the Battle of Tenth November, 1945. The duration is about 25 minutes. The staffs of *Museum 10 November* only play the film six times a day.

To attract more visitors and keep it interesting for local people, *Tugu Pahlawan* makes some interesting promotion and innovation. One of them is collaborating with other museums from other cities to display their collections in *Tugu Pahlawan*. Although not all of their collections are brought to Surabaya, it is interesting enough for the visitors because they could know the collections without visiting the museum whose participate in that exhibition. Moreover, they collaborate with schools and travel agents in Surabaya. If there are group visitors who need tour guidance, the staffs in *Tugu Pahlawan* will give the

best service without any charges. Furthermore, in Bali's Day of Silence and Hindu New Year, there will be a celebration includes religious ceremony that is called *arak-arakan ogoh-ogoh*, and many more.

With several interesting facts about *Tugu Pahlawan* and *Museum Sepuluh November* and also a good chance to practice his English competence, the writer was interested to do the internship there. Before applying as an internship, the writer had to complete several documents and permission letter. Firstly, the writer needed to write application letter for internship. This document was officially published by Department of Vocation Universitas Airlangga. The writer needed to ask for this document to Mr. Nikita who is an officer staff of English Diploma Universitas Airlangga. After he got it, what he needed to do next was asking for a permission and signature from Mrs. Ika Noerhayati, the Head of English Diploma Universitas Airlangga. Secondly, the writer had to bring application letter for internship that was already signed by Mrs. Ika to the *UPTD Dinas Kebudayaan dan Pariwisata* which is located in Adityawarman Street. When he got there, he asked to the parking staff where Mrs. Nisa's room was because the writer was already told by Mr. Nikita to give the document to her. After knowing Mrs. Nisa's room, the writer directly went to Mrs. Nisa's desk. When he found her desk and gave the document to her, he was telling Mrs. Nisa that he wanted to join his friends to do an internship in *Tugu Pahlawan* and *Museum Sepuluh November*. After finishing checking the writer's document, she told him to wait for a while. Then, she called *Tugu Pahlawan* and *Museum Sepuluh November* staff to confirm if there was available space for an intern. Finally, after she finished calling the staff, she told the writer that he could do an internship in *Tugu Pahlawan* and *Museum Sepuluh November* on 19th February 2015 until 19th March

2015. She also told the requirements to be an intern such as wearing appropriate attire and be on time.

Besides those common reasons to do internship in there, actually the main reason the writer chose to do internship in *Tugu Pahlawan* and *Museum Sepuluh November* because it could improve the writer's English proficiency. It also assists the writer's knowledge of historical sites in Surabaya. Visiting historical sites provides writer in-depth information on a subject with seeing the real evidences. Moreover, the writer found it that it was good for self-experience of tour guidance.

