

CHAPTER I

INTRODUCTION

Tourism is a social, cultural, and economic phenomenon that entails the movement of people to go to some places or countries outside their environment for personal necessary or business. These people are called visitors and tourism has to do with their activities, some imply tourism expenditure. Tourism is also defined as travel recreation, leisure, religious and business purpose. Tourism has become popular for leisure activity. There are two types of tourism: domestic tourism and international one. Domestic tourism is tourism involving resident of one country traveling only within that country, while international tourism is when people traveling to the global outside their region and home country with some reasons such as recreation, business or health.

Tourism has impact of the economy and environment in some places which is why tourism places must be designed interesting and attractive to be visited. Tourism has impact to the economic in some countries or places because it brings large income to the local economy in the form of payment for goods and service. In some places, about 30% of the world trade and 6% for overall export goods and service, because that its creates opportunity for employment in the service sector of economic associated with tourism. Tourism brings benefit for service industries such as airlines, cruise ship and taxi, for accommodation service such as hotels and resort, and for entertainment place such as malls, casinos, music venues and cinemas. Many countries are benefited from visa application. Visa can be obtained from tourism office. In this case, In Indonesia nowadays, the number of foreign tourists visiting Indonesia increases fast.

There are some branches of tourism, some of them are agro tourism, health tourism, religious tourism, sport tourism, education tourism and historical tourism. The branches of the tourism are:

1. Agrotourism is activity that brings visitors to natural places
2. Health tourism is the travel of people to another country for the purpose of obtaining medical treatment in the country visited.
3. Religious tourism is when people travel in a group or individually for pilgrimage, missionary or leisure purpose, such as in holy city Mecca, medina, and Jerusalem
4. Sport tourism is a travel that involves either observing or participating in a sport event, such as participant in the world cup.
5. Education tourism is traveling to leisure activity that includes visiting another country to learn about the culture, study tours, or to work and apply skill.
6. Historical tourism is traveling to experience places, artifact, and activities to learn the stories and people in the past

Indonesia is an archipelagic country and an island nation with more than 135,000 islands. There are many beautiful places in Indonesian like green hill with its exotic volcanic range. Indonesian has many good tourism places and they start to be popular around world by the participation of society. Some places are famous in the world for example Bali with its culture, Jogja with its *Candi Borobudur*, Surabaya with its *Sunan Ampel*, Raja Ampat with its beautiful beach and many more. Tourism has significant impact on Indonesian economic for

Indonesian get more income from this sector. Sometimes tourism places in Indonesia has common characteristic that the price of goods and services are more expensive from the price given to local tourists, the price is usually raised 3 times.

There are several facts about tourism in Indonesia related to domestic and International tourists. The first difference is the destination preference. Local tourists prefer visit crowded tourism places as if once they see a place is visited by many visitors, they will be part of it. On the other hand, international tourists prefer visit places that have beauty to offer. The second difference is about the service or response of the local people to the tourists. For example in Bali, domestic tourists receive lower service and response. In Sukowati market for example, many sellers do not give excellent service to the local tourists and more friendly to foreign tourists. In many places, domestic tourist must pay one hundreds of thousand rupiahs to enter night club but the international tourists can make entrance for free, which is unbelievably.

Some factors that influence the number of visit are safety, cleanliness, attraction and beauty of the place. Problems that exist in tourism places can decrease the visitors. Bali is the most beautiful tourism place in Indonesia. There are many tourists visit this place. Bali is very crowded with more than five million international tourists visit per year in 2001. However, a bomb attack decreased the number drastically in 2002. This tragedy led the people think that Bali was not a safe place. The visitors, especially International tourists decreased in 2001 with only 1- 2 million people. It was a serious problem for the local people there. They did not get high profit because of fewer visitors.

Indonesia has many tourism places which require the visitors to take ferry or other accommodations, and this is second problem that decrease the numbers of visitors. In bad weather ferry cannot operate and wait for the weather to be normal.

Surabaya is a major city in Indonesia. Surabaya has many interesting tourism places such as:

1. Agro tourism : Mangrove in Monorejo
2. Religious tourism : Sunan ampel in Ampel
3. Sport tourism : Glora Bung Tomo
4. Education tourism : Museum Tugu pahlawan
5. Historical tourism : monument Tugu Pahlawan

Historical tourism places in Surabaya are really good and interesting to visit and learn especially *Tugu pahlawan* (heroes' monument). *Tugu Pahlawan* is tourism place in east java. It is located in the center of *Pahlawan* Street in Surabaya. Tugu Pahlawan is monument to carry back or remember heroes in Indonesia, especially in Surabaya city. Tugu pahlawan is tourism place to memorize and carry back the incident on 10 November in Surabaya city. This place was place supported with 10 November Museum.

The writer chooses this place to finish the internship because he can practice his English communication there with international tourists as a guide.