

CHAPTER 1

INTRODUCTION

Tourism is travel for recreational, religious, or business purposes. The World Tourism Organization defines tourists as people traveling to and staying in places outside their usual environment for not more than one consecutive year for religious, business and other purposes. In travel for recreation, travelers make a travel to relax their mind, to have fun and to enjoy their weekend. An example of travel for religious purpose is Muslims visiting Mecca for pilgrimage or for spiritual significance. Travel for business means that travelers go to some places in the course of *business* or work. The first definition of tourism was made by Guyer Feuler in 1905

Over decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress. Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with an increasing diversification and competition among destinations. This global spread of tourism in industrialized and developed states has produced economic and employment benefits in many related sectors - from construction to agriculture or telecommunications. International tourist arrivals grew by 4.3% in 2014 to 1.133 billion. Based on UNWTO website (World

Tourism Organization, 2014), in 2014 international tourism generated us\$ 1.5 trillion in export earnings.

The number of tourists visiting Indonesia has increased significantly. The total number of foreign tourist arrivals to Indonesia in 2014 was 9.44 million, up 7.19 percent from the preceding year, meaning that the government target of welcoming 9.3 million foreign tourists last year was achieved. Most foreign tourists entered Indonesia through the Ngurah Rai International Airport in Bali, the most famous tourist destination in the world's largest archipelago. During the whole year of 2014 a total of 3.71 million foreigners spent some time on Bali (Statistics Indonesia (BPS), 2014)

Besides Bali, East Java is also one of favorite tourism places for local or foreign tourists. There are many beautiful and attractive tourism places in East Java including mountains like Semeru, Bromo and Arjuna mountains. East Java is also surrounded by beautiful beaches like Sendangbiru beach in east Malang and Prigi beach. Surabaya as a capital city of East Java also possesses many tourism objects including Kenjeran beach, cemetery of WR supratman, Museum 10 November and Heroes monument of Surabaya or Tugu Pahlawan.

Tugu Pahlawan is one of tourism objects in Surabaya. It is located in Pahlawan Street in the centre of Surabaya City with the height of 45 yards or 41.15 meters. Built in 1952 and authorized in 1953 by Ir. Soekarno, it is surrounded by many statues. Tugu Pahlawan is good tourism place as visitors can flashback the heroic moment happened in Surabaya. Other than historical reason, many people visit it for vacation. Visitors can also find Museum of 10 November, which was built to keep Tugu Pahlawan.

As a historical tourism object, Tugu Pahlawan is the responsibility of government. To attract visitors, the government built Museum 10 November at the back of the monument. Before reaching the monument, visitors are welcomed by Gerbang Bentaras the gate and six statues that remind us on local heroes. The six statues represents Gubernur Soerjo statue, Doel Arnowo, Bung Tomo, Hr. Mohammad, M Sungkono and Residen Sudirman. Inside the museums are many historical collections such as weapons from Japan soldiers and historical paintings and pictures of incident in 1945 in Surabaya.

In managing it, the management of Tugu pahlawan makes some efforts including collaborating with travel agent, updating the collections, and keeping the best service. Tugu Pahlawan is also promoted by website to make it more popular world wide. Tugu pahlawan always reminds us on history of 10 November in Surabaya that it is very meaningful for local people. The staffs and head of UPTD or Instance always keep corporation with HOS Sampurna, which allows it to be one of posts to be visited by tourists. The area and collections are always kept clean that the visitors always feel comfortable. Best service is also created to manage the collection and keep visitors coming there.

The writer chose this place to finish his internship because in his opinion, this was the best place to practice English by becoming tourists guide. There were many foreign visiting this place that it gave him chance to speak English frequently with the foreign tourists he met. Here, the writer also got experience of working, especially in term of time management. As a guide, he could learn more communication skill, and learn how to be patient for he frequently met different people from different background. The last, he also learnt how to be patient in waiting for visitor to come.