

## CHAPTER I

### INTRODUCTION

Many developing countries have managed to increase their participation in the global economy through development of international tourism. Tourism development is increasingly viewed as an important tool in promoting economic growth, alleviating poverty, and advancing food security. Tourism is a principal export for 83% of developing countries, and it is the most significant source of foreign exchange after petroleum. Tourism is growth in lower-middle income developing countries and in the 50 least developed countries (LDCs) has been approximately double the world average growth rate in recent years, and almost triple the growth rate for high income countries. Developing countries' share of international tourist arrivals more than doubled from 1973 to 2000 (UNWTO, 2002). Tourism comprises a significant part of the world's growing service sector; in sub-Saharan Africa, tourism accounts for approximately 55% of service sector exports (UNWTO, 2004).

Tourism has also been the fifth largest industry and one of important sector economy in Indonesia. In 2009, Indonesian tourism is in third position for the country income after oil, palm oil, and natural gas. Nowadays, Indonesian tourism has been done contributed US\$ 10 billion for economy country and directly contributed around 3% for PDB. In 2013, 8.802.129 international visitors entered Indonesia, staying at the hotels for an average of 7.5 per nights and spending US \$ 1,142 per person during their visit. Then in 2014, tourism sector which have biggest important role is Culinary or restaurant, hotel, then recreational objects. The income from those sectors is

coming from many aspects. For example a business traveller to Indonesia may also spend money in shops, buy gift to take home, eating in a restaurant, stay at the hotel and go to some recreational objects. Indirectly, Indonesia tourism is worth much more around 9%

As the second biggest city in Indonesia and the capital city of East Java, there are lot of tourism objects that can find here such as heritage and historical building, complete zoo in South East Asia, parks, museums, culinary, hotel, religious places, fun fairs, malls, and many more.

Also known as Heroes City, Surabaya offers many heritage and historical building that still exist until now such as Heroes Monument which became the city symbol of Surabaya. Heroes Monument was built to commemorate the incident of 10 November 1945, where the Surabaya youth struggle against allied forces and Dutch who want to take Indonesia. Then Majapahit Hotel which is located at Tunjungan street. In 1945, there was a big battle between *arek-arek Suroboyo* and Dutch Colonial on the top of Majapahit Hotel. Another tourist destination is House of Sampoerna (HOS), which was built in 1862, is also a heritage building. This is the first cigarette factory in Surabaya that was owned by Liem Sing Tee. In this museum, tourist can see the collection of Liem Sing Tee's photos, clothes, and many more. There is also bus city tour called Surabaya Heritage Track (SHT) for HOS visitor with many heritage destinations.

Recently, Surabaya established another type of tourism, such as Kepanjen Church, Ampel Mosque, and Hong Tiek Hian temple. For the monument, there is Jalesveva Jayahame. For every tourism objects here, there are many historical stories that make the place more interesting. There are 10 parks in Surabaya the famous one

is Bungkul Park. For recreational tourism like THR or TRS, the newest is Surabaya Carnival Night Market

To support those tourism destination, either international or local tourist, might require information about those tourist objects. The Surabaya Department of Culture and Tourism Follows up this requirement by providing Tourism Information Center in 2002. Located on the city center, in Gubernur Suryo 15, STIC is very strategic and important to get any information about Surabaya. To promote their institution and also Surabaya tourism objects, STIC provide a bus city tour program named Surabaya Shopping and Culinary Track or SSCT. Operated every Tuesday, Saturday, and Sunday, this bus has many destinations.

In one month period, the writer had the chance to do internship in STIC. The writer is very glad to be one of them who can gain more the knowledge about Surabaya especially Surabaya tourism objects. The officer push her to learning about 50 tourism objects, for complete the knowledge, officer also give an assignment every week to reporting about historical building, or museum. The writer is also discussed more with Surabaya Tourism Ambassador about Surabaya. Not only learn about tourism objects, the officer let her to serving visitor either local or international.

At the end of internship program, the writer had to oral test on some tourism objects that she has already learned and submitting a paper which contains various village in Surabaya for complete the final report internship. The writer hopes this report could be useful for readers who want to do internship at the same place. Another explanation about my internship will be explain on chapter III