

# CHAPTER I

## INTRODUCTION

### 1.1 Background,

Culture and Tourism Department of South Sumatra province is a government institution that related in cultural sector, and tourism. It is responsible for the developing and marketing of the culture and attractions of South Sumatera, and keeping the quality of South Sumatra tourism.

Tourism is a travel activity which is liked by many people, from adults to children. According to Hornby (2001, p. 8), tourism is a journey in which short stay are made at a number of places, and traveler finally return to his or her own place. Furthermore World Tourism Organization (2013) states that tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. As short conclusion, tourism is kind of activity done by individual or some groups to travel and stay in some places outside from his or their own environment for unspecified time.

Tourism is supported by some elements such as accommodation, transportation, and tourism objects. Accommodation consists of hotel, motel, lodging, etc, and transportation consists of land, air, water transportation. While tourism object is the interesting place that consist of man-made and natural product tourism objects. Suwanto (1997, p. 19) says that tourism object can be divided into two kinds, those are: man-made tourism object (tourism park, statue, museum, etc) and natural product tourism object (mountain, river, hill, sea, etc)

In South Sumatera, there are many tourism objects such as SMB II Museum, Benteng Kuto Besak (BKB), Ampera Bridge, Putri Cave, Dempo Mount, Sriwijaya Rainbow Park, etc. Those tourism destinations or tourism objects of course have many potencies to be promoted, and it must be promoted properly in order to get a good response from people. According to Alma (2006, p. 179), promotion is a kind of communication that provides explanations and convinces potential consumers on goods and services with the goal to get attention, to educate, and remind.

Promoting tourism means to introduce the potential of tourism in one place with various ways and concepts to attract visitors to come to that place through marketing efforts, including advertising. (Lee as cited in USU 2007, p.1) stated that advertising is commercial communication about organization and the product which is directed to society via the the mass media such as television, radio, newspapers, brochure, magazines, outdoor billboards, etc.

A brochure is printed publication with no cover that contains information about advertising materials. A Brochure is one of promotion media that used by the tourism department in promoting tourism object. A tourism Brochure that is made by The Culture and Tourism Department of South Sumatra gives detailed information about all of tourism objects, accomodation, and transportation for visitors. A good tourism brochure should show the map of the location (province map, city map). Victoria (2006, p.2) says that it is important to have a map showing location and access routes on the back page together with the contact details. While tourism brochures made by The Tourism Department of South Sumatra do not provide the map of the location in the brochures.

Based on the explanation above the writer is interested to write the final report with the title of *The Study of the Tourism Brochure Made By the Culture and Tourism Department of South Sumatra Province* as the title of final report.

## **1.2 Problem**

The problem of this final report is “How is the Tourism Brochure made By the Culture and Tourism Department of South Sumatra Province?”

## **1.3 Purposes and Benefits**

- **Purpose**

The purpose of this study is to know how is the tourism brochure made by the culture and tourism department of South Sumatra Province

- **Benefits**

To give information and knowledge about The Study of the Tourism Brochure Made By the Culture and Tourism Department of South Sumatra Province, and also get information how important a promotion is and make them learn about promoting tourism objects.