

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

Traveling is desire of human beings. This comes from an urge to explore for better living conditions and to gain knowledge. According to Andrews (2008) since the earliest stages of human evolution, man has had desire to travel spurred by the need for survival. The purpose of travel moved from pure survival needs to wider reasons such as business, sports, exploration, etc.

Nowadays, human purpose in doing a travel has changed. If in previous years, people only do the travel for a business, survive or to spread religious teachings then this time, tour is done to meet part of the needs, curiosity, and to add insight. According to Santosa (2002) International organizations such as the United Nation, the World Bank and the World Tourism Organization (WTO) recognizes that tourism is an integral part of human life, because it concerns the tourism activities in the social and economic fields.

In the early 20<sup>th</sup> century, tourism originated from the activities that originally enjoyed by some rich persons until now everyone reserved the right to travel (Santosa, 2002). There are various aspect that must be met in tourism sector like access, accommodations, transportations and infrastructure that constantly updated so that any traveler can easily access the attractions tourists want to visit. Tourism progress is not only supported by the facilities and infrastructures but also from technological advances that now has become one of the most important part of human life in general and especially for the travelers.

Travelers can take advantage of advances in technology such as the internet to find more information about tourism without having to come prior to the attractions they want to target. One of the media on the Internet can be used by travelers to find out information about tourism attractions is a blog or website; such information can be obtained by tourists through reading travel writings made by travelers who make some of the reviews on sites that have been visited. According to Thoreau (2009) travel writings are writing about places, persons,

and things in other places, also writing about how to travel, when to travel and advice on traveling—all with the readers in mind.

Travel writings becomes a media for the travelers to make overview about a sightseeing trip that is used to promote the attractions that visited by the travelers. Travel writings are useful for improving writing skill; make an analysis of the advantages and disadvantages in a tourist attraction and as a media to facilitate tourists the details of an attraction. However, some of the reviews made by the travel writer can create an attraction into a bad look or even the reviews made too excessive that does not correspond to reality.

Review from the travel writer who does not consider aspects of travel writings, can cause negative effects to tourists. For example, tourists read a review of the attractions in a city. In the review the travel writers describes to the readers that the tourism attraction is clean, secure and has an easy access to get to the tourism attraction, whereas the review is different from the reality. It of course, makes the tourist disappointed with the result of the review of the travel writer. Of course, it affects the hospitality industry in general and tourism in particular.

Travel writings make tourism more easily accessible to all travelers. The magnitude of the impact of travel writings helps tourists know attractions, travel writings should be made by paying attention to things that become the rule in making reviews of tourism attractions. In light of the reason above, the writer is interested in investigating The Characteristics of Travel Writings in the blogs of *The Trinity Traveler* and *Journal Kinchan*.

## **1.2 Problem**

The problem for this final report is “What are the characteristics of travel writings in the blogs of *The Trinity Traveler* and *Journal Kinchan*?”

## **1.3 Purpose**

The purpose of the study is to find out the characteristics of travel writings in the blogs of *The Trinity Traveller* and *Journal Kinchan*.

#### **1.4 Benefits**

This final report is expected to provide students with the knowledge of the criteria of travel writings and give motivation for students to be travel writers.