

CHAPTER I

INTRODUCTION

This chapter explains about background, problem formulation, problem limitation, research purposes and research benefit.

A. Background

In this modern era, so many people do travelling in their free time or leisure time. People travel because they have some motivations and various purposes, such as for cultural, economic, social, politic, healthy, religious and education purpose or just increase their experience. Besides, travelling activities are also good ways for people to relieve their stress or pressure from their daily activities.

Nowadays, Indonesian people prefer to travelling abroad than travelling to other cities or province in Indonesia because travelling abroad are cheap and not complicated to do today. A wide range of promotional strategies is explored by tourism industries to attract tourists. Many sectors such accommodation, travel or transportation, and food and drink industries are booming.

Many people have experiences a lot in their lifetime. Some of those memories or experiences leave a lasting effect on them. Memorable tourism experiences too, after traveling, individuals remember particular experiences and these memories are derived not only from their on-site experiences. Experiences may also be reflected in and have influence on future travel as well as future anticipation and expectations.

Kim, Ritchie, and McCormick (2012) state that promotional strategies focused on the quality of amenities and facilities available are no longer sufficient. Promotional strategies should consider the incorporation of past memories and the quality of amenities as well as facilities. To attract prospective and repeat visitors, marketers should consider the use of promotional stories told by returned tourists that starts by recalling memories of previous travel experiences (past) and spread to other prospective tourists.

Prospective tourists need information not only from authorities but also from tourist's experience. The information is important to prepare one's trip. However, memorable tourist's experience is very limited and is not yet studied sufficiently.

In English Department at State Polytechnic of Sriwijaya, there is a program or subject that must be followed by all of the students in the 5th semester called as study excursion. This program requires the students to go abroad, make a report and present what they have done and seen there. For this year, the 5th semester students do not use the travel agent services but they prepare the itinerary by themselves started from the budget, transportation, accomodation, destinations, and others. This traveling experience actually can be used as a reference for the junior students that will do this activity next year as prospective tourists but the study excursion experience presentation was not shared to junior students so that they do not know the information.

Considering the above explanation, the recent study investigated past memories of a group of State Polytechnic of Sriwijaya students' memorable experience in Malaysia, entitled "Students' Memorable Experiences: Study Excursion in Malaysia".

B. Problem Formulation

This study asks the following question:

What are the student tourists' most remembered travel experiences?

C. Problem Limitation

Thematic analysis approach was used to identify the substantial elements of the experience most recalled by the groups of students during their preparation, travel and short visits to some places in Malaysia and posttravel of the excursion. Observations on the sites were conducted to get the insight of the travel and to provide information for developing a framework. This case study used Braun and Clarke's thematic analysis approach (2006) which identified the substantial elements of the most remembered experience by the students based on a

sequential data collection process that are classified into three main processing phases: (a) pre-, (b) during, and (c) posttravel.

D. Research Purpose

The purposes of this study is pointed :

To examine what the student tourists' most remembered travel experiences.

E. Research Benefit

The writer hopes this study will be useful for the students of State Polytechnic of Sriwijaya to be their source and reference for them who choose Malaysia for their study excursion place without using the travel agent services. Writer hopes the result of this study can become a benchmark for them in preparing the itinerary and helps them to avoid undesirable things in their trip.