

CHAPTER I

INTRODUCTION

1.1 Background

Travelling abroad is an activity enthused by community. People think that travelling abroad only done by people who have much money. In the fact travelling abroad can be done by everyone. Today traveling abroad is not expensive and complicated to do. There are some sectors that support traveler such as hotel accommodation, agent travel, and flight industries by their promotion and discount on internet so that travelers can access it and they can order their ticket easily. It helps the traveler to do travelling.

Traveler has motivation to do travelling, for example business, education, or just refreshing and staying in a country. In traveling education or study excursion students usually do it for learning or studying something that they do not meet in their country so that they decide to travel abroad to a country and stay for a day or some days.

A wide range of promotional strategies are explored by tourism industries to attract tourists. 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 started by recalling memories of previously travel experiences (past) and spread to other prospective tourists.

Travelers who do traveling have their memorable experience. A memorable tourist experience is a past personal travel-related event strong enough to have entered long term memory (Larsen, 2007, p15) cited in Park and Santos (2016). Every activities of their travelling are recorded in their mind such as what they did at that place, where places they visited, who they met, how they reached the places, and why they did their trip.

In State Polytechnic of Sriwijaya English Department has a program that all 5th semester students must do the program after that they must report their abroad travelling experience and they call it as study excursion. The activity was done by a group of students consisting 5-12 persons and one advisor. In this case the 5th semester student from State Polytechnic of Sriwijaya English Department did not use agent travel but they prepare all such as the transportation, accommodation, destination, and budgeting by them-selves so that they prepared it and decided what date was, what they would do on the destination and what they would see.

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 experience is very limited and is not yet studied sufficiently. In the fact, when the group of 5th semester student finished their study excursion, the information was only shared when they did their presentation to their class-mates.

There are no experiences shared for their junior which is useful as reference for the next year of study excursion. The experience information is very needed by the junior to do their study excursion in order there are not mistakes and confusing while managing and budgeting their trip for study excursion.

Considering the above explanation, the recent study investigated past memories of a group of State Polytechnic of Sriwijaya English Department students' abroad traveling experience in Singapore entitled, ***Students' Memorable Experiences: Study Excursion In Singapore***.

1.2 Problem Formulation

The problem of this research is “what are the student tourists’ most remembered travel experiences?”

1.3 Problem Limitation

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-travel, (b) during-travel, and (c) post-travel. Thematic analysis approach was used to identify the substantial elements of the experience most recalled by the groups of 6th semester students during their preparation, travel and short visits to some places in Singapore and post-travel of the excursion. Observations on the sites were conducted to get the insight of the travel and to provide information for developing a framework.

1.4 Research Purpose

To examine what the student tourists’ most remembered travel experiences are.

1.5 Research Benefit

The writer hopes this study will be useful for the students of State Polytechnic of Sriwijaya to be their source and experience information for them who choose Singapore for their study excursion place without using the travel agent services.