

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is an important sector for economic development which relied by the government of Indonesia. One of the reasons that make tourism sector important is because tourism sector has an important role to increase the income of devisa. Along with the increasing of foreign tourists who visit Indonesia, tourism sector has a big opportunity to obtain more devisa. There are some sources of devisa which obtain through tourism sector such as the tourist spending for accommodation, food and beverage, transportation, proceeds from the sale of domestic airlines ticket, and etc. In order to increase the number of foreign visitors, tourism development must be conducted.

Tourism development is needed not only to increase the number of visitors, but also to create the opportunity of job vacancy. Based on the *UU RI No.10 of 2009*, Tourism Development is needed to encourage equalization of job opportunities, get benefits, and also be able to faces challenges from local, national, or global. By tourism development, we can get a lot of benefits not only for government but also society. Tourism development can open the job opportunities for society in every sector of tourism such as accommodation (hotel), restaurant, tour agent, souvenirs, tour guide, transportation, and etc.

Through tourism development, we can get some benefits or good impact for economical sector. The good impacts are revenue from foreign currency exchange, maintain the balance sheet of foreign trade, get income from tourism business,

increase the government income, opportunity for job vacancy, multiplier effect, and utilization of tourism facilities by local communities (Leiper, 1990).

To develop tourism industry, the government should make some programs to develop tourism attraction and potential tourism in order to increase the number of foreign tourist or local visitors. One of the programs is Sadar wisata.

Based on the Regulation of culture and tourism minister No. PM.04 / UM.001 / MKP / 2008 on Sadar Wisata, Sadar wisata can be defined as a condition which describes the participation and support of all the society in encourage the realization of conducive situation for the development in a region or destination. , and the purpose is to increase society welfare. The concept of Sadar Wisata was described in a program of Sapta Pesona.

Sapta Pesona is a condition which must be realized in tourism destination, the guidance of tour, tourism, and travelled. Sapta Pesona is symbolized by a picture of a sun with seven rays of light. There are seven elements of Sapta Pesona. They are safety, orderliness, cleanness, coolness/convenience, beauty, hospitality, and memory. Rahim (2012) said that Sapta Pesona, is a description of Sadar Wisata concept which related to the support and role of society in order to create conducive environment and atmosphere to encourage the development of tourism industry through the implementation of seven elements (safety, orderliness, cleanness, coolness, beauty, hospitality, and memory).

Based on statements above, the writer concludes that Sapta Pesona is a reference to evaluate the feasibility of tourism attraction and also a principle in development of tourism attraction. Therefore, the writer interested to discuss about Sapta Pesona elements and take the title “The Study of Sapta Pesona Elements Applied in *Bukit Siguntang*” as the final report.

1.2 Research Focus

The writing of the final report will be focused on Study of Sapta Pesona Elements in *Bukit Siguntang*.

1.3 Problem Formulation

The problem formulation of this final report is formulated as follow:

1. What are the elements of Sapta Pesona that *Bukit Siguntang* implemented?

1.4 Purpose

The purpose of this final report is:

1. To find out the elements of Sapta Pesona that implemented in *Bukit Siguntang*.

1.5 Research Benefit

The benefits of this final report are:

1. For the writer
Give more information and knowledge about tourism, especially Sapta Pesona in *Bukit Siguntang*.
2. For the society
Give information and knowledge to society about Sapta Pesona and its implementation in *Bukit Siguntang*.
3. For the government
Support government's Sapta Pesona program as the way to make standard quality in a tourism attraction based on Sapta pesona elements as the references.