CHAPTER I

INTRODUCTION

A. Background

Nowadays, many people are busy with their activities which make them tired and bored. They may need to do things that can make their body and mind fresh. Travelling may be a good choice. Travelling is one of ways to enjoy nature and culture in a country. Every country surely has some interesting places to visit. The movement when people visit interesting places is called tourism.

Tourism has an important role in economic development. Tourism business is a promising industry in contributes a biggest income for countries. The country which has tourism potentials will easily increase its income. So, the country which has tourism potency both in nature and culture should be able to promote them because tourism industry is one of the important businesses that give benefits in many aspects.

Indonesia is one of the countries which has many tourism potencies. Surakarta (also known as Solo), one of the cities in Indonesia, has many tourist attractions. Solo has some historical places such as Kasunanan Palace, Puro Mangkunegaran, Sukuh Temple, and Cetho Temple. Solo city also has several museums such as Museum Radya Pustaka, House of Danar Hadi (Museum
Galery Batik Kuno), Museum Purbakala Sangiran (The Homeland of Java Man). Solo also has beautiful nature around to enjoy such as Grojogan Sewu water fall, Taman Hutan Raya camping area, Kemuning tea garden.

Association of The Indonesian Tours and Travel agencies (ASITA) is an institution that participates in promoting tourism potentials in Indonesia. Launched in Jakarta on January 7\textsuperscript{th} 1971, the Association of the Indonesian Tours and Travel Agencies (ASITA) is the only legally acknowledge non-profit alliance of Indonesian travel entrepreneurships. Operating under the RI Law No. 9 / 1990 regarding Tourism, ASITA provides headship to the communal efforts of Indonesian travel agencies. ASITA has the objectives and visions as follow:

a. to serve and protect the interests of its members,

b. to mediate any tourism-related intertests, both for its member and external parties,

c. to preserve the harmonic relationship and cooperation within its membership and externally, with both tourism-related and non tourism-related parties,

d. to improve the image of Indonesian tourism Industry by ensuring satisfaction and security while also protecting and guaranteeing the needs of the customers and other parties that are involved within the association, without sacrificing the needs of its members.

ASITA have a different board management according to its level: (1) in national level called \textit{Dewan Pengurus Pusat} (DPP); (2) in region level called
Dewan Pengurus Daerah (DPD) which can be formed in province region if the member candidates already reach 20 which consist of travel agencies; (3) and for branches office of ASITA called Dewan Pengurus Cabang (DPC) which is can be formed in city from DPD recommendation and approved by DPP if the candidates member already reach 10 members.

ASITA Surakarta is one of the institutions that participates in promoting tourism potentials in Solo. To develop Surakarta’s tourism potentials, government provides budget for DPC ASITA Surakarta to hold events. One of the events is Bengawan Solo Travel Mart. This event is expected to be able to attract buyers from outside Solo, even foreign buyers.

The writer chose ASITA as a place to do the job training program, because ASITA Surakarta has role in promoting potency of Surakarta. In this case, ASITA is an institution which held Bengawan Solo Travel Mart. During the job training, the writer participated in organizing the event.

The writer did the job training in the ASITA for one month, starting from 26 January until 26 February 2015. The writer chose the title of “ASITA’s Promotion of Tourism Potentials in Surakarta through Bengawan Solo Travel Mart 2015” because the writer wants to describe about how ASITA promotes tourism potency of Surakarta through the tourism event.

B. Objective

To describe How ASITA Promotes Tourism Potentials in Surakarta Through Bengawan Solo Travel Mart 2015.
C. Benefits

The final project report is expected to give benefits to ASITA Surakarta and English Diploma Students.

1. ASITA Surakarta

The final project is expected to give better understanding for all of staffs of ASITA to improve their work in promoting tourism potency of Surakarta.

2. For English Diploma Students

To give better understanding to the reader especially for English Diploma Student and also this final project report can be used as a reference for the next generation of English Diploma students