

CHAPTER I INTRODUCTION

1.1 History of Travel and Tourism

Driven by feelings of hunger and thirst, curiosity, fear, crazy of honour, and power, eventually humans spread throughout the world before they can read and write. The invention of money as a means of payment by the Sumerians in Babylonia and advances development of trade is the starting point marks the beginning of the journey for the purposes of trade at that time.

However, the first person to be considered as the Traveller is based on historical data is Marco Polo in the year 1254-1324 which has been exploring the roads and the European continent to China and then back to Venice.

After the beginning of the nineteenth century marked by numerous advances in the field of transportation, whether on land, sea and air, many people are travelling from one place to another. It is also accompanied by rapid progress in the development of hospitality accommodation in several important cities so as to facilitate people to make travel.

During development, *Thomas Cook* was born on 22 November 1818 in Melbourne, Derbyshire (UK) is considered as the first person who discovered Travel Agent profession. It occurs by an accident when he casually planning a travel by train. That tour is the most historic ever be held and it is called “*A Round Trip Excursion*”, it starts from the city of Leicester with the aim of the city of Loughborough at a cost of one shilling per head on July 5, 1841.

His amazement, turned out to followers of the tour reached more than 500 people. With his intelligence, He chartered the train for the tour so that business travels are held and getting warm reception and He considered as a regulator of the first organized tour in the world.

1.2 Definition of Tourism

There lots of understanding of tourism, and below are some examples that we can make sense as guidance.

1. According to *Hermann V. Schulalard*

Tourism is the sum of operation, mainly of an economic nature, which directly related to the entry, stay and movement of foreigner inside certain country, city or region.

2. According to *Prof. Hunziaker* and *Prof. K. Krapf*

Tourism is the totally of the relationship and phenomena arising from the travel and stay of strangers, provide the stay does not imply the establishment of a permanent resident.

3. According to *Prof. Salah Wahab*

Tourism is a purposeful human activity that serves as a link between people either within one same country or beyond the geographical limits or states. It involves the temporary displacement of people to another region, country or continent for the satisfaction of varied needs other than exercising a remunerated function.

Based on the over factors, we are more likely to give a definition of tourism as follows:

"Tourism is a journey undertaken for a while, which was held from one place to another, with the intention is not to work or make a living in a place that visited, but simply to enjoy the journey to get happiness and recreation or to satisfy diverse desires."

1.3 Lampung Province in Tourism

Generally, Indonesian territory has great potential in tourism. The potential of tourism are spread across Indonesia, with style and type of diverse and demonstrate the uniqueness of each and is no exception for Lampung.

Lampung Province has a total area of 35.288,35 square Kilometres including the island located at the most south-eastern part of Sumatera Island and it is located on the southern tip of the island of Sumatra. The natural

circumstances Lampung, west and south, along the coast is an area which is hilly as the connection of the lines on the island of Sumatra, Bukit Barisan. Geographically, Lampung is located between 3⁰ 45' until 6⁰ 45' South Latitude and 103⁰ 40' until 105⁰ 50' East Longitude. Lampung is bordered with Provinces of South Sumatera and Bengkulu in North, in the South with Sunda Strait, in the East with Java Sea, and in the West with the Indonesian Ocean.

Some of the islands are included in areas of Lampung Province, which is mostly located in the Bay of Lampung, among them: Darot Island, Legundi Island, Tegal Island, Sebuku Island, Ketagian Island, Sebesi Island, Poahawang Island, Krakatau Island, Putus Island, and Tabuan Island. There are also Tampang Island and Pisang Island at the entrance to the West Lampung regency.

Lampung is the original home of the "**Lampung**" tribe, who speak a distinct language from other people in Sumatra and have their own alphabet. "**Sang Bumi Ruwa Jurai**" is the motto of Lampung Province. Lampung Province with Bandar Lampung as capital city was originally a merge of twin cities, Tanjung Karang and Teluk Betung. The main seaports are Panjang Seaport and Bakauheni Seaport. And the main Airport is Radin Inten II which was used to be called Branti, 28 kilometres from the capital and located on the way to Kotabumi.

The province has a population of 7,596,115 (As of 2010 census). A large portion of the current population of Lampung is descended from migrants from Java, Madura, and Bali Island. In total 35,376 km², these migrants came on their initiative, in search of more land than was available on the more densely populated islands, and as part of the national government's transmigration program, for which Lampung was one of the earliest and most significant transmigration destinations.

According to the administrative system The Province of Lampung is divided into 14 regencies:

- West Lampung Regency, with *Liwa* as the capital city.
The territorial area is 4.950,40 km² and consists of 17 districts.
- South Lampung Regency, with *Kalianda* as the capital city.
The territorial area is 2.109,74 km² and consists of 17 districts.
- Central Lampung Regency, with *Gunung Sugih* as the capital city.
The territorial area is 4.789,82 km² and consists of 28 districts.
- East Lampung Regency, with *Sukadana* as the capital city.
The territorial area is 5.325,03 km² and consist of 24 districts.
- North Lampung Regency, with *Kotabumi* as the capital city.
The territorial area is 2.725,63 km² and consist of 23 districts.
- Way Kanan Regency, with *Blambangan Umpu* as the capital city.
The territorial area is 3.921,63 km² and consist of 14 districts.
- Tanggamus Regency, with *Kota Agung* as the capital city.
The territorial area is 3.356,61 km² and consists of 20 districts.

- Tulang Bawang Regency, with ***Menggala*** as the capital city.
The Territorial area is 6.851,32 km² and consist of 8 districts.
- Pesawaran Regency, with ***Gedong Tataan*** as the capital city.
The Territorial area is 2.243,51 km² and consist of 7 districts.
- Pringsewu Regency, with ***Pringsewu*** as the capital city.
The Territorial area is 625 km² and consists of 8 districts.
- West Tulangbawang Regency, with ***Panaragan Jaya*** as the capital.
The Territorial area is 1.201 km² and consist of 8 districts.
- Mesuji Regency, with ***Mesuji*** as the capital city.
The Territorial area is 2.184 km² and consists of 7 districts.
- ***Bandar Lampung***, which is also the capital city of Lampung Province with territorial area of 192, 96 km² and consist of 13 districts.
- ***Metro*** is also the name for the capital with territorial area of 68.74 km², consist of 5 districts.

Lampung Province is the gateway into the Sumatran Island from the Java, so that by this condition led to Lampung Province a very strategic and easy place to visit especially from the capital Jakarta. Lampung province's natural wealth are also highly diverse starting from flora and fauna, mountains, lakes and rivers, beaches and small islands and complemented with the art of traditional culture fairly high. These things can form positive image for the tourists, both domestic and abroad.

Table 1: Number of Visitor Tourist Attraction in Lampung Province

No.	The Number of Visitor Tourist Attraction			
	Year	2007	2008	2009
1.	Domestic Tourist	1.176.581	1.448.059	1.982.059
2.	Foreign Tourist	8.832	10.028	36.910

Source: Office of Tourism & Culture Lampung Province

Table 2: Statistic of Hotels and Tourism in Lampung Province

No.	Lampung Hotels and Tourism Statistics			
	Year	2007	2008	2009
1.	Acomodation	167	174	172
	Starred Hotel	6	7	7
	Budget Hotel	161	167	165
2.	Number of Rooms	3.578	4.009	4.429
	Starred Hotel	434	506	504
	Budget Hotel	3.144	3.503	3.925
3.	Room Occupancy Rate			
	Starred Hotel	57,2	48,81	51,65
	Budget Hotel	38,59	39,56	42,06

Source: Office of Tourism & Culture Lampung Province

Lampung province also become one of the tourist destination in Indonesia that have a diverse natural conditions, so as to have a great opportunity to attract domestic tourists and foreign tourists, and also has a bright prospect for the development of tourism objects that exist in Lampung Province itself.

The tourism sector is one sector which reliably enhances the national income and can be provide a wide opportunity to the people's economy to grow and thrive. One of which is through employment by utilizing the community around tourist destination.

Table 3: The Number of Tourist in Lampung Province

No.	Number of Tourists Visit in Lampung Province, 2004-2009						
	Description	2004	2005	2006	2007	2008	2009
1.	Starred Hotel	192.034	190.017	195.913	212.436	289.208	541.679
	Domestic Tourist	189.661	186.234	191.096	206.473	282.336	536.440
	Foreign Tourist	2.373	3.783	4.817	5.963	6.872	5.239
2.	Budget Hotel	389.452	504.529	654.748	972.977	1.168.879	337.304
	Domestic Tourist	388.143	502.878	652.672	970.108	1.165.723	327.895
	Foreign Tourist	1.309	1.641	2.076	2.869	3.156	9.409

Source: Office of Tourism & Culture Lampung Province

Lampung Province has several areas that could potentially reviewed from the perspective of tourism to be developed into a regional tourist destination object because it is supported of high topography of low hills and terrain close to the coast that are directed as an area of supporting tourism. Lampung Province has several attractions that can be used as a tourist destination attraction for tourists both local and foreign tourists, such as:

- ***Sukadana Ham Waterfall***, located in the Village District Tanjungkarang Sukadana Ham on a green mountain valley, beautiful and fresh of air contained a waterfall that has a height of approximately 10 meters.
- ***Way Kambas National Park***, the parks are posed by poaching and habitat loss due to illegal logging. Conservation efforts include patrolling and the establishment of the Sumatran Rhino Sanctuary and the Elephant Conservation Centre.
- ***Krakatoa (Indonesian: Krakatau) Group of Island***, is a volcanic island made of lava in the Sunda Strait between the islands of Java and Sumatra in Indonesia. The main island (also called Rakata), and the volcano as a whole.
- ***Bukit Barisan Selatan National Park***, the park has a total area of 3,568 km² for endangered flora and fauna.
- ***Kiluan Bay***, where tourist can get a breathtaking sight of wild dolphins swimming and jumping around the bay.
- ***Tanjung Setia Beach***, are touted as among the world's best by surfers from all over the globe, and at par with the world famous surf of Hawaii.
- ***Way Lalaan Waterfall***, is a constitution gradually waterfall that have 200 m distance of one to others, from the flow of Way Lalaan river which mouth of a river to Semangka Bay.

- **Way Belerang Hot Springs**, located at the foot of the mountain Rajabasa, with the location is approximately 4 km from the city centre Kalianda.
- **Lampung Museum (Sang Bumi Ruwa Jurai Museum)**, there you can see the ancient objects, remain of ceramic from China and Siam, or household utensils which is from centuries ago.
- **Mutun Beach**, is one among the beaches within the province of Lampung are simply achieved. Boating, canoeing, banana boating or swimming may be a fun activity commonly performed on the beach, together with at this beach.
- **Kalianda Ressor**, is located in Kalianda of South Lampung Regency about 30 minutes in the Bakauheni seaport. This place has facilities such as Adventure arena, Camping Grounds, Bungalow, Jet sky, Pub and Club, Cafeteria, etc.

Table 4: The Number of Tourism Business in Lampung Province

No.	Regency/Municipality	Number of Tourism Business			
		Hotel	Inn	Tourism Object	Restaurant
1.	West Lampung	0	21	12	46
2.	Tanggamus	0	8	39	49
3.	South Lampung	0	18	31	33
4.	East Lampung	0	9	10	82
5.	Central Lampung	0	8	13	71
6.	North Lampung	0	7	41	37
7.	Way Kanan	0	3	25	23
8.	Tulangbawang	0	8	14	38
9.	Pesawaran	0	0	25	43
10.	Pringsewu	0	4	3	43
11.	West Tulangbawang	0	0	10	20
12.	Mesuji	0	0	0	0
13.	Bandar Lampung	10	45	12	90
14.	Metro	0	9	10	36

Source: Statistics Lampung

It is stated in Law No. 9 of 1990 on tourism which affirmed that people have the same opportunities and widest possible to participate in the implementation of tourism. So, based from that condition and under Regional Regulation number 17 of 2000 in the form of Investment Promotion Agency, Culture and Tourism as implementers that area, PT Elendra Tour and Travel is authorized to carry out tourism promotion activities.

