

CHAPTER I INTRODUCTION

1.1. Background of the Problem

The tourism business is one of activities which are held to perform the tourism services or to prepare objects and interests of tourism, the tourism facilities, and all of activity supporting this sector. South Lampung is one of the regions that has many natural objects like mountains, seas and beaches. Besides that South Lampung has many islands that are very potential to develop become the tourism objects. South Lampung has some tourism assets which can be developed to be main tourism objects, consisting of *Krakatau* Island, *Natural* tourism *Raja Basa* Mountain, *Sebesi* Island, *Sebuku* Island, and the enchantment of *Bahari* tourism in large number.

South Lampung also has potential development of attraction in every places of tourism object with unique and interest factors consist of natural tourism including waterfalls as the adventure area, the spring waters, beaches with beautiful coral stones and natural mountains. The islands in South Lampung are also very suitable for adventure and journey such as sports area.

In another part, South Lampung also rich of culture such as the archaeological and historical places. So the Tourism and Culture Office of South Lampung certainly needs to invite all of Lampung community to develop this potential.

Because of that, it had become duty of Tourism and Culture Office of South Lampung to manage, to develop and to promote all of natural capital in South Lampung to become one of tourism object that hopes can be interesting for many tourist to visit the South Lampung Regency to enjoy the beautiful of panoramas of tourism objects especially in South Lampung.

As the government institution which manages the tourism sector, the Tourism and Culture Office of South Lampung has important role in order to develop and to promote tourism object in South Lampung by validation of each job plan in every years that hopes it should have given the good contribution for the original income distribution region especially in South Lampung.

1.2. Formulation of the Problem

1. How is the role of Tourism and Culture Office of South Lampung to develop tourism object in South Lampung?
2. What are the ways of Tourism and Culture Office of South Lampung to promote tourism object in South Lampung?
3. What is inhibiting factor of Tourism and Culture Office of South Lampung to develop and to promote tourism object in South Lampung?

1.3. Objectives

All of the roles of Tourism and Culture Office have many purposes:

1. To materialize development of tourism area in order to increase of community income, the original income distribution region in South Lampung and country exchanges.
2. To increase the quality and quantity of tourism and culture services.
3. To develop the tourism business which involve the role of private and publics.

1.4. Significance

There are some purposes of discussion of problem to know the role of Tourism and Culture office for academic, for the Tourism and Culture Office itself and for students of English Department, they are:

1. For Academic

- a. The University will be able to get information about how the Tourism and Culture Office to develop and to promote tourism objects in South Lampung.
- b. To prepare for the guide and workers of tourism who has a good quality in University of Lampung.
- c. To give idea that is useful for the office.
- d. To give input in order to be effective.

2. For the Tourism and Culture Office of South Lampung Regency

- a. From all of the ways of Tourism and Culture Office to develop tourism object in South Lampung is hoped can be able to increase the original income distribution region in South Lampung and to additional the country exchange.
- b. From the promotion of tourism object in South Lampung can be interesting for many tourists to visit Lampung.

3. For Students

- a. To inform the students of English Diploma about the development of Tourism Object in South Lampung.
- b. To create the students that know more about the culture and tradition of South Lampung that is held in promotion of Tourism and Culture Office.
- c. To change students mental attitude to be professional workers and guides for Tourism Objects in South Lampung.

1.5. Method

Based on the experience of the previous writer in the Tourism and Culture Office of South Lampung, the writer gets the data to develop this report by using some methods, they are :

a. Interview

To get the data of this report, the writer doing the interview. This method is held by direct and indirect interview to the officer in the Tourism and Culture Office of South Lampung that know about the ways of Tourism and Culture Office to develop and to promote the tourism objects in South Lampung. This interview is held by the writer in routine way the twice a week. By using this method, it hopes the writer can get the information needed in making this report.

b. Books Source

Besides taking the information from interview, the writer is also taking the information from the book that relates the role of Tourism and Culture Office to develop and to promote tourism object in South Lampung Regency.