

CHAPTER I

INTRODUCTION

1.1. Background of the Study

In general, tourism can be defined as a trip taken by someone for recreation or vacation to a place that has potential and can be enjoyed. According to the Law 10 of 2009, article 1 on tourism, what is meant by “Tourism is a variety of tour activities and is supported by various facilities and services provided by the community, employers, government, and local government.”

The tourism sector is important in supporting rapid economic growth in providing employment. Tourism is also as a socio-cultural development to promote the image of the nation at both the local and international levels. Tourism is also a sector that is easy to develop even a lot of tourist attractions that are owned by Indonesia and can be used as a mean of triggering the desire of domestic or foreign tourists to visit.

Riau Province is one of the fastest growing parts of Indonesia in terms of economic, population and tourism. The natural, cultural, and culinary wealth potential for the tourism industry and supported by a very strategic geographical location because it borders Malaysia and Singapore. It makes Riau Province very potential destination for tourism.

One of the destinations that has attractive objects for tourists is Rupal Island of Bengkalis Regency. Rupal Island is an island located in Malacca Street heading to Malaysia and near the busy seaport of Dumai. Rupal is popular with its tourism attractions for both natural and cultural. There are some beautiful beaches such as *Ketapang Beach*, *Lapin Beach*, and *Teluk Rhu Beach* is North Rupal. Besides, there are also interesting events such as *Mandi Safar* and *Zapin Api* (Fire Dance) and also some other attractive objects such as *Tiang Api* (Lighthouse) and Banana Boats. These tourism attractions can attract the tourists not only for local but also the international, not only for the adults but also for the children. For children, this

destination especially the beaches, are very interesting because there are same facilities such as banana boats, rubber rings, etc. Unfortunately, these interesting destinations are not yet promoted well for the international tourists, especially for the children since there is no certain promotional items that can promote Rupert Island to the children tourists.

Based on the above phenomenon, the writer is interested to do the research entitled “The Making of Travel Guide Book of Rupert Island for Kids.” The product of the research is expected to provide information about tourism attractions in Rupert Island, especially for children.

1.2. Formulation of the Problem

Based on the above problem, this study can be formulated as “*How are the processes of the making travel guide book Rupert Island for kids?*”

1.3. Limitation of the Problem

This study will be focused only on the making of a Travel Guide Book of Rupert Island for Kids.

1.4. Purpose of the Study

The purpose of this study to make a Travel Guide Book of Rupert Island for Kids.

1.5. Significance of the Study

There are some significances of this study, including:

1. For the Tourism Office of Bengkalis Regency, the product of this study can help them in promoting tourism attractions in Rupert Island.
2. For the Local Community, the product of this study can help Local Community in increasing their economy through promoting the tourism attractions of Rupert Island to International Community.

3. For the International Community, the product of this study can get the information about tourism attractions of Rupert Island, especially for the children.

