

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Tourism is a trip that is carried out repeatedly or around, both planned and unplanned which can produce a total experience for the perpetrators. In addition, tourism activities can also fulfill one's soul happiness in visiting a place. Ecotourism is one of the environmentally friendly tourism activities by prioritizing aspects of nature conservation, aspects of socio-cultural economic empowerment of local communities as well as aspects of learning and education.

Talking about Indonesia, it is a country that has thousands of natural beauties but is still lack of in tourism empowerment. For example, with its lot of mangrove forests that are used as tourist attractions, but the media from its location is still lack of information and promotion item to promote them.

Siak as a Regency in Riau Province requires special promotional media for its ecotourism. The reason is because Siak has many beautiful natural attractions but does not have a special map on ecotourism in English to be promoted to international tourists. The ecotourism map is a map that has information such as the name, location, and description of the tourist attraction. Then with this map, foreign tourists with special interest will be greatly helped when they want to visit Siak Ecotourism for the first time.

Based on the explanation above, this study aims to make an ecotourism map in Siak Regency with information in English. Some of the reasons are because the author is an English student. Then Siak Regency does not yet have a special map about this so that it can help foreign tourists and help the Siak government make an ecotourism map as a promotion media.

1.2 Formulation of the problem

The problem was formulated into "How are the processes of making Ecotourism Map Siak".

1.3 Limitation of the problem

This ecotourism map was made in Siak Regency. It is limited about “The location of the ecotourism”.

1.4 Purpose of the study

The purpose of this study was to make Ecotourism Map of Siak Regency for promotion and order to make it easier for visitors to get to the location.

1.5 Significance of the study

1.5.1 Significance for the Foreign Tourist

Making this Ecotourism Map makes it easier for visitors to determine where the ecotourism is located, as well as displaying the ecotourism's details.

1.5.2 Significances for Tourism Department Office at Siak Sri Indrapura

This Ecotourism Map can be helpful and useful for the Siak Tourism department Office to promote ecotourism in Siak Sri Indrapura.

