

# Chapter I

## Introduction

### 1.1 Background of the Research

Tourism is an important sector that could support the advancement of a region. The region that has a progress in the field of tourism will invite a lot of benefits such as the number of visitors or tourist and ultimately the economy in that area could be increased. Tourism is closely associated with tourists, because tourists is one important factor in the tourism sector. Besides that, tourism must have services that include facilities, transportations, accomodation and of course must have the appeal to attract visitors.

According to Fennel (1999)

“Tourism is defined as the interrelated system that includes tourists and the associated services that are provided and utilised (facilities, attractions, transportations, and accommodation) to aid in their movement”.

*“ pariwisata adalah berbagai macam kegiatan wisata yang didukung oleh berbagai Fasilitas serta layanan yang di sediakan oleh masyarakat, pengusaha ,pemerintah, dan pemerintah daerah.”(UU No 10, 2009)*

("Tourism is the various types of tourism activities are supported by various types of facilities and services provided by communities, entrepreneur, governments, and local governments."(Constitution No. 10, 2009))

One of the places that possess the facilities provided by employers is San Diego Hills Memorial Park and Funeral Homes. San Diego Hills is a burial place

or funeral homes, but beside that the funeral homes can also be called as a tourist spot because it has appeal and facilities.

Generally, there are the same impression of the funeral homes that is in Indonesia, the place is too crowded and disorganized and lacking hygiene awake so impressed dirty, infrastructure is poor, funeral not professionally managed, the funeral homes is not maintained, security is not guaranteed. Impressions that makes tomb has an image as a spooky and haunted, so people who have died and was buried in the tomb be easily forgotten by family and relatives.

At this time appears the phenomenon of the concept of a new funeral homes. This concept appears to change the image of the funeral homes be a more pleasant place to visit. Funeral homes not only serves as the final resting place for the deceased, but also provide other facilities. One of funeral homes that has a lot of facilities that is San Diego Hills Memorial Park and Funeral Homes in Karawang.

The writer takes this subject as the research object, because in her campus (Pasundan University) no one has ever discussed San Diego Hills as an object of research. So the writer was motivated to choose the object of this study. In addition, the writer also feel attracted to discuss the San Diego Hills because San Diego Hills Memorial Park and Funeral Homes is one of funeral homes in Karawang are attractive and have a fairly expensive and become a tourist attraction because there are various facilities.

## **1.2 Identification of the Problem**

Based on the background of the study, the writer identified problems, namely

1. Sandiego Hills Memorial Park and Funeral Homes became a tourist attraction
2. The difference between San Diego Hills Memorial Park and Funeral Homes, Al Azhar Memorial Garden, and Mangga Besar I funeral homes

## **1.3 Research Questions**

1. Why does San Diego Hills Memorial Park and Funeral Homes became a tourist attraction?
2. What are the difference between San Diego Hills Memorial Park and Funeral Homes Al Azhar Memorial Garden, and Mangga Besar I funeral homes?

## **1.4 The Limitation of the Problems**

Sandiego Hills is one of interesting funeral homes in Karawang. There are many interesting aspects in Sandiego Hills to be researched, but the writer tries to do study of her research mainly focused on the reason why does Sandiego Hills Memorial Park and Funeral Homes became a tourist attraction and the difference between San Diego Hills Memorial Park and Funeral Homes Al Azhar Memorial Garden, and Mangga Besar I funeral homes.

## **1.5 Rationale of Research Problem**

### **1. Necessary Reason**

The reason why the writer takes that problems in this research, because Sandiego Hills Memorial Park and Funeral Homes is one of funeral homes in Karawang has many various facilities and also has a unique name and unique concept. Therefore, the writer was motivated to choose San Diego Hills as the object of this research.

### **2. Sufficient Reason**

The writer feel attracted to discuss the San Diego Hills because San Diego Hills Memorial Park and Funeral Homes is one of funeral homes in Karawang are attractive and have a fairly expensive and become a tourist attraction because there are various facilities. In addition the writer also want to describe more clearly anything of the factor Sandiego Hills became a tourist attraction and the difference between San Diego Hills Memorial Park and Funeral Homes, Al Azhar Memorial Garden, and Mangga Besar I funeral homes.

## **1.6 The Objectives of the Research**

1. To know San Diego Hills Memorial Park and Funeral Homes became a tourist attraction.
2. To know the difference of San Diego Hills Memorial Park and Funeral Homes, Al Azhar Memorial Garden, and Mangga Besar I funeral homes.

### **1.7 The Significances of the Research**

- 1) For the writer, this study is expected to give some knowledge about San Diego Hills Memorial Park and Funeral Homes and Tourist Attraction
- 2) For the readers, this research is expected to give a lot of information about definition of tourist attraction, funeral homes and everything which has correlation with San Diego Hills Memorial Park and Funeral Homes in Karawang.
- 3) This research result of study is expected to give priceless document as a reference to enrich the library collection of the faculty of arts and letters Pasundan University.