

# Chapter I

## Introduction

### 1.1 Background of the Research

Tourism relates to many sections such as tourist attraction, accommodation, transportation, and many others sections. It is also called multidimensional and multidisciplinary. Multidimensional means it related to many sectors such as infrastructure, government, corporation, and many others sectors. Whereas multidisciplinary means it is related to other disciplines such as geography, history, economy, and many others disciplines.

Every city or place in this world has its own things to be visited or to learn such as culture, culinary, history, and even tourist attraction. Tourist attraction becomes most reasons for people to travel. Tourist can learn lots of things in one place of tourist attraction such as history, social life, and many more.

According to Yoeti (1996:82)

*Di bawah ini diberikan beberapa motivasi, mengapa orang melakukan perjalanan, yaitu: alasan pendidikan dan kebudayaan; alasan santai, kesenangan dan petualangan; alasan kesehatan, olah raga, dan rekreasi; alasan keluarga, negeri asal dan tempat bermukim; alasan bisnis, sosial, politik, dan konperensi; alasan persaingan dan hadiah.*

(There are several motivations or reason why people travel, those are the reasons of education and cultural; leisure time and adventure; health, sports, and recreation; family, origin country, and a place for living; business, social, politic, and conference; and competition and prize.)

Nowadays, people become more interesting in open spaces or a place that blend with nature as their reference of tourist destination. Not only fun but also health, cheap, and have lots of benefits such as a place for people to have

direct communication with the others, a place for recreation, and many other benefits for those who come to open spaces, such as city parks. According to Mulyani (2006:97)

*Taman kota merupakan tempat umum yang dikehendaki masyarakat untuk beristirahat dekat perumahan, dan sebagai paru-paru kota bisa memperbaiki kualitas udara, sebagai ruang hidup flora dan fauna setempat, sehingga memberi manfaat langsung maupun tidak langsung yakni: kesenangan, kenyamanan, kesehatan, keamanan dan kesejahteraan.*

(City park is a public place that required by the society to rest near housing, and as a heart of city that can fix the air quality, as a living space of local flora and fauna, until give direct and indirect significances, those are: happiness, freshness, health, safety and prosperous.)

Recently, it does not hard to find city parks in Bandung since Ridwan Kamil, the mayor of Bandung, change the old and passive parks into new and active ones. Now, there are not less than 10 city parks that have been renewed by the Mayor. Every city park has its own characteristic. For example, there is one city park called *Balaikota* park, this park become one with the mayor office. In this park, we can see starts from beautiful flowers with different colors, fence where we can hang lock with our name and our beloved person written there, or we can playing water on the revitalization river which means the water is clean.

City parks in Bandung already become a trademark of the city itself. Even UNESCO dubs Bandung as city of design because of its changes of open spaces that shown by the city park. It becomes new habitual for people to visit city parks in Bandung. The mayor keep renewed the parks as one of solution in case to increase the happiness level of Bandung's people itself and also as

the way to promote Bandung to the world. This matter also related to the amount of tourist in Bandung. According to *Badan Pusat Statistik* Bandung, in 2015 there are about 5 (five) million tourists who came to Bandung, about 500.000 (five hundred thousand) are international tourist. This year, the government of Bandung makes a target of 5.6 million tourists that come to Bandung, including international tourist around 1 million people.

The object of this paper is three city parks in Bandung. Based on the meaning of city park, then the writer chooses three city parks, those are *Balaikota* Park, *Lansia* Park, and *Vanda* Park. The writer takes city parks as the research object is to know about the potential of city parks in Bandung as a tourist attraction based on the facilities and needed from the tourist itself and also the most favorite city park in Bandung.

## **1.2 Identification of Problem**

Based on the background of the research, the writer identified three problems, those are:

1. The citizen and tourists need open space which has lots of benefits for their physically and mentally.
2. The lack of tourist attraction in the middle of Bandung city.

### **1.3 Research Question**

The research is about the potential of city parks in Bandung as a tourist attraction. The question will discuss as follow:

1. What are the potentials of city park as a tourist attraction in Bandung?
2. Which park is the most favorite city park in Bandung?
3. What are the reasons of tourist choose a park as their favorite park?

### **1.4 Limitation of Problem**

City park is a place which is most wanted in every city. Not only because the fresh air but also because the tourist do not have to spend lots of money here. In this research, the writer tries to focus on the potential of city parks in Bandung as tourist attraction, the most favorite city park in Bandung based on tourist's opinion and also the reasons.

### **1.5 Objectives of The Research**

1. To know the potential of city park in Bandung as a tourist attraction.
2. To know the most favorite city park in Bandung.
3. To know the reasons of the tourist picks a park as their favorite park.

### **1.6 Significances of The Research**

1. For the writer, this study is expected to give some experiences and knowledge about tourism sector especially in tourist attraction.

2. For the reader, this research is expected to give lots of information about tourist attraction, especially about the potential of city parks as a tourist attraction in Bandung.
3. This research is expected to give priceless document as a reference to enrich the library collection of English Department, Faculty of Arts and Letters, Pasundan University.