

Chapter I

Introduction

1.1 Background of the Study

Tourism was being one of the biggest industries in the world, and also become mainstay sector in income produce each country. Because of that, now tourism industry becomes one of measuring to introduce a country to go international. By the existence of tourism any kinds of potential in the area will improve and be one thing which gives meaningful to that area.

Tourism industry never separate from an activity of tourism, it is tourism attraction tourist object. Tourist attraction is the most important element in tourism, when look for tourist destinations.

In tourism, we will find any kind of tourist destination or tourist object which is on the target. Because of that each area must have the differences and their own surplus each area in order to become interesting to visit by tourists. As we know that Indonesia has many potential in tourism so it makes Indonesia become popular in the world.

According to Pitana (2009:126) *destinasimerupakansuatutempat yang dikunjungi dengan w yang signifikanselamaperjalananseseorangdibandingkandengantempatlain yang dikunjungi selamaperjalananseseorang*. (“Destinations is place visited by the significant time during the course of a person compared to other places visited during the trip someone”). And according to Gunn (1972: 24) “Attraction represent the most important reasons for travel to destinations”.

As a tourist destination, the impact of tourism will be felt by surrounding areas. Each local tourist destination usually serves with its own uniqueness which different in any regions. The uniqueness and differences is, culture, nature, history, and so on. In this case the writer choose a tourist attraction which put forward the beauty of natural it is *Nuart Sculpture Park* which is located in Bandung.

Nuart Sculpture Park is the area which put forward to its natural beauty, and the culture, nature, and art concepts. One of the unique places in Bandung and you will find the historical of the some sculpture and the beauty of the forest. As we know that Bandung is one of city that have many forest, one of that is *Nuart Sculpture Park*.

Recently, the developing of tourism is very fast such as tourist object which found everywhere each area or city, we have to create the new thing and appropriated with target market.

According to Mill (2000:318) dalam pariwisata adalah berhubungan dengan produk yang hidupnya itu sebuah kawasan tujuan wisata, bila focus kita harus diarahkan untuk kenyamanan wisatawan seperti lingkungan fisik, social, dan budaya sebuah kawasan tujuan wisata maka haruslah dilindungi. ("In tourism we are related to products whose life was a tourist destination, when our focus should be directed to travel comforts such as physical environment, social, and cultural a tourist destination area and shall be protected.")

In the explanation above, the awareness to a tourist destination should be attention by the people carefully to increase tourism developing in order to make a good image for each area even though the country. In this case, a resource in the

important thing in tourism in order to fulfill necessary and human satisfaction.

According to Pitana (2009:68)

Dalam konteks pariwisata, sumberdaya diartikan sebagai sesuatu yang mempunyai potensi untuk dikembangkan mendukung pariwisata baik secara langsung maupun tidak langsung. Sumberdaya yang terkait yaitu sumberdaya alam, sumberdaya budaya, sumberdaya minat khusus, dan sumberdaya manusia. (“In the context of tourism resource is defined as something that has potency developed to support the tourism either directly. Related resources are natural resources, cultural resources, resources of special interest and human resources.”)

Many people or organization used resources for many kinds of tourist activity. For example, sell the panorama of nature as a tourist attraction (natural resources), prepare of cultural attraction (cultural resources), facility and tools (physical resources). That's way, a tourist destination have to fill all the unsure of resources. It's like *Nuart Sculpture Park* was put forward the natural resources as a tourist attraction that must be developed in order to make it interesting to visit.

Before conducting this research the writer assume that *Nuart Sculpture Park* have the potential to be developed as a tourist area. But on the other hand *Nuart Sculpture Park* not so much demanded even though it's not by foreign tourist compared to other tourist object that exist in Bandung. So the writer wants to find out the cause of it. In fact, if viewed in terms of tourism *Nuart Sculpture Park* has the potential to be sold as a tourist area that should be developed. The writer would like to know what potential there is in *Nuart Sculpture Park* area so it's fit to become an interesting tourist attraction in

Bandung. Moreover, *Nuart Sculpture Park* has excess other than as a city of forest even there is the historical sites that interest to visits.

1.2 Research Problem

The location of *Nuart Sculpture Park* is not strategic, because the location is among complex of houses. And there is no public transport passes. And the writer think that its will be problem to *Nuart Sculpture Park* because there is can make the visitors have to difficult to visit of this places. And the second problem is small parking area.

In this research, research problem is the important part in conducting the research. Arikunto (2002:54) said that research problem is question that found the answer though the research, which form into question sentence, and something that inquired.

The research is about the Potential of *Nuart Sculpture Park* as one of Tourist Attraction the problem will discuss as follow:

1. What are the potential of *Nuart Sculpture Park* as a tourist attraction?
2. How does *Nuart Sculpture Park* develop in order to make it as an interesting tourist attraction?
3. What the impact of *Nuart Sculpture Park* on people at the surrounding area?

Rationale of Study

According Jim Supangkat (2006)“I didn’t agree with this label being used for Nuart’s Sculptures. However, I didn’t have an argument ready to support this

critical attitude. Only after many years did I find that Nuart's works were not related to any theories of realism-realism of the 19th century, realism of Sudjojono, social realism, mystical realism, photo realism, new realism, and so on. This fact, made *Nuart's Sculptures* phenomenal in my opinion. This conclusion didn't mean that I had found a reference point with which to view this work. Further research and discussion with Nuart over a period of years were needed before I arrived at a means with which to appreciate this work."

1. What are potential of *Nuart Sculpture Park*?

Everyone must be know about the potential of *Nuart Sculpture Park*, with the theme Art, Culture, and Nature. It will be a good or bad potential for tourist attraction.

2. How does *Nuart Sculpture Park* develop in order to make it as an interesting tourist attraction?

Since 2000th *Nuart Sculpture Park* had many changed, like a facilities, position, and new artwork, so different than before.

3. What kind effect *Nuart Sculpture Park* to surrounding area ?

To find the effect of *Nuart Sculpture Park* to surrounding area, there are a good or bad effects. A good effect can motivate other place, and bad effect will be motivate to the next *Nuart Sculpture Park* be better.

1.3 Objectives of the Research

The object of this research is automatically become the answer of research problem, it presented as follow:

1. To know the potential of *Nuart Sculpture Park* as a tourist attraction
2. To find out how *Nuart Sculpture Park* develop in order to make it as an interesting tourist attraction
3. To find out what the impact of *Nuart Sculpture Park* on people at the surrounding area

The procedure of the data collecting the writer used interview. Observation and questioner as the part of data collection elements to support the research. By the interview and observation the writer looks for and gets answer to strengthen the research.

In this research the writer used qualitative method. It is related to the general purpose of the study to define and describe the research. In this research design the writer doing the research though the descriptive research, where in descriptive research processing of data more describe in words or sentences. In other words, although there is the data which from numerals it just take a conclusion from data numeral process that found.

1.4 Limitation of the Research

The limitation of the problem as follow:

1. The research is only analyzing of potential in *Nuart Sculpture park* from the first *Nuart sculpture park* in stand is from 2000th until now, such as :
 - What possessed of *Nuart Sculpture Park* be a good place.
 - What are facilities in *Nuart Sculpture Park*
2. The research is only analyzing tourist attraction in *Nuart Sculpture Park*, the visitors who come to *Nuart Sculpture Park* from local and international. And what they opinion about *Nuart Sculpture Park*
3. Time and Place of Research?

When the writer start to research the place “*Nuart Sculpture Park*”

1.5 Significances of the Research

The result of the research expected to give meaningful to the reader. Beside that the reader can get information about *Nuart Sculpture Park* can be interesting tourist attraction to visit besides other places in Bandung. In addition, the potential which *Nuart Sculpture Park* provided can give an overview of the tourist attraction included in ecotourism the only one in Bandung that must be developed.

Beside that the tourist can understand it respect our environment especially *Nuart Sculpture Park* for better in future besides as tourist attraction also as protected forest.

The writer hopes that this research can be useful for the next research which related to this research. The writer also hopes this research can give motivation to everyone who wants to do something better in writing.