

Chapter I

Introduction

In this chapter the writer gives an explanation about the reasons for conducting the research and it related with several points: Background of the Study, Identification of the Problem, Limitation of the Problem, Research Question, Objective of the Study, and the Significances of the Study.

1.1 Background of the Study

Indonesia is a country of diversity in customs, languages, races, cultures, and religions. Indonesia itself is a resource-rich country. Indonesia's natural resources can be well managed and utilized as potential for human well-being. One of the areas that could be developed is tourism. Tourism in Indonesia is currently growing rapidly as time goes by.

Many countries rely on tourism as a source of taxes and revenue for companies that sell services to tourists. Tourism is an alternative income to regional income and national foreign exchange. Therefore, the development of tourism is one of the strategies that governments and NGOs use to promote certain areas as tourist areas to increase trade by selling goods and services to foreign tourists. This is because tourism is a sector that is considered profitable and viable, an asset and a source of products for the country and the nation. Tourism is currently a leading business, some people need the entertainment to satisfy or make themselves happy and to spend free time. The importance of the role of tourism in economic development in various countries is no longer in doubt. Tourism which is an industry in its development also affects other industrial sectors around it.

Tourism comes from two words, namely *Pari* and *Wisata*. *Pari* can be interpreted as many, many times, round and round or complete. Meanwhile, *Wisata* can be interpreted as a trip or traveling which in this case is synonymous with the word "travel" in English. On that basis, the word "Tourism" can be interpreted as a trip that is carried out many times or in circles from one place to another, which in English is called "Tour". (Yoeti, 1991:103). Meanwhile, according to RG. Soekadijo (1997:8), tourism is all activities in society related to tourists.

In the current era of globalization, progress in the field of tourism is very rapid. Tourism has been recognized as the largest industry of this century, seen from various indicators of world development, in the coming years the role of tourism will increase. Therefore, much needs to be done to develop tourism potentials, especially in Indonesia. This is also because the tourism sector is very important considering that the tourism sector contributes to the development of an area, especially an area that has enormous tourism potential and brings in quite a large amount of foreign exchange for the area visited by tourists as well as for the State.

The development of tourist areas is one part of national development that cannot be separated from the principle of regional autonomy. To support the implementation of regional autonomy, broad, real and responsible authority is needed in each of these regions. The country of Indonesia as we know it is one of the developing countries that have various kinds of tourism potential, both nature tourism, and cultural tourism because Indonesia has various tribes, customs, and cultures and because of the geographical location of Indonesia as a tropical country that produces beauty. nature and animals.

Tourism development also provides benefits for the region, as well as the people living around the tourist destination. This is what then encourages the spirit of the Central Government and Regional Governments to promote tourism. Many factors encourage someone to go on a tour, including wanting to see places that have never been visited and want to learn something, avoiding bad weather or seasons, wanting to do something that cannot be done at home, for recreation or relaxation. and others. In this factor, nature is also very influential such as climate, natural scenery, flora and fauna, mineral water sources, and others. In addition, some factors are the result of human creation such as culture, traditions, and customs of the local population, historical objects, dances, and traditional ceremonies of the local community. Therefore, the government must develop tourist objects as the main attraction for tourists.

Efforts to increase the role of tourism, are closely related to goods in the form of tourism objects themselves that can be sold with supporting facilities and infrastructure related to the tourism industry. Efforts to develop a tourist destination must pay attention to various factors that influence the existence of a tourist destination.

Bandung is one of the cities that has a lot of good tourism places and is no less interesting for the beautiful natural scenery with other cities. Bandung Regency is one of the areas that has a lot of tourism spots, precisely in Ciwidey Soreang. Ranca Upas or popularly known as Kampung Cai Ranca Upas is one of the best tourist attractions in South Bandung and is the most popular campground area for local and foreign tourists.

Kampung Cai Ranca Upas, as many people call it, is a village located in the middle of the forest with a variety of soothing beauty. This tourist spot is located right in Alam Endah Village, Ranca Upas District. This tour in South Bandung is located at an altitude

of 1700 meters above sea level, so the air temperature in this unspoiled tourist area is cold and extreme, ranging from 17 oC - 20 oC. Even if at night, the temperature here can reach the lowest temperature below 0 degrees oC.

The potential of the Ranca Upas tourist attraction still needs to be developed again so that it becomes the most popular main tourist destination in Bandung Regency. Therefore, it is necessary to develop a tourism object development strategy that is carefully prepared accompanied by good handling by the management of the Ranca Upas tourism object itself and the community. In addition, the role of the community is also very necessary so that the development of the Ranca Upas tourist attraction can be realized properly.

1.2 Identification of the Problem

Based on the background that the writer has conveyed, there are socio-economic impacts for the people of Ciwidey with the existence of these tourist attractions, namely both positive and negative impacts, and the process of interaction of the surrounding community after the existence of Ranca Upas tourism has changed due to many domestic and foreign tourists visiting the area. come.

1.3 Limitation of the Study

This research will only focus on the Strategy management for Increasing Visits at Ranca Upas so that the number of visitors is higher.

1.4 Research Problems

Two questions are come out]from the background and identification of the problems explained above :

1. What are the opportunities for developing Ranca Upas tourism objects in Bandung Regency?
2. What strategies can be taken by the management in developing the Ranca Upas Bandung tourism object in Bandung Regency?

1.5 Objective of the Study

1. To find out the strategies that can be carried out by the management in developing tourist attractions in Ranca Upas.
2. To find out opportunities for developing tourist attractions in Ranca Upas.

1.6 Significances of the Study

The study is expected to give benefits which are divided into aspects. They are academic and practical benefits.

1. Academic

Academically, the results of this research are expected to be useful as scientific works that can support the development of science and as input that can support researchers and other interested parties in the same research field.

2. Practical

Practically speaking, the results of this study are expected to be input and factors for local government considerations, especially the Bandung Regency Culture and Tourism Office in an effort to develop a tourist attraction area.