CHAPTER I

INTRODUCTION

A. Background

Tourism becomes a magnet for a country or region in attracting a person or group of people to come there. As the smokeless industry, tourism is a promising sector in every country all over the world nowadays. From time to time, the development of tourism sector continues to show the rapid progress. The progress of this sector has positive impacts on the economy of involved country and Indonesia is no exception. The tourism sector is one of the Indonesian economy supporting sectors which gives a big contribution for the total revenue of Indonesia.

Various tourism potentials are major capitals in the development of tourism sector in many countries. Indonesia becomes a fortunate country because all parts of it have tourist attractions that become potential places to be visited by tourists, both local and domestic. One of the parts which has big tourism potentials in tourism is Karanganyar regency.

Karanganyar regency is one of regencies in Central Java which has tremendous tourism potentials, both natural and cultural. By the slogan “INTANPARI” that is the short form of Industri- Pertanian-Pariwisata (Industry-Agriculture-Tourism); tourism has the priority to be well developed in Karanganyar. However, relying on natural resources, culture, and art is not enough to boost tourist numbers. Just like selling a product, tourism also requires
reliable and proper promotion strategies. It is unfortunate if the potential of tourism in this area is less developed due to lack of promotion strategies. Therefore, the strategic steps are needed to market and design patterns of tourism development in accordance with the character of this area. This becomes the main task of Dinas Pariwisata dan Kebudayaan (DISPARBUD) Karanganyar besides managing the tourism attractions. DISPARBUD Karanganyar is government institution which keeps an eye on the development of tourism sector, both promoting and managing tourist attractions. Promotion becomes the main focus of DISPARBUD Karanganyar in developing tourism in Karanganyar area.

Seeing the importance of promotion strategies in tourism sector, the writer is interested to describe the promotion strategy done by DISPARBUD Karanganyar in order to increase the number of tourist visits. Hence, the title of this final project is THE PROMOTION STRATEGIES OF DISPARBUD KARANGANYAR TO INCREASE THE NUMBER OF TOURIST VISITS.

B. Objectives

The objectives of this final project are:

1. To describe the promotion strategies of DISPARBUD Karanganyar to increase the number of tourist visits to Karanganyar tourism attractions.

2. To know the problems faced by DISPARBUD Karanganyar to promote Karanganyar tourism.
3. To find out the solutions of the problems faced by DISPARBUD Karanganyar in promoting Karanganyar tourism.

C. Benefits

The benefits of this final project are:

1. The institution

   This project is expected to give better understanding about proper promotion strategies that must be done by DISPARBUD Karanganyar in the effort to increase the number of visitors coming there. Besides, by reading this project, the institution will know the problems and the solutions in promotional activities.

2. The readers

   The report of this project is expected to inform the readers about promotion strategies, problems and solutions in promoting Karanganyar tourism.

3. The writer

   The report of this project gives the benefits for the writer in form of the understanding about strategic ways of DISPARBUD Karanganyar in promoting Karanganyar tourism. Besides, the writer will have a better appreciation about tourism in Karanganyar regency then the writer will be attracted to contribute herself in tourism sector of Karanganyar.