

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Tourism is defined as the collection of relationships that determine people's temporary and not habitual displacement, which includes at least one overnight stay in a location other than their customary domicile (Carioni & Andreis, 2019).

Every tourism site has tourism products. Tourism product is a composite in nature that encompasses everything visitors buy, see, experience, and feel from the time they leave home until they return, which includes transportation, lodging, attractions and activities, financial services, tourist publications, and tour guides (Camilleri, 2018). All these aspects of tourism products need to be paid attention to since they affect the tourist impression and what they will tell others about the tourist site.

Tourism is also a type of human behavior, and the multi-trillion-dollar economy supports it (Buckley, 2011). By this, tourism is across a wide range of disciplines in so many fields. Therefore, to help a country's economy, tourism sites need to market their products. The marketing of a tourism site can be done in a lot of ways, one of which is by introducing the destination's potential.

This is in line with the statement from Dahiya & Batra (2016) that tourist destinations are chosen based on the tourist's level of knowledge about the destination. Therefore, an interesting tourist destination is actually based on how much the marketing of a destination provides the information and the way the information is delivered.

In addition, Mondia et al. (2010) believed there are some factors that can influence tourist decision-making, which are: trip distance, the environment of the

place, entertainment options, culture and history of the place, activities for children, knowledge of the local language, and good accommodation facilities. Therefore, conveying information about these things can help attract tourists to visit tourist destinations.

One of the tourist destinations that have great potential and achievement still undervisited is Boon Pring. Boon Pring is an ecotourism site located in Dusun Kampung Anyar, Sanankerto, Malang Regency. Boon Pring has many tourist attractions such as duck-boat, pools, flying-fox, and natural tourist spots such as lakes, bamboo, and springs. However, According to The Director of BUMDES Kertoraharjo, Samsul Arifin, as reported on Jawa Pos Radar Malang, the total number of tourists that visited Boon Pring only reached up to 10 thousand visitors in a week as an impact of the pandemic. Compared to the number of visitors before the pandemic, it reaches up to 40 thousand in a week.

Boon Pring in terms of its management uses Community-Based Tourism (CBT) as its management system. Community-Based Tourism refers to tourism handled by the local community in a rural place (Anuar & Sood, 2017). Therefore everything related to tourism management is carried out by the local community. Other than that, CBT has a significant potential for creating jobs and generating entrepreneurial possibilities for local communities from various backgrounds, talents and experiences (Anuar & Sood, 2017). Therefore, using CBT in managing a tourism site is a strength that only some destinations have.

However, in order to upgrade their place as an international destination, it is not enough to rely on CBT management and the tourist attractions. A destination needs to inform people about its place, the tourist spots, and services.

One way that can be used to introduce a tourist destination to the public is to use an icon that symbolizes the identity or the biggest potential of the tourism area. According to Smith and Casey (2001), Icons are instantly recognizable landmarks and are frequently renowned because they are famous (Urry, 1990). Therefore, choosing a common object that represents the identity of a destination is important in creating a destination icon.

Icon not only plays a role as a symbol but also an agent of marketing of the tourism site. By using an icon, a destination can reach a wider audience without needing too much description about the tourism site.

In order to maximize the use of an icon, the marketing team of a tourism site can use narrative or storytelling techniques. According to Simmons (2001), people who have connected personally through a story will be more likely to remember the experience. Therefore, narrative/storytelling can be considered effective in introducing an icon of a tourism site and the whole identity it represents.

## **1.2 Project Objectives**

1. To suggest icons for Boon Pring Ecotourism and its role in introducing Boon Pring's potential to the public.
2. To provide a narrative script for the Boon Pring icon as a marketing agent that educates and entertains.