

CHAPTER I

INTRODUCTION

A. BACKGROUND

Tourism is an activity, product service and the results of the tourism industry that is able to create travel experiences for tourists. The main element forming the travel experience for tourists is the attraction of a place or location ". (Damiasih and Ria, 2017, <http://ejournal.stipram.net/>). Tourism in India is important for the country's economy and is growing rapidly. Although more people are visiting India than ever before—two decades ago about 2.4 million international tourists came to India a year; in 2017 there were five times that—the real boost is coming from domestic travel. Almost 90 percent of travelers in India are Indians. For the last three years, their most popular destination has been the southern most state of Tamil Nadu, thanks to pilgrims eager to visit its many temples.

As one of the sectors that are expected to be able to contribute to foreign exchange for the State at present and in the future, tourism has a vulnerability to the factors of the natural environment, security, and other global aspects (Primantoro, 2015: 12).

Tourism in India has shown a phenomenal growth in the past decade. One of the reasons is that the Ministry of tourism, India has realized the immense potential of tourism in India during vacations. India travel tourism has grown rapidly with a great influx of tourists from all across the globe who have been irresistibly attracted to the rich culture, heritage, and incredible natural beauty of India. India tourism with its foggy hill stations, captivating beaches, historical monuments, golden deserts, serene backwaters, pilgrimage sites, rich wildlife, and colourful fairs capture the heart of every tourist. In addition, a variety of festivals, lively markets,

vibrant lifestyle, and traditional Indian hospitality, will make your experience as an india tourist truly unforgettable and fantastic.

Tourism comes from two words, namely rays and tours. **Pari** can be interpreted as many, many times, circling or complete. While tourism can be interpreted as traveling or traveling. On that basis, "Tourism" can be interpreted as a trip carried out many times or circling from somewhere to another place. Which in English is called "Tour". (Yoeti, 1991: 103). Whereas according to GM. Soekadijo (1997: 8), tourism is all activities in the community that are related to tourists.

India is the country which is surrounded by the Himalayas, Arabian Sea, Bay of Bengal and the Indian Ocean, as we all know that it is rich in its culture, heritage, unique style temples, wildlife, sanctuaries etc. which will attract the tourists large in number. India is not only limited to above areas but also it has many tributaries like Sharavathi, Ganga, Yamuna, Brahmaputra, Indus and many more. Many amazing waterfalls places can also be found in almost all parts of India. Visiting India is a dream of every foreigner because India has lot to travel and explore many adventures things. India is where the people live with much diversity. India is considered as Multi-lingual country where you can find many people who speaks different languages.

Delhi is the third largest city of India. Delhi is a unique blend of trend of tradition and modernity. It is an architectural collage of parks, historical building and skyscrapers. Here people live in different cultures, languages, states, traditions and countries in complete harmony. Incredible India is the name of an international tourism campaign maintained by the Government of India since 2002, to promote tourism in India.

An astronomical marvel situated right in the heart of the capital Delhi, Jantar Mantar is a phenomenal piece of architecture in the form of a sundial. Built in 1724 by Maharaja Jai Singh II of Jaipur, it is among the five observatories, the biggest one located in Jaipur. The rest are in Ujjain, Varanasi and Mathura. The prime motive of the observatory was to gauge and

collate the astronomical charts, and to estimate the time by tracking the movements of the planets, moon and the sun. A spectacular specimen of astronomy from the past, Jantar Mantar does not fail to impress even in this age.

The Jantar Mantar Observatory is one of those few Monuments that has been well maintained by the Government of Delhi and attracts tourists and visitors from the entire globe who come to view this ancient astronomical delight and fill their curious minds about the significance of astrology and the usage of the various tools and methods applied during those past centuries for calculations and predictions. Jantar Mantar, from Sanskrit, literally means as a tool for measuring. There are 5 locations in Jantar Mantar in India such as Jaipur, New Delhi, Varanasi, Mathura, and Ujjain. The most popular ones are those in Jaipur and Delhi.

Based on the explanation above, the authors are interested in conducting research with the research title “THE POTENTIAL AND TOURIST ATTRACTION OF JANTAR MANTAR IN NEW DELHI, INDIA”.

B. PROBLEM FORMULATION

1. How is the potential of Jantar Mantar for tourists ?
2. How is the role tourism plays in the economic development of local regions ?

C. LIMITATION OF PROBLEM

Based on the Background and Problem Formulation above, this study focuses on the discussion of how the potential of Jantar Mantar for tourists and the role tourism plays in the economic development of local regions.

D. RESEARCH OBJECTIVES

1. Knowing the potential of Jantar Mantar for tourists.

2. Knowing the role tourism plays in the economic development of local regions.

E. BENEFIT OF RESEARCH

1. Practical Benefits

- a. Given this research, it is expected the increase of social insight of the symptoms and social phenomena that occur in the community.
- b. In order to grow awareness in the researchers themselves and the wider community that humans have the same heart in people's lives.
- c. In order to grow gratitude in the researchers and the community how God created all the contents of the earth with the community and goals that are clear. How majestic he is with all unique creations.

2. Theoretical benefits

- a. It is hoped that this research can add insight and scope of sociology case studies.
- b. It is hoped that this research can be used as a reference in future research.
- c. Can enrich the academic has to do a similar field of study.