

# CHAPTER I

## INTRODUCTION

### A. Background

Activities of traveling which are known as tourism have become a necessity for every human being from time to time. The activity that began on July 5, 1841, when Thomas Cook arranged a trip from Market Harborough to Loughborough to hold a meeting, has also become a new breath for human life because its existence is able to become one of the largest foreign exchange earners for every country and is also able to open jobs for the unemployed in every country. Apart from that, tourism is also a medium that can communicate the values and culture of the host to tourists.

The popularity of this activity has also spread to the second most populous country in the world, namely India. The country which consists of 28 states and 9 union territories is a country rich in culture. According to Triyono, Damiasih, Sudiro (2018: 29 – 40), Tourism occurs because of the tourist attraction in tourist destinations, both in the form of natural and cultural attractions. Therefore, tourism can also occur here because there is an attraction in form of a culture that is available here. The cultural richness of the country which becomes the largest spice producer in the world, makes tourists interested in visiting. One of the cultures that is in great demand by tourists to visit is in the Punjab area.

In Punjab, there is an area that has a very important role in the preservation of Punjab culture itself, namely Sadda Pind. At Sadda Pind, tourists can experience the old-world charm of Punjab through cultural performances, folk dances, local handicrafts, songs, stories and of course the cuisine.

Sadda Pind is one of fantastic place for tourists to connect with Punjabi culture. Tourists can see, participate and interact with people from the village and their culture firsthand.

Sadda Pind has everything to keep travelers busy and entertained all day long. Tourists can learn any traditional arts so tourists can make their own works. Phulkari, Punjabi jutti, clay toys and utensils, ironworks, durries, agricultural tools are some of the traditional arts exhibited here.

Punjab will never be complete without its music and dancing. At Sadda Pind, tourists can also indulge their senses with the vibrations and rhythms of traditional Punjabi folk dances such as bhangra, gidha, jhumar and kikli.

Knowing that there are a lot of potential in Sadda Pind, but there has been a reduction in visits due to the outbreak of the Covid-19 virus pandemic, a strategy is needed that can make tourists have the desire to return to this place so that they can restore the economy of the surrounding community.

## **B. Research Formulation**

1. What is the condition of culture-based tourism in Sadda Pind in the Amritsar area after the covid-19 virus pandemic?
2. How to develop Sadda Pind as a tourist attraction in Amritsar so that it can improve the economy of the surrounding community after the Covid-19 virus pandemic?

## **C. Problem Limitation**

A research will not have a bright spot in the form of a solution to a problem that is happening if it does not have limitations or coverage limits on what is being observed. Therefore, in this research, the authors limit the scope of the study to only how the conditions of culture-based tourism in the Sadda Pind area after the Covid-19 pandemic and how Sadda Pind can become a popular tourist destination to visit again so that it can improve the economy of the surrounding community after the Covid-19 pandemic.

## **D. Research Objective**

This research is done by the author to answer the problem formulations about:

1. Condition of culture-based tourism in Sadda Pind in the Amritsar area after the Covid-19 virus pandemic.
2. How to develop Sadda Pind as a tourist attraction in Amritsar so that it can improve the economy of the surrounding community after the Covid-19 virus pandemic

## **E. Research Benefits**

A research will not be made other than with the aim of benefiting many people. Therefore, with the research conducted by the author at Saddda Pind, the authors hope this research can provide benefits to several related parties, be it for author, academics, government, managers or society.

The benefits are as follows:

### **1. For the Author**

It is hoped that research on the development of a tourism destination post-pandemic can provide additional insight and education for the author in the form of how is the right strategy to be used for a tourism destination after experience a disaster so that the author can make it as a reference when the author works in the tourism sector in the future.

### **2. For Academics**

It is hoped that it can become a reference for teaching materials for students on how a tourism destination can still develop even though it has experienced a disaster

### **3. For the Government**

It is hoped that it can be taken into consideration in determining what things can help managers of tourist

attractions in the process of managing tourist objects that have experienced a disaster.

#### 4. For the Community

It is hoped that it can add insight to the community that their economic growth can be obtained with an awareness of participation. The development of a destination cannot be done by the manager himself, especially after the Covid-19 pandemic. Participation from the community in the form of providing transportation services that adhere to health protocols and the hospitality of the surrounding community that makes tourists get enough information they need will make the community itself have economic growth in the post-COVID-19 pandemic.