

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

Tourism (Wigati, 2018) is one of the dominant sectors in supporting other industrial sectors such as the hotel industry, restaurants, guest houses, community crafts, and other knick-knacks. Tourism in Indonesia, especially in Buleleng, Bali, requires improvement and expansion in promoting tourist areas, increasing tourism job opportunities, and introducing the culture of the surrounding area. In developing tourism in Buleleng, more detailed attention is always needed so that tourism in Buleleng is growing to increase the number of local and foreign tourists visiting Buleleng.

There are so many places that can be used as tourism destinations but cannot be visited by foreign or domestic tourists because of the COVID-19 pandemic. Therefore, before tourism must be maximally improved in promoting tourist locations or attractions in the Bali area, especially Buleleng, both those that are in the province, city, or countryside.

The impact of the COVID-19 virus itself is not only detrimental in terms of health, but the corona virus has also greatly affected tourism in Bali, especially in Buleleng.

The following are affected by the COVID-19 virus in Bali (Purwahita, Wardhana, Ardiasa, & Winia, 2021):

1. Travel Agency
2. Hotel
3. Tourist Restaurant/Restaurant
4. Souvenirs and Souvenirs Center
5. Transportation (Land, sea and air)
6. Tourism Employees

Because the COVID-19 pandemic has greatly harmed tourism actors in Bali especially in Buleleng, the Buleleng Tourism Department will not remain silent. One of the efforts carried out by the Buleleng Tourism Department is to hold a Table Top activity which is participated in at

the same time in collaboration with the Association of Indonesian Travel Companies (ASITA) online and offline. Given that during the COVID19 pandemic, we can see a list of quite a few tourist visits in 2019, which makes us move to revive tourism in Bali, especially in Buleleng.

Table Top is a business forum designed to bring together regional tourism industry players (sellers) and destination tourism industry players (buyers). Currently selling tour packages can be through social media, but maintaining a direct relationship between travel companies is expected to achieve the target market. Table Top was held by the Tourism Office by inviting 31 sellers. In contrast to Table Top which is often held as a tourism promotion held indoors. This time the Table Top concept, apart from gathering, there are also activities packaged in games and adventures at the leading tourist destinations of Buleleng. This year's Table Top theme is sales mission - hybrid table top.

### **1.2 Statement of Problem**

1. What technical terms are encountered in the Table Top strategy issued by the Buleleng Tourism Department?
2. What are the definitions of the technical terms encountered in the Table Top strategy issued by the Buleleng Tourism Department?

### **1.3 Purpose of the Study**

The Aims of this research are:

1. To find out what technicalities are found in the Table Top strategy issued by the Buleleng Tourism Department.
2. To find out the definitions of technical terms encountered in the Table Top strategy issued by the Buleleng Tourism Department.

#### 1.4 Significance of The Study

The results of the study are expected to be useful as follows:

1. For the students

So that the results of this study can be used as additional information in the future for students who want to work in the tourism sector.

2. For Future Researcher

The results of this study can be used as an additional information in the future for researchers who want to conduct similar research in Buleleng Tourism Department.

