

# CHAPTER I

## INTRODUCTION

### 1.1. Background

Tourism is one of the development sectors that is currently being encouraged by the government because tourism has contributed in giving national income for the development of the country. According to Manzoor *et al.*, (2019) in the global economy, tourism is one of the most growing sectors. This sector plays an important role in increasing national income. Increasing in tourism sector can bring positive economic outcomes to the nations, especially in gross domestic product (GDP) and employment opportunities. Tourism development is needed to increase the number of tourists. Nurdin and Yuliawati (2018) say that tourism development continues to be carried out by the government in the hope to increase the number of tourists which will bring benefits to state financial income.

Indonesia is one of the best countries in the world to be visited by tourists. According to United State Travel Magazine (2020), Indonesia was chosen as one of the best countries in the world to be visited. Indonesia has been known as the rich country that has natural beauty and the diversity of flora and fauna, and culture which has great potential to become a tourism destination. Every province in Indonesia has its own tourism destination such as Nanggroe Aceh Darussalam with Tsunami Aceh Museum, Bali with Kuta Beach, North Sumatra with Lake Toba, Central Java with Borobudur Temple, Papua with Raja Ampat, South Sumatra with Ampera Bridge, and so on.

Besides Ampera Bridge, Palembang as the capital city of South Sumatra Province has many other tourism destinations to be visited which have natural, historical and artificial attractions. For the natural attractions, Palembang has Musi River and Punti Kayu Park, for the historical attraction, there are Sultan Mahmud Badaruddin II Museum, Balaputra Dewa Museum, Taman Purbakala Kerajaan

Sriwijaya, Siguntang Hill, while the tourism destination with artificial attractions are Palembang Great Mosque, Amanzi Waterpark, Al-Qur'an Al-Akbar, Jakabaring Sport City, and Celosia Flower Park.

Celosia Flower Park is a new tourism destinations in Palembang. This park was opened on December 31st, 2020. Celosia Flower park is a handmade park which is located in Jalan Letjend TNI Dr. H. Ibnu Sutowo, Alang-Alang Lebar District, Palembang. This park is very beautiful and large which is filled with Celosia flowers. The local community tend to call this flower as *bunga cengger ayam* or Chicken comb. The visitors can visit this place for taking pictures and spending their leisure time with family or friends.

However, the Celosia Flower Park is lack of attractions. The attractions in the Celosia Flower park are the spots of Celosia flowers, 5 spots for taking pictures like the instagram and facebook photo booths, the miniature of Monas, the miniature of windmill, the miniature of house, and big replica of butterfly, and the swings. Tourist can use their vehicles, public transportation or online transportation to reach the Celosia Flower park because the location is close to the main road. The facilities provided by the Celosia Flower park are parking area, toilet, canteen, praying area and some huts. To make the Celosia Flower Park potential, it needs more attractions and facilities.

Based on the explanations above, the writer is interested to write the final report entitled "The Potential of Celosia Flower Park as a New Tourism Destination in Palembang".

## **1.2. Problem Formulation**

The problem of this research is whether the Celosia Flower Park is potential as a new tourism destination in Palembang.

## **1.3. Purpose**

The purpose of this report is to know whether the Celosia Flower Park is potential as a new tourism destination in Palembang.

#### **1.4. Benefit**

The benefit of this final report is to give information to the English Department students of State Polytechnic of Sriwijaya Palembang about the Potential of Celosia Flower Park as a new tourism destination in Palembang.