

## CHAPTER I

### INTRODUCTION

In this chapter the writer discusses the background of the final report as well as the problem formulation and also discusses the purpose and the benefits of the final project.

#### **1.1. Background**

Based on *Undang - Undang Republik Indonesia no. 10 tahun 2009* about tourism, "*Pariwisata adalah berbagai macam kegiatan wisata dan didukung berbagai fasilitas serta layanan yang disediakan oleh masyarakat, pengusaha, pemerintah, dan pemerintah daerah*" which means tourism is a series of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local governments. Many countries are dependent on this tourism industry as a source of taxes and revenue for companies selling services to tourists. In Indonesia, tourism industry needs to be developed and maintained as a tourism destination in order to leverage and increase the business.

Indonesia is one of the tourist destinations of the world's most visited tourist. Economic growth and political stability has made Indonesia as one of the richest countries. The World Tourism Organization reports that Indonesia's tourist arrivals were double the world average between 1995 and 2002 (WTO, 2002). Indonesia is rich in culture and nature. With its diverse population and natural landscapes, Indonesia not only offers cultural attractions but also nature tourism.

Lahat is one of the districts in South Sumatra which is famous for its megaliths and various natural tourisms. One of the famous nature tourism in Lahat is Green Canyon.

Green Canyon is surrounded by freshly green nature with cool air. Stunningly large rocks formation forms the area's perfect scenery. Even more, the river that cleaves this area makes jaw-dropping for the visitors. This range is a very gorgeous destination to visit.

In this report, the writer would like to find the potency of Green Canyon as a tourism destination in Lahat Regency. Therefore, the writer is interested in the title “*The Potency of Green Canyon as a Tourism Destination in Lahat Regency*”.

### **1.2. Problem Formulation**

Based on the background above, the problem in this report is formulated into a question: What are the potencies of Green Canyon as a tourism destination in Lahat Regency?

### **1.3. Purpose**

The purpose of this final report was to find the potency of Green Canyon as a tourism destination in Lahat Regency.

### **1.4. Benefits**

The research benefits are:

a. For the writer

Hopefully this final report will be a good way to get knowledge about the potency of Green Canyon as a tourism destination in Lahat Regency.

b. For State Polytechnic of Sriwijaya

Hopefully this final report can be a new collection for the library of English Department and became a reference for the next researches.

c. For Government Tourism Office

Hopefully this final report can encourage stakeholders to promote tourist destinations, Green Canyon and also can make tourists and the public know more about Green Canyon.