

# CHAPTER I

## INTRODUCTION

### 1.1. Background

Tourism have vital roles for the success of many economies around the world and can boost the revenue of the economy. Figini and Vici (2010) state that tourism contributes significantly to economic growth all over the world. It is because tourists will spend money in places they visit, so it becomes the income for the place they visit. Moreover, Tourism can also create thousands of jobs, and develop the infrastructures of a country. According to Pendet (2002), tourism is one kind of new industries that can grow economy very fast in providing employment, increase income, and simulate other industries. Tourism also brings huge economic potential for a destination that wishes to develop their tourism industry (Hayley, 2020).

Tourism destination is a place where all the tourism activities can be done, so it is chosen by tourists for recreation and to stay for a while. Based on Goeldner and Ritchie (2003), tourism destination is a particular geographic region within which the visitor enjoys various types of travel experiences. It means that tourists travel for various purposes, such as recreation, business trip, and education. Therefore, these tourism activities require lodging, restaurants, travel agents, and souvenir shops. In addition, tourism destination must be supported by the availability of tourism attractions, public facilities, tourism facilities, accessibility like transportation and infrastructure.

Palembang city which is located in South Sumatera Province is one of the big cities in Indonesia that has many tourism destinations such as Punti Kayu, Balaputradewa Museum, Ampera Bridge, Jakabaring Sport City, Palembang Bird Park and etc. Punti Kayu is a nature conservation area that is used for nature tourism and recreation activities in Palembang, Balaputradewa Museum is a tourism destination for the historical tourism. It holds historical relics from the Sriwijaya Kingdom, Palembang Sultanate, and etc. Ampera Bridge is a landmark for Palembang city, Jakabaring sport

City is a sport tourism in Palembang. This place is the venue for the largest sporting events like SEA Games, Pekan Olahraga Nasional (PON), and Asian Games 2018. and Palembang Bird Park is a tourism destination for the educational tourism in Palembang.

Palembang Bird Park is the first bird park in Palembang. It is located in JL.Gubernur H. Bastari, Komplek Opi Mall Jakabaring. Tourists not only can see about twenty kinds of bird in their cage such as parakeets, owls, ostriches, starlings, love birds, canaries, parrots and others, but also about ten kinds of animals like Iguanas, Fish, Cats, Deer, Snakes, Rabbits, Turtles and others. Palembang Bird Park is very interesting to visit because there are more than 1000 species of birds in this park (Linda, 2020). In Palembang Bird Park, tourists can do several activities in this park such as holding and feeding the animals, playing and taking pictures with the animals such as snake and macaw bird, and riding a horse.

Palembang Bird Park has lack of attractions but they have four facilities to support the convenience of tourists, for example a food court, trash bins, toilets, and parking area. Palembang Bird Park can be reached by land transportation like private car, motorcycle, public transportation such as Transmusi bus, Light Rail Transit (LRT), Gojek, and online taxi. Palembang Bird Park is in a strategic location because it is close to 5-star hotel, shopping center and Opi Water Fun.

Based on the explanation above, the writer is interested in writing the final report with the title of **“The Potentials of Palembang Bird Park as a Tourism Destination in Palembang”**

## **1.2. Problem Formulation**

Based on the background above, the problem formulation of this final report is whether Palembang Bird Park is potential or not as a tourism destination in Palembang?

## **1.3. Problem Limitation**

Based on the problem formulation above, the problem of this final report is limited toward the Palembang Bird Park and its potential as a tourism destination in Palembang.

#### **1.4. Purpose**

The purpose of this final report is to know whether Palembang Bird Park is potential as a tourism destination in Palembang or not.

#### **1.5. Benefits**

The benefit of this final report is to give information to the students of the English Department in State Polytechnic of Sriwijaya, the staffs, and the tourists in Palembang Bird Park about the potentials of Palembang Bird Park as a Tourism Destination in Palembang.