

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

Tourism is an important economic sector in Indonesia. A million natural beauty, culture, and original Indonesian ancestral heritage are added values that we need to continue to echo. Tourism has a strategic position on increasing the country's foreign exchange. Even last year, the Indonesian tourism industry was able to contribute around US\$ 10 billion of foreign exchange. This position is number four after oil, coal and palm oil.

Tourism is a creative-based service sector. Indonesia, with its rich tourism potential, should be able to maximize its potential for the welfare of the people. Moreover, tourism is an industry that is more environmentally friendly.

Everyone is aware of Indonesia's rich and diverse tourism potential. The potential of a tourist area is not called a destination if there are no 3A's, namely Attractive, Amenities, and Accessibilities. For this reason, the government in the next five years will try to increase tourism promotion by making stronger use of information technology. In addition, the government will also develop other types of cultural-based tourism and build a higher tourism brand.

The Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf) of the Republic of Indonesia continues to strive to optimize the development of the tourism sector and creative economy in Indonesia. One of the efforts made to develop the potential of the creative economy sector is to prepare guidelines for development planning and the creative economy in Indonesia. Tourism in Indonesia is currently growing rapidly tourism in Indonesia has been

"sleeping" for a long time due to the covid 19 pandemic. In early 2022 our country experienced relaxation of rules, for example, tourist attractions have been reopened and can operate as usual, with a record of complying with applicable health protocols. Not only for local tourists, but tourism destinations in Indonesia have also been opened for foreign tourists.

There are several types of tourism in our country, moreover, many tourists visit this tourist spot because they want to enjoy the natural beauty that exists in this country. Our country has amazing natural tourism potential, especially in its natural tourism. According to Suwanto 1997, (Utami, 2017) Nature tourism is a form of natural tourism activity that utilizes the potential of natural resources and environmental management. Nature tourism has resources that come directly from nature.

Bengkulu province only has two hills, namely, Bukit Daun and Bukit Kaba. Both are located in Rejang Lebong Regency, which is verdant with fresh vegetables and fruits. Between the two mountains is Bukit Kaba which is more popular, because it is known to be friendly to novice climbers. Kaba Hill is a mountain with an altitude of 1937 meters above sea level which is included in the Nature Tourism Park with an area of about 13,940 hectares. The natural conditions are still beautiful and natural and the beautiful scenery makes this place one of the favorites for climbers. If you want to climb casually without having to exhaust yourself to reach it, Bukit Kaba can be an alternative. Mount Kaba or better known as Bukit Kaba is located in Sumber Urip Village, Selupuh Rejang District, Rejang Lebong Regency, Bengkulu.

Rejang Lebong is the name of a district in Bengkulu Province. The regency which has an area of about 1,476 sq km is surrounded by highlands. Rejang Lebong Regency has a capital city with the name Curup City. Rejang Lebong Regency is the main rice, coffee and vegetable producing area in Bengkulu province, the results of which are sent to Palembang, Jambi, Padang, Lampung and Jakarta.

Seeing the history of Curup City, Curup is a city in the mountainous area of Bukit Barisan and surrounded by Bukit Kaba/Mount Kaba and Bukit Daun.

The original inhabitants are the Rejang tribe, but there are also many people from other ethnic groups such as Javanese, Lembak, Minang, Serawai and Sundanese.

Bukit Kaba has indeed begun to be visited by many people around the hill, especially Curup and Bengkulu residents, but there are still many people who do not know the existence of this destination. Kaba hill is a beautiful hill in the city of Curup. Management of Bukit Kaba needs to improve existing deficiencies and develop its potential so that it can make Bukit Kaba better and can increase regional income.

Therefore, the author is interested in writing a final project report with the title "**The Potencies of Kaba Hill As A Tourism Destination in Curup City**".

## **1.2 Problem Formulation**

Therefore, the problem formulation in this Final Report is What are the potencies of Kaba Hill as a Tourism Destination at Curup City.

## **1.3 Purpose**

The purpose of this final report is to find out what the potential of Bukit Kaba as a tourist destination in Curup City, and also how to realize the potential that exists in Bukit Kaba.

## **1.4 Benefits**

There are three benefits of this final report. First, the results of this study are expected to provide benefits for readers so that later they can produce new things that are useful for the development of tourism in Bukit Kaba. Second, the results of this study are expected to be able to provide benefits for the growth and development of Bukit Kaba tourism in the city of Curup in general

and all parties related to the tourism object under study. Third, the author can find out and try to write directly the theory obtained with the actual situation so that the data obtained from the research can be compiled as a Final Project report in order to fulfill the requirements for obtaining a Bachelor of linguistics degree at the Sriwijaya State Polytechnic.