

CHAPTER I

INTRODUCTION

1.1 Background

Tourism has important role for a country in its economic development. According to Schulalard (1910), tourism is the sum of operations, mainly of an economic nature, which directly related to the entry, stay and movement of foreigner inside certain country, city, or region (as cited in Yoeti, 1996, p.114). Moreover according to Fennel (1999:4), tourism is defined as the interrelated system that includes tourists and the associated services that are provided and utilized (facilities, attractions, transportation, and accommodation) to aid their movement (as cited in Pitana and Diarta 1996, p.45).

According to Spillane (1994), the elements which have supports the feasibility of a tourist destination are as follows: attraction, facilities, infrastructure, transportation and hospitality (p.63-72). In line with Medlik and Meddleton (1973) the success of a tourist destination to support the achievement of the tourism industry is highly depended on the three A (3A): attraction, accessibilities and amenities (as cited in Yoeti 1996, p.165).

Essentially there are several types of tourism. According to Pendit (2002:37-42) there are fifteen types of tourism such as: cultural tourism, health tourism, sports tourism, commercial tourism, industrial tourism, political tour, convention tour, social tour, farms tour, hunting tour, pilgrim tour, marine tourism, wildlife sanctuaries tour, honeymoon tour, and adventurous tour. Inline with Yoeti (1996,) based on the object there are seven types of tourism such as: cultural tourism, recuperational tourism, commercial tourism, sport tourism, political tourism, social tourism, and religion tourism (p.123).

For her research, the writer chose the cultural tourism as the object of discussion in her final report. Pendit (1994) said that cultural tourism is a journey

undertaken on the basis of a desire to broaden one's view of life by visiting another place or country and then learn the state of the people, their habits, their customs, their way of life, their culture, and their art. Yoeti (1996) also said that cultural tourism is the motivation of people that have willingness to travel is caused by the attraction of the arts and culture of the place or the country itself (p.123). Based on the definition of cultural tourism, the writer chose Kampung Kapitan as the object of discussion in her final report because it represented the cultural tourism in Palembang.

Kampung Kapitan is one of cultural tourism which has a distinctive heritage of their ancestors which is unique, like ancient buildings such as old houses which have a praying room inside these ancient buildings and now it has become site-attraction. Site attraction is permanent building which is used or built to attract the tourist (Spillane:1987).

Kampung Kapitan is also a special heritage of the Chinese that become one of Palembang famous history. Ghazali (2012) says that Kampung Kapitan has its own unique characteristic that makes it becomes well-known not only in local but also in international. This is happened because Kampung Kapitan was chosen by Palembang government to support an international event i.e. ISG (Islamic Solidarity Games). At that time, Kampung Kapitan had an event called "Fair in Kampung Kapitan 7 Ulu with Arabian Concept" which was attended by government officers, international athletes of the game, and their supporters. Therefore the writer is interested in making the final report entitled "The Study on Kampung Kapitan as One of the Tourism destination in Palembang".

1.2 PROBLEM

Has Kampung Kapitan fulfilled the requirements as the cultural tourism destination in Palembang?

1.3 PURPOSE

To know find out whether Kampung Kapitan has fulfilled the requirements as the cultural tourism destination in Palembang.

1.4 BENEFITS

For Writer

- To enhance knowledge, especially in the knowledge of tourism destination in Palembang
- This report used as the final task

For English Department Students

- To enhance the knowledge of readers about Kampung Kapitan as the Tourism destination
- Able to be one of reference for choosing the tourism destination that will be visited in Palembang

For Government

- The benefit obtained from this research is information about Palembang tourism destination that can be exploited by both domestic and international travelers, local authorities, sights and managers.
- Add insight about the efforts to maintain Kampung Kapitan as the historical tourism