

CHAPTER 1

INTRODUCTION

1.1 Background

Tourism is an activity done by an individual or a group of individuals, which leads to a motion from a place to another. From a country to another for performing a specific task, or it is a visit to a place or several places in the purpose of entertaining which leads to an awareness of other civilizations and cultures, also increasing the knowledge of countries, cultures, and history and Tourism has a direct impact on the national revenue for all touristic countries, it creates work opportunities, industries, and several investments to serve and raise nations performance and cultures, also distributes their history, civilization, and traditions (Wiwoho 1990,p.21-23).Tourism is an activity undertaken by a person with intent to roads and recreation or to meet the diverse desires and not to work or earn a living.

Furthermore, tourism is a way that people do for a while, which was held from one place to another leaving the original position, with a plan and with the intention of not to try or make a living in the places visited, but simply to enjoy sightseeing and recreational activities or to meet the diverse desires (Richard cited in Marpaung and Bahar 2000,p.46-47)

According to Wahab (1975,p.55) tourism industry is one of the new types that can accelerate economic growth and job creation, increased income, living standards and stimulate the productive sectors. Furthermore, as a complex sector, tourism industries also realize classics such as handicraft and souvenir industryx, lodging and transportation.

In addition, we can conclude that tourism also is a industry that can improve the economic factor and help the unemployeed person to get income by making souvenir, or work in lodging and transportation industry.

There are a lot of tourism places in Palembang such as, Kemaro island, Ampera bridge, Monpera, Masjid Agung and museums. One of them is Sultan Mahmud Badaruddin II Museum.

SMB II museum has a big role in giving information about the history of Palembang Darrussalam Sultanate. There are many historical thing related to the sultanate such as; weapon, clothes and many more. It also gives contribution for our income. Many visitor came to see the museum, students continuously came to study about the history of their great sultanate. It was not only common tourism object in Palembang but it was one of the icon of Palembang for years.

It is ironic that nowadays Sultan Mahmud Badarudin II apparently has almost been forgotten by tourists or even Palembang society itself. The number of visitors decreases every year. Although the officer have applied the ways to improve the number of visitor but it just made little changes and it cannot attract tourists to visit Palembang higher. Because of the problem above the writer wants to do research about what strategies used by Sultan Mahmud Badaruddin II museum in increasing the number of visitors.

1.2 Problem Formulation and Problem Limitation

In this report writer wants to discuss about the strategies of Sultan Mahmud Badaruddin II museum in increasing the number of visitors.

1.3 Reserch Questions

Based on the background above, the writer formulates problem as follow:

What are the strategies of Sultan Mahmud Badaruddin II museum in increasing the number of visitors?

1.4 Purpose and Benefit

1.4.1 Purpose

The purpose of this report is to know the strategies of museum Sultan Mahmud Badaruddin II management in increasing the number of visitors.

1.4.2 Benefit

The benefit of this report is giving information for English Department about tourism objects in Palembang especially about museum and also as additional reading material for readers as well as increase knowledge about tourism in the city of Palembang.