

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Tourism is one of the development industries that the government is now encouraging because it has contributed to the country's development by providing national income. According to Pendit (2002) tourism is one kind of new industries that can grow very fast in providing employment, increase income, and simulate other industries. Nurdin and Yuliawati (2018) say that tourism development continues to be carried out by the government in the hope to increase the number of tourist which will bring benefits to state financial income.

Indonesia is a country that has natural beauty and the diversity of flora and fauna, and culture which has great potential to become a tourism destination. Every province in Indonesia has its own tourism destination such as Papua with Raja Ampat, Bali with Kuta Beach, North Sumatera with Borobudur, South Sumatera with Ampera bridge, and so on.

Besides Ampera Bridge, South Sumatera Province has many other tourism destinations to be visited which have natural tourism destinations, historical tourism destinations, artificial tourism destinations, agriculture tourism destinations and etc. For the natural tourism destinations, South Sumatera has Musi River and Dempo Mountain, for the historical tourism destinations there are Balaputra Dewa Museum and Taman Purbakala Kerajaan, for the artificial destinations has Jakabaring Sport City and Al-Qur'an Al-Akbar, while the agriculture tourism destinations there are Celosia Flower Park and Benteng 89 Agrotourism.

Benteng 89 Agrotourism is a new tourism destinations in South Sumatera. It is located in Jalan Pangkalan Benteng, Talang Kelapa District. There are various tourist attractions in Benteng 89 Agrotourism including fishing ponds, garden fruits, cottages, some spots to take photos, swings and slide. Benteng 89 Agrotourism is interest to be visited by many people but based on the writer's survey the result shows that there are still many people do not know about the

existence of this destination. Benteng 89 Agrotourism is a new destination in South Sumatera and there has been no research on the potential of Benteng 89 Agrotourism before.

Based on the explanation above, the writer would like to find the potential of Benteng 89 Agrotourism as a new tourism destination in South Sumatera. Therefore, the writer is interested to write the final report with the title “**The Potential of Benteng 89 Agrotourism as a New Tourism Destination in South Sumatera**”.

### **1.2 Purpose of the Study**

The purpose of this report is to know the potential Benteng 89 Agrotourism as a new tourism destination in South Sumatera

### **1.3 Problem of the Study Formulation**

The problem of this research is whether the Benteng 89 Agrotourism is potential as a new tourism destination in South Sumatera.

### **1.4 Benefit of the Study**

#### 1. For the researcher

To increase information about Benteng 89 Agrotourism as a new tourism destination in South Sumatera

#### 2. For State Polytechnic of Sriwijaya

Giving information to the English Department students of State Polytechnic of Sriwijaya about the potential of Benteng 89 Agrotourism in South Sumatera.

#### 3. For Government

The benefits of this final report are the guidance to know more about the potencies of Benteng 89 Agrotourism as a new tourism destination in South Sumatera.