

CHAPTER I

INTRODUCTION

1.1 Background

Tourism has been recognized as the largest industry in this century, seen from various indicators, such as the contribution of the world's income (Pitana and Gayatri, 2005, p.54). Hall and Page (1999) suggest that tourism is very dynamic and greatly influenced by economic factors, political, social, environmental and technological development.

Objects and tourism attraction is one of important elements in tourism that objects and attractions can succeed government programs to preserve the customs and culture of the nation as an asset which can be sold to tourist. Objects and tourism attractions can be either natural, culture, governance and life that has attraction and selling value for visit and enjoying by a tourist. Tourism product includes services acquired, perceived, owned, and enjoyed by tourist since they leave home.

In the benefits of tourism and tourist satisfaction factors related to "*Tourism Resourch and Tourist Service*". Objects and tourist attraction are everything that exists in the tourist destination which has attraction of its own which could invite tourist to visit. Things that make tourist interested in visiting tourist destination are: natural amenities, man made supply, way of life, culture..

Palembang is estimated as the center of the kingdom of Sriwijaya because many of the artifacts were found at several sites in the city. Exact position is not known, but the strong possibility of being around the foot of Bukit Siguntang because around this hill was encountered few relics such as inscriptions, stupica, statues of Buddha and other historical objects.

Bukit Siguntang is located in the Western park of the city. Bukit Siguntang has a natural view. Besides Bukit Siguntang has beautiful view, Bukit Siguntang is sacred by society. In the age of Sriwijaya the hill of 27 meters above sea level was a holy place for Buddhist followers. History recorded there were about 1000 Buddhist monks settled on the hill and surroundings.

In the surroundings of Bukit Siguntang was found some archaeological findings associated with Sriwijaya kingdom around the 6th century until the 13th century. Bukit Siguntang is one of tourism place that has tourism attraction. Many tourists were interested to visit Bukit Siguntang

Therefore the writer is interested in discussing about the tourism attraction in Bukit Siguntang.

1.2 Problems

1.2.1 Limitation of Problem

The problem of this study is limited discuss about the tourism attraction in Bukit Siguntang.

1.2.2 Formulation of Problems

What are tourism attractions in Bukit Siguntang?

1.3 Purpose

The purpose of these problems is to know about tourism attractions in Bukit Siguntang

1.4 Benefits

For writer

- To enhance knowledge, especially in the knowledge of tourism in Palembang.

- To know the tourism attractions in Bukit Siguntang.

For Reader

- To enhance the knowledge of readers about Bukit Siguntang as one of Tourism Object in Palembang.
- To get information about the tourism attractions in Bukit Siguntang

1.5 Scheme of Writing

In writing this final report, the writer uses the following scheme of writing. The details are as follows:

CHAPTER I

INTRODUCTION

This chapter contains the background of writing, problems, purposes and benefits and scheme of writing.

CHAPTER II

LITERATURE REVIEW

This chapter contains the theories about the definition of Tourism, Bukit Siguntang, and the definition of funeral.

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the method of research, data collection, and data analysis.

CHAPTER IV

FINDING AND DISCUSSION

This chapter contains of the discussions about the problem.

CHAPTER V**CONCLUSION AND SUGGESTION**

This chapter gives conclusion and suggestion.