

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Tourism is traveling for recreational, leisure, or business purposes. Many people do a recreation to another place to refresh their mind from their activities and to enjoy their life with their leisure time by doing everything that can make them happy. According to Richard cited in Marpaung and Bahar (2000, p.46-47) 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.

Leisure is free day for your life to enjoy your time by doing happiness, Leisure, or free time, is time spent away from business, work, and domestic chores. It also excludes time spent on necessary activities such as sleeping, where it is compulsory, and education. leisure time is one day that everyone waiting for to enjoy their life without thinking their job or another activities, spending time by doing travelling and staying in places outside their usual environment for not more than one consecutive year for leisure,

Many people go to another place within a country itself or outside country to doing business, they earn money from business, after they finish their job, they are looking for satisfaction by doing travelling in that place. Prof. Wahab (Egyptian nation) in his book entitled An Introduction On Tourist Therapy cited in Yoeti, (1996, p.116) explains that tourism is a human activity conscious that get service alternately among the people within a country itself or outside country include the standing of people from other regions (a state) to while searching for satisfaction in diverse and different from what is experienced in a job where he remains.

There are so many people going to a strange place for a specific purpose to find a new thing and get experiences that give a satisfaction to themselves by doing travelling in that place, Gulden (cited in Yoeti, 1996, p.117) An art of human traffic where people dwell in a strange place for a specific purpose, but it

should not be living residence or settled to do the job permanently or even temporarily time, that is still associated with the job. For example many tourists from outside of Indonesia come to Raja Ampat, Raja Ampat has so many potential tourism destinations especially in nature tourism this is the first time for them to get a journey in there, there looking for a new thing and get so many experiences that they've never found in their country.

There are so many types of tourist attractions such as nature tourism, culinary tourism, spiritual tourism and etc, spiritual tourism is a human needs in providing spiritual comfort and body after some time working "Act 9 of 1990" everything related to the organization of tours including all tourism activities "MPRS 1-II Year 1996(cited in Yoeti, p.118)."One way to meet human needs in providing spiritual comfort and body after some time working and have the capital for a look other areas (domestic tourism) or other countries (outside the tourism country) ".

Tourism is important, even vital, source of income for many countries, because there are so many major countries make tourism as a capital to increasing revenues or the economy of the country itself, as rising incomes visas because there are so many tourists or visitors from outside their country who visit their country, beside that tourism also provides jobs for everyone who was life and stay in around the tourism destination itself.

Indonesia is one of the biggest countries in the world, with total area 5,193,250 km <sup>2</sup> (including land and ocean). Indonesia is in 7th position after Russia, Canada, USA, China, Brazil and Australia as the biggest countries in the world. Indonesia has so many natural tourisms such as Raja Ampat, Tanah lot, and Kuta beach, because of that there are so many tourists come to Bali Island, Lombok Island, and so on. Indonesia has a beautiful island that possesses natural resources. Indonesia also has a province that has very beautiful tourism attractions, located in the province of South Sumatra, especially in the Palembang City.

Palembang is the capital city of the South Sumatra province, it is around 358.55 square kilometers and the population is 1.742.186 million people (2013).

Palembang is the second of largest city in Sumatra after Medan, Palembang is one of the most interesting places for tourism because in Palembang there are so many attraction tourisms, Palembang provides many different new things and rarely encountered by tourists in their homeland, in every tourism destinations have their own miracles such as Musi River, Ampera Bridge, Benteng Kuto Besak, Grand Mosque, Monpera, Punt Kayu, Balaputra Dewa Museum, Tengkuerep Crater, Cheng Ho Mosque Palembang, Kampung Kapitan, Arab Village, Songket Craft Centre, and Sungai Gerong, but one of the most interesting tourism destination in Palembang is Kemaro Island.

Kemaro Island is located in the middle of Musi River, even though the position in the middle of Musi River, it is an island that never has been flooded, "Kemaro" is a word from Palembang which means "kemarau" in Indonesia, or "dry" in English. In this island there are some tombs that are in a home -style Chinese architecture. In addition, there is a highest pagoda in Palembang with 9 floors and a height of about 40 meters. Usually many Chinese citizens in Palembang or from outside the city come here, especially on big days. But not only the citizens of China, there are so many non - Chinese communities also commonly recreation here, usually for a picnic with friends or relatives.

In there we could find Buddha Temple that used for Buddha religion. Now we also can find a pagoda with 7 (seven) level from the land, Kemaro Island is very crowded when Buddha worshippers celebrate Cap Go Meh, it holds 15 days after Chinese New Year. If you walk into Kemaro Island during the peak of Cap Go Meh, you can watch a number of rituals, such as a black goat slaughtered in front of the mound, it is believed to be the tomb of Siti Fatimah. Cap Go Meh festivities on the island Kemaro increasingly felt with a variety of typical performances, such as lion dance, puppet Chinese people and Chinese traditional arts etnist, Liong. You can reach the island Kemaro using water transport such as Getek or Speed Boat, from the tourist pier Kuto Besak (BKB) or from ex- factory Intirub. Yet when the Cap Go Meh's transportation in Market 16 Ilir prepared barges specifically designed for the celebration Cap Go Meh. In addition, also be the installation of a bridge Intirub ex factory, so the congregations who wish to

worship in the Kemaro Island by landline. Kemaro Island is one of the miracle tourism places that Palembang has.

## **1.2 Problem Formulation**

- What are the strengths and the weaknesses of Kemaro Island as tourism destination in Palembang?

## **1.3 Purpose and Benefit**

### **1.3.1 Purpose**

- To describe the strengths and the weaknesses of Kemaro Island as tourism destination in order to become a benchmark to improving the existing potential in Kemaro Island.

### **1.3.2 Benefit**

#### **a. For Reader**

- To give the information and knowledge to the reader what are the strengths and the weaknesses of Kemaro Island as tourism that has a potential to be a great tourism destination.

#### **b. For Writer**

- To fulfill the final report.
- To increase knowledge about tourism, especially tourism in Palembang that has tremendous potential such as Kemaro Island.

#### **c. For Government**

- As a guide in improving and promoting Kemaro Island as the island that has a beautiful and capable of satisfying tourist destination for travelers within or outside Indonesia.