

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is one country that has a lot of natural potency both on land and in the ocean. The diversity of nature, flora, fauna and, human works that have selling value to be developed into a business in the field of tourism. Indonesia as a maritime country has very abundant water potency. The fertile soil conditions make Indonesia the centre of attention for human groups to settle and develop their respective businesses, while the potency of the water in the form of oceans and beaches is one of the attractions that are much favored by domestic and foreign tourists. This is because Indonesia is a tropical country that has clear sea water which can be used as an activity in the tourism sector.

According to Undang-Undang Republik Indonesia No.9 Tahun 2009 concerning tourism, tourism is a journey that is carried out temporarily from one place to another with the intention not to make a living in the place but merely to enjoy the trip to achieve satisfaction. The existence of tourism has many benefits including recognizing the characteristics of a nation that is visited, knowing two cultures, customs and at the same time being able to enjoy the natural beauty of the country. Tourism is one of important things for a country, especially the regional government where the tourism destination located. The existence of tourism activities can increase the income of each tourism destination that exists. Indonesia as an archipelago country has great potency in the tourism sector. Development of the tourism sector can be done by utilizing diverse tourism potency in Indonesia. The natural conditions in each region of Indonesia vary, so the management must be adjusted to the tourism potency in the area.

Utilization and devevelopment of aquatic resources become a new paradigm that must be realized optimally, this is suported by the existence of

great potency in the territory of Indonesia. Utilization of these water potency can be used for strategy for central and regional governments in efforts to empower and improve the welfare and prosperity of the local community. In order for the existence of potency waters to be beneficial, it is necessary to carry out optimization efforts as a means of supporting both physical and non physical. The development of tourism sector in an area will attract other sector to develop as well because its products are needed to support the tourism industry.

Tourism destination is a place where the tourism activities can be done. Tourism destination must be supported by the availability of tourism attraction, public facilities, tourism facilities, accessibility like transportation and infrastructure. Based on Goeldner and Ritchie (2003), tourism destination is a particular geographic region within which the visitor enjoys various types of travel experiences. It means that tourists travel for various purposes, such as recreation, business trip, and education. Therefore, these tourism activities require lodging, restaurants, travel agents, and souvenir shops.

Palembang city located in South Sumatera Province is one of the big cities in Indonesia that has many tourism destinations. It has many kinds of tourism destination, for example historical places like Makam Ki Gede Ing Suro, museums like Balaputeradewa Museum, nature tourism like Musi River and Kampung Gelam, recreation tourism like Pundi Kayu, Jakabaring Sport City for sport tourism, educational tourism like Palembang Bird Park, nature tourism like Musi River , and Kampung Gelam as a new nature tourism destination. Kampung Gelam is the new tourism destination in Palembang. It is located in Pulo Kerto area, Gandus Village, Palembang, South Sumatra. Nowadays, many people especially teenagers need to fulfill their needs to visit the newest destination and upload their photos to social media. Kampung Gelam is a camping ground area that has herbs covering an area of eight hectares, visitors can see beautiful lake, trees, take some photos, enjoy seeing the nature tourism. It means that Kampung Gelam has the potency or the reason to be visited especially by the teenagers.

Kampung Gelam has of tourism attractions and it has some facilities to support the convenience of tourists, they are trash bins, toilets, and parking area. Kampung Gelam can be reached by land transportation like private car, motorcycle, Gojek, and online taxi. Since officially operating in 2014, this village, which is about 45 minutes from the city center, has become a favourite place for Palembang Millennials to relax during their time from the hustle and bustle of the city. Since seven years ago, the owner of the natural tourism area of Kampung Gelam has continued to add facilities for visitors for their convenience.

Based on the explanation above, the writer is interested in writing the final report with the title of “ The Potencial of Kampung Gelam as Tourism Destination in Palembang”.

1.2 Problem Formulation

Based on the background above, the problem formulation of this final report is whether Kampung Gelam has potency as a tourism destination in Palembang?

1.3 Problem Limitation

Based on the problem formulation above, the problem of this final report is limited toward Kampung Gelam and its potency as a tourism destination in Palembang.

1.4 Purpose

The purpose of this final report is to know what are the potency of Kampung Gelam as a tourism destination in Palembang.

1.5 Benefits

The benefit of this final report is to give information to the students of the English Department in State Polytechnic of Sriwijaya, and the tourists who visit in Palembang, and in all of people Indonesia about the potency of Kampung Gelam as a tourism destination in Palembang.

