

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to visitor's or tourist's or customer's changing needs and desires. Tourism has also become one of the important industries in the world. Hence, tourism business must focus on the customer's satisfactory, safety, and enjoyment in order to compete in world industries (Normadin, 201).

South Sumatera is one of the big provinces in Sumatera island, Indonesia that has good potential in many sectors. One of the sectors that can influence the progress of the province is tourism. Tourism can be influential in introducing South Sumatera to the general public, when many people know about the exiting tourism, it is expected that a lot of tourists will come to visit.

A tourism attraction is a thing or object that can seen, touched or felt in a tourism destination to attract tourists to visit. There are three kinds of tourism attraction. First, tourism attraction of nature is a tourism destination that is formed due to natural phenomena without human intervention such as waterfalls, hills, and so on. Then, cultural attraction is a tourism attraction in the form of customs, history, and art of an area such as museums, temples, art galleries, etc. Furthermore, there is a tourism attraction artificial (man-man attraction), it is defined as a place or object created by humans to attract tourists to visit such as park, man-make lake, water park, and so on.

Banyuasin as one of the districts in South Sumatera that participates in developing the tourism sector. There are several artificial (man-made attraction) tourism destinations in Banyuasin, South Sumatera. First, Selfie Putri Park is located in Betung Sub-district which presents tourist attractions in the form of diverse and unique photo spots. Then, Air Batu Lake is located in Talang Kelapa Sub-district which is actually a bluish green artificial lake formed from excavation. One more artificial tourism destination in Banyuasin Regency is Tanah Mas Lake

which is located in Talang kelapa Sub-district which presents an artificial lake inhabited with several types of freshwater fish and several other attractions.

Regarding visitor's or tourist's satisfactory, safety, and enjoyment in visiting a tourism object, Indonesia via Tourism Ministry has established *Sapta Pesona*. *Sapta* means seven, and *Pesona* means charm, altogether means seven charms that must be realized in order to attract visitors in a tourism place. It is as an assessment instrument for safety, orderliness, cleanliness, cool atmosphere, beauty, friendliness, and memorable of Indonesian's tourism objects. *Sapta Pesona* is also to realize the atmosphere of togetherness of all parties to created the natural environment and noble culture of the nation, so related to the support and role of the community as the host in an effort to create an environment and atmosphere conductive.

According to Syauckani (2002), *Sapta Pesona* is the effort of structuring and fostering a national potential to all participant's supports in order to rehabilitate potential and capacity of tourism industry and community in Indonesia. South Sumatera as an alternative tourism destination in Indonesia also implements *Sapta Pesona* for it is tourism objects improvement and rehabilitation. South Sumatera is in process of developing of tourism destination (Panggarbesi, 2012). In this research, the goal was to reveal the effects of domestic tourists visiting Tanah Mas Lake which is tourism destination in South Sumatera, on visitors' perceptions towards this artificial site.

The researcher chose Tanah Mas Lake as the object of research because some people especially local tourists do not know about this tourist attraction in Banyuasin and they prefer to speed time on the other attraction. Besides that, the place has the potential to grow in the tourism industry. Moreover, It can be reached in about 30-50 minutes from the zero point of Palembang city, *air mancur* which means the location of this tourism is not too far from Palembang city, and it is can be reached in about 10-15 minutes from Alang-alang Lebar Terminal.

Based on explanation above, Tanah Mas Lake is a man-made tourism destination in Banyuasin Regency, South Sumatera is needed to develop. This is

done because the researcher believes visitor's perception can give the information to improve the Tanah Mas Lake. Therefore, the researcher has entitled this report as "Visitor's Perception of the Implementation of *Sapta Pesona* at Tanah Mas Lake Banyuasin".

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

The purpose of this research is to find out the visitor's perception of the implementation of *Sapta Pesona* at Tanah Mas Lake Banyuasin".

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

The problem of this research is "How the visitor's perception of the implementation of *Sapta Pesona* at Tanah Mas Lake Banyuasin?"

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

The benefit of this final report is to give information to English Department students of State Polytechnic of Sriwijaya Palembang about visitor's perception of the Implementation of *Sapta Pesona* at Tanah Mas Lake Banyuasin".