

CHAPTER 1

INTRODUCTION

In this chapter, the writer discusses the background of the final report as well as the problem formulation and also discusses the objective and the benefits of the final project.

1.1. Background

The tourism sector industry can change people's lives for the better by providing sufficient livelihoods that can support the economic activities of the surrounding community. It is also a sector that can be developed as a source of regional income in general and the income of the surrounding community in particular (Makmun et al., 2021). To maintain the sustainability of tourism and maintain the economic stability of the community, tourism development is needed. One way to increase tourism development is to increase knowledge in the field of tourism. According to Chin et al., (2021) knowledge of tourism could potentially result in the creation of new information for tourism development. Knowledge about tourism plays an important role in improving, advancing, progressing, and developing the tourism sector. Unfortunately, in Indonesia, public knowledge about tourism is still very limited. Lack of public knowledge in the field of tourism can be one of the barriers and obstacles to making improvements to the tourism sector in Indonesia. Chili et al., (2017) state that the lack of skill and knowledge among community members reduces the communities' willingness to engage in tourism ventures. Therefore, this will result in a shortage of skilled human resources in tourism and will make the tourism sector in Indonesia difficult to develop.

Whereas, Indonesia has a heterogeneous and rich landscape and ecosystem that position the country as an attractive destination for tourists. According to Rahma(2020), nowadays, Indonesia has many exotic and stunning tourism destinations. Not only diverse natural attractions, cultural and historical tourism in

Indonesia is no less interesting. This can be useful, and become one of the opportunities for Indonesia to develop its tourism sector for the better. Yet, many tourism destinations in Indonesia are not well known and not popular with the public, it even has never been visited and many have been abandoned. It is related to the statements of Asmara (2020). He says that Indonesia is not yet fully known, there are still many tourists who just only know about Bali. So, it could be assumed that many amazing tourism destinations located in several cities in Indonesia have not reached the ears of society.

In Palembang city, there are many kinds of tourism destinations in the form of historical, cultural, and natural destinations, but unfortunately, many destinations are seldom visited by visitors. It is in line with Liana (2019). She said that tourism in Palembang city has not been fully maximized because there are still many tourism objects that have not been exposed. We all know that Palembang has a great potential to be the best tourist town in Indonesia. Ismail (2012) says that the city of Palembang has many selling points in the world of tourism. Yet, it is rather difficult to improve because of many unexposed and unpopular destinations. The destinations which are not popular, especially in Palembang may happen because of the result of limited information and knowledge regarding a destination. Asmara (2020) added that the tourism industry, especially in the field of tourism object management and accommodation, did not yet have good management and information due to limited knowledge and business capital. Therefore, many things can be done to increase knowledge in tourism either by reading, listening, or even by playing games.

Game is one of effective tools to increase the knowledge of many people in the field of tourism because we can use games as an intermediary to give information and promote tourism destinations. According to Elsayeh (2020), the use of games offers a variety of benefits for tourism marketing, can increase brand awareness, and attract potential customers. One of the most effective games for people to use as a tool to increase knowledge and insight is the crossword puzzle game. Crossword puzzle games have been successfully applied in a variety of

areas, demonstrating their versatility and flexibility, and crossword puzzles aid in the identification of areas of strength as well as areas of weakness and lack of knowledge (Imbenay, 2022). Crossword puzzle game is made not only to play and to have fun, but this game is very effective to sharpen our brain, broaden our knowledge and elevate our concentration. The crossword puzzle game is also beneficial for brain and mental health because it can relieve stress and boost mood.

By looking at the lack of knowledge of many people in the field of tourism and the opportunity of the crossword puzzle game as a learning tool, the writer intended to participate in designing a crossword puzzle game with all the questions dealing with tourism, especially tourism in Palembang. Furthermore, the questions were asked in English so that it was hoped to help the student enrich his/ her vocabulary. The writers believed that it can be a combo for society, not only increasing their tourism and English knowledge but also useful for having fun.

Referring to the facts above, the writer took the title for the final report **"Designing a Crossword Puzzle Game as a Learning Tool for the Tourism Knowledge Enhancement."**

1.2. Problem Formulation

The problem of this report was how to design a crossword puzzle game about tourism destinations of Palembang city. The research was limited on how to design a crossword puzzle game about tourism destinations of Palembang city. The crossword puzzle game was hoped to make people be able to gain knowledge about tourism destinations in Palembang city and play for having fun with friends.

1.3. Objective

The objective of this research was to know how to design a crossword puzzle game about the tourism destinations of Palembang city in order to improve the knowledge of people about tourism destination in Palembang, and it could be useful to promote tourism destinations in Palembang city.

1.4. Benefits

There are some benefits of this final report, which are intended for the readers, State Polytechnic of Sriwijaya and the government.

1. For the readers

This final report was expected to give information and knowledge about tourism destinations, especially in Palembang city.

2. For State Polytechnic of Sriwijaya

This final report was expected to be used to add references as material for further in-depth research in the future come and introduce the polytechnic in tourism field

3. For the government

This final report could help the government to improve the people's knowledge about tourism destinations by a game as a medium of improving tourism knowledge.