

## **CHAPTER I**

### **INTRODUCTION**

In this chapter, the writer presents an overview of this final report topic. The explanation is divided into background, problem of the study, purpose of the study, benefit of the study.

#### **1.1 Background**

Tourism object is a place where visitors can see attraction and do activities related to the attraction. Marpaung (2002) states that tourism object is a formation of related activities and facilities which can attract tourists or visitors to come to an area or place. Visitors can do the activities like taking pictures with the background of natural scenery, taking pictures with animals, having picnics, hunting, swimming, mountain climbing, jet skiing, diving, and rafting. To make visitors feel comfortable at the tourism object, facilities like clean toilets, good road access, safe tourist area, clean place to eat, place to stay, safe parking, trash bin, and worship should be in the tourism object area.

South Sumatra Province has many tourism objects that are located in many cities. For example, Palembang city which is famous for tourism objects like the Ampera Bridge, the Sriwijaya Museum as a historical tourism containing the relics of the Sriwijaya kingdom, and Punti Kayu as a nature conservation area that is overgrown with pine trees. Other cities are Ogan Komering Ulu with Lake Ranau as a water ride; Pagaram with Mount Dempo and tea gardens which are good for photo spots; Lubuk Linggau with the Great Mosque of As Salam as a religious tourism; and Lahat with Serelo Hills, which is the icon of Lahat city.

Lahat has many tourism objects that have the potential to become tourism destinations. Based on the data obtained from the Tourism and Culture Office of Lahat Regency in 2012, there are 81 tourism objects that have the potential to become tourism destination. They are 54 natural tourism, 14 historical tourism, and 13 artificial tourism spreading over 13 districts. One of

them is the Elephant Training Camp. It is a natural tourism object.

The location of Elephant Training Camp is in the village of Perangai, South Merapi, Lahat Regency. This place is often visited by many visitors, especially during holidays. There are 10 elephants in this tourism object. The elephants are trained by a trainer to do things like playing ball, picking up things as commanded, and sitting down. The area of Elephant Training Camp is surrounded by trees and is equipped with several gazebos. The weather is still cool because there are many shady trees. Near the Elephant Training Camp, there is a river that elephants use to drink and bathe. In the Elephant Training Camp, visitors can do several activities, such as holding and playing with elephants, riding elephants, and taking pictures with elephants. This area also has views of Serelo Hill and Bukit Besar, which are good as a background for photos with elephant.

Elephant Training Camp has the potential to become a tourism destination if it fulfills the elements of tourism. According to *Pedoman Analisis Daerah Operasi Obyek dan Daya Tarik Wisata Alam (ADO-ODTWA) Direktorat Jenderal Perlindungan Hutan dan Konservasi Alam tahun 2003* the elements that were assessed in a tourism object are as follows: *attractions* like taking pictures of natural scenery, flora and fauna; *facilities and infrastructure* like prayer rooms, toilets, and trash bins, transportation, electricity, and water supply; *accessibility* like access roads; and *accommodation* or lodging places like hotels and homestay. Therefore, the writer further researches the elements and feasibility assessment of tourism at the Elephant Training Camp.

Based on the explanation above, the writer wants to know the feasibility of tourism elements of Elephant Training Camp as a tourism destination. Therefore, the writer takes the title “Feasibility Study of The Elephant Training Camp as a Tourism Destination in Lahat South Sumatera Based on ADO-ODTWA Dirjen PHKA 2003” to write this final report.

## **1.2 Problem of The Study**

Based on the explanation of the background above, the problem in this

final report is the feasibility of the Elephant Training Camp has fulfilled the feasibility of tourism elements as a tourism destination Lahat South Sumatera.

### **1.3 Purpose of The Study**

The purpose of this final report is to know the whether Elephant Training Camp has fulfilled the feasibility of tourism elements or not as a tourism destination Lahat South Sumatera.

### **1.4 Benefit of The Study**

Hopefully, this final report can be a beneficial for the student English Department at Sriwijaya State Polytechnic in knowing to get information the feasibility of tourism elements at Elephant Training Camp as a tourism destination in Lahat South Sumatera.