

CHAPTER I

INTRODUCTION

1.1 Background

Tourism generally is a travel done by people to a place basically to get pleasure. Tourism, according to Yoeti (1982, p.107), is also defined as a purposeful human activity that serves as a link between people either within some countries or beyond the geographical limits or state. It involves the temporary displacement of people to other region, country, for the satisfaction of various needs other than exciting a renumarated function.

It can not be denied, tourism is a supporter in a establishment. Wahab (2003, p.5) expressed that tourism is a new industry that will provide a growth of economy quickly. Tourism does not only introduce art and culture or a beautiful view but also as a job creator. This opportunity can be got if the management of tourism potency as economy potency and region potency increases the local values. The effort will be effective if there is a planning.

Kementerian Budaya dan Pariwisata has decided 10 provinces as potential tourism object. These provinces are expected to stimulate establishment of tourism and increase competitiveness globally. Beside Bali Island as a mainstay of Indonesia, Sulawesi Utara, Sulawesi Selatan, Nusa Tenggara Barat, Nusa Tenggara Timur, Sumatera Barat, Sumatera Utara, Sumatera Selatan, Kepulauan Riau, Kalimantan Timur, and Papua Barat can be competitor of Bali. (<http://bataviase.co.id/>)

South Sumatera is known with several culinaries and Ampera Bridge that extend in Palembang city. By holding some events, South Sumatera can introduce other potency in South Sumatera. Fourteen of regencies or cities in South Sumatera also offer other tourism objects which can be competitor of Palembang cities. One of them is Banyuasin regency.

Banyuasin is one of regencies placing in Palembang border. This regency is an expansion of muba regency. It has an area of 11,822.99 km² and a population of 654,286 as of 2000. The capital lies at Pangkalan Balai. Much of the regency is coastal lowland (Wibisono, 2002, p.1).

There are two potencies that has existed in Banyuasin. It includes business and plantation. That sectors have main roles in the field of economy in Banyuasin. Unfortunately, it is not followed by tourism sector. The tourism sector is less developed. This is caused by poor maintenance.

Banyuasin has some tourism objects that have not been known yet. One of them is Tanah Mas Lake. It is located at KM14 Banyuasin Regency. Tanah mas lake is one of artificial lakes which is made as a new alternative for family recreation. The location of this artificial lake is not so far from Palembang. It is located at KM 14 Talang Kelapa in Banyuasin regency. Firstly, this artificial lake is only as a facility for people in Tanah Mas Residence. Considering the high demand for amusement centre of Palembang and Banyuasin which are so high. That is way, this artificial lake is open for public.

This lake has an area of 1 hectare with thousand of fishes. The fish are arwana, goldfish, koi fish, and etc. Moreover, visitors can feed the fish in the lake. The lake management has provided fish meals shop for visitors that want to feed the fish.

Across the lake, there is a canteen for visitors who come to Tanah Mas Lake. This canteen has some outlets. It consists of food outlet, souvenir outlet, fishmeals outleat and etc.

At the beginning of its operation, this lake only had some games arena. They are bebek-bebekan, speedboat, ATV motorcycle, remote control car, and RC boat. Gradually, the management of Tanah Mas Lake adds some games, such as scooter and gocart arena, fishing area, waterpark, playground and etc. This is done to increase people's interest to come to Tanah Mas Lake.

The tourism potential in Tanah Mas Lake needs exploring further. That tourism object has a potential but less managed. Therefore, the writer is interested in doing a research at this tourism object.

1.2 Research Formulation

One of tourism object which has been developing is Tanah Mas lake. Tanah Mas Lake is an artificial lake which is made to add reference of tourism destination for travelers. This place has some attractions such as feeding fish, outbond, waterpark, fishing, children playground, ATV and etc. It is located at KM14 Talang Kelapa Banyuasin South Sumatera.

Actually, Tanah Mas Lake has tourism potency to increase significantly but, there are some factors that make Tanah Mas Lake less developed. Therefore, in this research will explain what factors that makes Tanah Mas Lake less developed.

1.3 Research Questions

The research question for this research is why Tanah Mas Lake less developed significantly.

1.4 Research Purpose

The purpose of this research is to know problem that make Tanah Mas Lake less developed significantly.

1.5 Benefits

1.5.1 The writer

1. The writer can increase knowledge of tourism.
2. The writer learn how to interact with people.

1.5.2 Tanah Mas Lake Management

1. It can help Tanah Mas Lake Management be better than before by this research.
2. It can increase more revenue for Tanah Mas Lake.