

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

Nowadays people are highly over busy with their activities. Activities that can make them feel bored, tired and frustrated. To resolve the condition, they need something to do, something to make them feel more relaxed and fun because the human brain needs relaxation. One thing that people can do is visiting some tourism objects.

Based on Government Regulation no. 24/1979, tourism objects are the realization of human creation, life planning, cultural arts and history of the nation and the state of nature that has an attraction to visit. In the same way, tourism object is the place that people visit for spiritual or cultural, the place that contains the heritage of the city or places nearby.

Then, beside to relax and fun, visiting tourism objects also bring many benefits. For example, we can embrace new cultures. New cultures are something different in our life. By doing traveling we will become appreciative of other cultures; instead of instinctively criticizing that which is "different," we will be motivated to accept new cuisine or alternative forms of entertainment.

Indonesia has a lot of attractions that can be developed in order to attract tourists. Almost every island in Indonesia has wonderful and potential tourism objects that have a role in giving the contribution to the economic, social and cultural part (Bakaruddin, 2008, p. 5). One of the examples of tourism objects is Kampung Kapitan which offers the cultural and spiritual tourism. Located in 7 Ulu Palembang South Sumatera, Kampung Kapitan is one of China's heritage buildings. Not only a Chinese culture, but also Palembangnese and the Netherlands cultures exist in Kampung Kapitan.

Supporting factors greatly determine the interest of a person to visit a tourism destination objects. We can see the physical and non physical supporting factors that make the tourists safe and convenient. For example, the physical factors are the structure and infrastructure of the tourism objects and non physical

factors are security and comfort. The development of tourism objects is the things that should be concerned by the government and people nearby in order to increase the potentiality of tourism objects.

One of the government programs to campaign and promote Indonesia to the world is Sapta Pesona (seven enchantments). Ministry of Culture and Tourism of Indonesia previously has established this program. According to the Ministry of Tourism, Post and Telecommunications (1994), Sapta Pesona is the conditions that must be realized in order to attract tourists to a region in our country. In addition, Sapta Pesona is covering the seven charms of Indonesia, namely security, order, cleanliness, coolness, beauty, hospitality and memories. Sapta Pesona program has the support from UNESCO (2009) which states that at least six of the seven Sapta Pesona aspects must be owned by a tourism object to make tourists feel at home and want to keep going back to the tourism objects.

Sapta Pesona is very important because it can keep the beauty of the local tourism destination environment. In this case, tourism is expected to improve the quality of human relationships, the locals' life, and environmental quality (Suwanto, 2004, p. 80).

In this study the writer is interested in investigating whether Sapta Pesona has been implemented in the tourism object of Kampung Kapitan at 7 Ulu Palembang.

## **1.2 Research Question**

Has Sapta Pesona been implemented in Kampung Kapitan 7 Ulu Palembang?

## **1.3 Research Purpose**

The purpose of this study is to know if Sapta Pesona has been implemented in Kampung Kapitan at 7 Ulu Palembang.

## **1.4 Benefit**

The benefit that can be achieved is giving any opinion and suggestion to the administrator or the holder of Kampung Kapitan about Sapta Pesona as the requirement to be a qualified tourism object.

### **1.5 Operational Definitions**

1. Implementation is the realization of an application, or execution of a plan, idea, model, design, specification, standard, algorithm, or policy.
2. Sapta Pesona consists of seven elements, namely security, order, cleanliness, coolness, beauty, hospitality and memories. They are the conditions that must be realized in order to attract tourists to a region in our country.