

CHAPTER I

INTRODUCTION

In this chapter the writer describe background, problem formulations, and limitation of problem, purposes, benefits, and scheme of writing.

1.1. BACKGROUND

Tourism is one sector that relies on the government to earn foreign currency from non-oil revenue. The role of tourism in national development, as well as a source of foreign exchange earnings also contributes for many other fields, such as creating and expanding economic activities, increasing incomes and government, encourage the preservation of the environment and culture of the nation, strengthen national unity.

Indonesia is known to have a diverse history and culture. Culture and knowledge system also includes the notion that the system created by the idea of humans as cultural beings in the form of behaviors and objects is tangible, such as patterns of behavior, language, social organization, religion, art, and soon. All are intended to help people in the hold of the life of society.

There are several motivations why people traveling, such as for holidays, religious travel, business, food. One of which the writer wishes to discuss is the journey undertaken because they want to enjoy the food from tourist spot which is visited. Food is significant components of overall tourist spend. Wolf (2006:19) states that “nearly 100% of tourists dine out while travelling, and food and beverage consistently rank first in visitor spending”.

Food is now used as a means of developing new niche markets, supporting regional identities, developing quality tourism and sustainable tourism. Food has therefore developed from being a basic necessity for tourist

consumption to being regarded as an essential element of regional culture (Jones and Jenkins, 2002:115).

Cultural diversity and customs also gave birth to the variegated food Indonesia, where each province and territory or nation on the Earth, this archipelago have their respective specialties of the region. For example, Jakarta with Soto betawi, Padang with rendang, Bandung with Peuyeum, Yogyakarta with Gudeg, Madura with sate, Palembang with Pempek, and others. Most of people in Indonesia, the landscape typical food in General is pretty popular and it usually sought to be sampled or taken as souvenirs for tourists.

Indonesia is made up of various ethnic and culture also has a wide variety of traditional food with a variety of recipes which has its own uniqueness of each province. Generally, traditional food derived from the raw materials that are widely available in the local area such as group of serealia, nuts, tubers, fruits, meat and fish as well as the material has also been widely known by the public. Traditional foods such as Palembang, which is made from fish namely pempek.

There are many kinds of traditional culinary tourism in Palembang such as Pempek, model, tekwan, laksa, pindang, lempok durian, otak-otak, kemplang, celimpungan, and etc. Pempek is the most traditional foods in Indonesia, particularly in Palembang. Pempek existence as one of the cultural heritage of South Sumatera that gives its own characteristic culture which is now still preserved, with typical flavors using basic ingredients from fish. Pempek is a traditional food in Palembang.

The writer is choosing the title “The Importance of Pempek as a Culinary Tourism in Palembang” for her final report, the reason is pempek becomes to identity of culinary in Palembang at now. For new visitors, it is not complete when they visit to Palembang they do not bring pempek as souvenirs. For Palembang people, pempek has become a staple second food

after the rice. Pempek is in a dining table every day. If there is no pempek, they would seek pempek into a stall, the pempek store, or to the vendor of pempek that is easily to meet at the corners of Palembang city.

Increased by the advance of the times, in order to increase interest in a wide range of buyers and develop of pempek to be more famous and more has plenty of demand from various circles, the writer makes a new innovation as a new product in its final report that it will written by the writer.

1.2 Formulation of Problem and Limitation of Problem

1.2.1 Problem of Formulation

2. What is the importance of Pempek as a culinary tourism in Palembang?
3. What products of Pempek could be innovated to keep the existence of culinary tourism in Palembang?

1.2.2 Problem of Limitation

This study is limited to the importance of pempek and the innovatn product of pempek as a culinary tourism in Palembang.

1.3 Purposes

The purposes of this final report were:

- a. To know the importance of the kinds of Pempek as a culinary tourism in Palembang.
- b. To find out the innovation product of Pempekas new product that could be made and sold as a culinary tourism in Palembang.

1.4 Benefits

The benefits of this final report were:

The writer hopes the research useful for the lectures and students of State Polytechnic of Sriwijaya about the problems, causes and the solution in introduce the kinds of Pempek as a traditional food tourism in Palembang more widely and also to inform them how to make Pempek and the innovation of Pempek. Besides, the writer hopes the research useful for make the producers of traditional food in Palembang more creative in their business process.

1.5 Scheme of Writing

CHAPTER I

: **INTRODUCTION**

This chapter contained the background, problem of formulation, and problem of limitation, purposes, benefits, and scheme of writing.

CHAPTER II

: **LITERATURE REVIEW**

This chapter presented about definition of tourism, definition of food, definition of culinary tourism, culinary tourism in Palembang, kinds of culinary tourism in Palembang, history of pempek and the way to make pempek, the basic dough of pempek, cuko, kinds of pempek, the innovation, and promotion activity.

CHAPTER III

: **RESEARCHED METHODOLOGY**

This chapter contained method of research, place of research, subject of research, techniques for collecting the data, and techniques for analyzing the data.

CHAPTER IV

: **FINDINGS AND DISCUSSIONS**

In this chapter, the writer described the finding and discussion about the innovation product of pempek to keep the existence of pempek.

CHAPTER V

: **CONCLUSION AND SUGGESTION**

This chapter gave the conclusions and suggestions.