

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is the country that is potentially supported by the rich culture and beautiful scenery that can increase the income of the tourism industry. Tourism is the process of the trip to one place for a while. The trip is caused by importance of economy, social, politic, religion, healthy, etc (Suswantoro, 1997, p.3). Indonesia has many tourism objects that can influence tourists to visit the tourism objects in Indonesia.

Tourism objects are sectors that support and increase the income of the society. Tourism objects should be developed because they can support the economic sector in Indonesia. The economic sector should be promoted because there are many threats for government to drum up the tourism in the variety of territory in Indonesia.

The development of the tourism industry is very important because the tourism industry is the complex industry in this era. It can give the benefit for the territory and also the society that lives around the tourism object in Indonesia especially in South Sumatera.

One of the tourism objects in South Sumatera is *Goa Putri* that is located in Padang Bindu village Kecamatan Semidang Aji Kabupaten Ogan Komering Ulu. *Goa Putri* has beautiful scenery and unique history. *Goa Putri* has a fascination, such as the beauty of environment and the cultural history. The legend of Sipahit Lidah and Putri Dayang Merindu is the main attraction itself. Moreover, historically *Goa Putri* has archaeological data as a place of prehistoric that can be the culture of the society in South Sumatera.

However, when the people want to visit *Goa Putri*, they need special transportation because the access to go to *Goa Putri* is difficult and can spend much time. So far, there are no provider of accomodation and consumption so that it can make people not interested in coming to *Goa Putri*. Then, there is no tourism attraction in *Goa Putri* that can be done by the people. It can make

people are not interested in visiting *Goa Putri* because they just sightsee and take photo in the cave. Based on the research result that has been done by Riyanto (2013) at Kabupaten Nganjuk entitled *Analisis Strategi Pengembangan Pariwisata Daerah*, the government should improve the facilities and infrastructure, namely: main tourism infrastructure, supplement tourism infrastructure, and supporting tourism infrastructure. Thus, the government of Kabupaten Ogan Komering Ulu should develop the facilities and infrastructures in *Goa Putri* because as a tourism object *Goa Putri* need the facilities and infrastructures that can make the tourists attract to visit *Goa Putri*.

Therefore, the writer would like to write a study entitled “The Efforts of the Government in Developing *Goa Putri*.”

1.2 Research Question

What efforts have the government done to develop *Goa Putri*?

1.3 Research Purpose

The purpose of this research is to know the efforts of government in developing *Goa Putri*.

1.4 Benefits

The writer hopes the research results are useful for the lecturers and students of State Polytechnic of Sriwijaya about the way of the government Kabupaten Ogan Komering Ulu develops *Goa Putri*. Besides, the writer hopes the research findings are useful for the government to know the efforts that have not been done.

1.5 Operational Definitions

Development of Tourism

Development of tourism is the effort to improve tourism objects that will be promoted. The development consists of improvement the objects and the service to the visitors (A. Yoeti, 1983, p.56).