

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

Spillane (1982) mentions that tourism is an activity to travel with the aim of getting pleasure, finding satisfaction, knowing something, developing the quality of health, enjoying sports or taking a rest, and performing tasks, having a pilgrimage and others. Based on Spillane's explanation, it can be concluded that each person conducting tourist activities has his/her own specific purpose. Usually, people do travelling to enjoy the natural scenery or to study. Other reason why people do travelling is for religion tourism purpose. Finally, the people also do travelling to learn the heritage of certain tourism site. Such kind of travelling is called cultural heritage tourism. Its orientation is on the cultural heritage including the artifacts found from that location.

In Indonesia, tourism sector is one of the economic sectors which develops very fast recently especially after monetary crisis in 1998 (Sharrocks, 2009). Moreover he mentions that this sector gives significant contribution in developing life standard, decrease poverty, and promote eligible income. These statements suggest that everybody concern with tourism sector should give their best efforts in developing this sector.

One of the cultural heritage tourism objects in Palembang is Bukit Siguntang Tourism Object. Bukit Siguntang Tourism Object is well-known because of its sacredness among Buddhists especially on the era of Sriwijaya Kingdom (Rapanie, Sulistianingsih, and Nata, 2012). Moreover, they mention that Bukit Siguntang Tourism Object was a worship area for Buddhists in the era of Sriwijaya Kingdom. Finally, they also mention that the statues and other artifacts found there were believed from the era of Sriwijaya kingdom. Meanwhile, in that

area, people can also see seven tombs from the era of Melayu Kingdom (Dinas Perhubungan Komunikasi & Informatika Sumatera Selatan, 2007).

People visit Bukit Siguntang Tourism Object mostly on weekends. However, groups of students or other tourists sometimes come on weekdays for different purposes. As one of the cultural heritage tourism objects in Palembang, the authority of Bukit Siguntang Tourism Object believed that the availability of good facilities and infrastructure were very needed to support the availability of this cultural heritage tourism object. In line with this, the authority has tried hard to prepare those things for the tourists. Unfortunately, because of some obstacles, the authority cannot complete some of them. One of the weaknesses of this tourism object is the lack of direction map or site plan that can show the direction and location of each area in that tourism object. Previously, there was a site plan in Bukit Siguntang which was made in 1995. Unfortunately, there were many changes there. Therefore, that site plan was not used any longer. The need to design and make new site plan was very urgent. The lack of the direction map or site plan has made the tourists afraid of getting lost. Moreover, the lack of that direction map or site plan has made them difficult to find out the exact location of the toilet or other facilities they needed urgently. It was believed that the availability of direction map or site plan with its detailed information will give much help for the tourists. Therefore, the writer tried to make the site plan of Bukit Siguntang Tourism Object.

## **1.2 Problem Formulation**

- Is there any significant correlation between the facility of site plan and tourist satisfaction in Bukit Siguntang Tourism Object?
- How to make an updated site plan of Bukit Siguntang Tourism Object?
- Is there any significant difference in terms of tourist satisfaction before and after the availability of updated site plan in Bukit Siguntang Tourism Object?

### **1.3 Purpose**

- To find out whether there is significant correlation between the facility of site plan and tourist satisfaction in Bukit Siguntang Tourism Object.
- To find out how to make an updated site plan of Bukit Siguntang Tourism Object.
- To find out whether there is significant difference in terms of tourist satisfaction before and after the availability of updated site plan in Bukit Siguntang Tourism Object.

### **1.4 Benefits**

For the writer:

- The writer understands the correlation between the facility site plan and tourist satisfaction in Bukit Siguntang Tourism Object; how to make an updated site plan of Bukit Siguntang Tourism Object; the significant difference in terms of tourist satisfaction before and after the availability of updated site plan in Bukit Siguntang Tourism Object.

For authority:

- Some of the facilities available in Bukit Siguntang tourism object are shelter, toilet, information office, and souvenir shop. The availability of updated site plan of Bukit Siguntang Tourism Object will increase the facilities in that tourism object. Those will support the development of this Bukit Siguntang tourism object.

For tourists:

- It is easy for the tourists to find out each location in Bukit Siguntang Tourism Object.

