

CHAPTER I

INTRODUCTION

1.1 Background

Nowadays, tourism is one of the sectors that give the big profit for government. The tourism sector in Indonesia is known by its cultural diversity and also the tourism object itself. Andrews (2008, p.17) claims that tourism is the act of travel away from home, mostly for the purpose of recreation or leisure. Recreation is the use of time in a non-profitable away. It is a therapeutic revitalization of the body and mind. It is more active in a refreshing and diverting manner. The management of tourism activity is very needed to increase the number of tourist in one of the area. The importance of tourism makes any countries use this sector to actuate the small industry and increase the working relationships between each country in joint company between country for reaching profit opportunities from this sector to collect the strength and strategy for getting the economic growth and modernization.

South Sumatera is the one of Province in Indonesia which has promising potential tourism. Because of that the number of visitors who come to South Sumatera is increased. According to the data from *Dinas Kebudayaan dan Pariwisata Sumatera Selatan* (2013), the statistic of tourists who came to South Sumatera in 2012 was 3,255,378. Then, in 2013 the statistic was 3,274,721. It means that South Sumatera has chance to improve their tourism sectors as one of the tourism destinations to be more attractive, because the nature condition and geographic are very supportive. Therefore the Province of South Sumatera as the 17th tourist destination in Indonesia has taken some steps of wisdom and strategy in supporting and responding to the government plan of tourist empanson. Moreover, South Sumatera also has enchanting beauty of nature, various art, and culture and unique traditional custom in life of its ethnic groups. These attractions are always crowded by visitors for spending their leisure time.

Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan (DKPPSS) one of the government's department, has responsibility in culture and tourism in South Sumatera. Department of culture and tourism in South Sumatera has duty to develop and promote the tourism in South Sumatera that attempted to fulfill the demand of competitiveness in tourism sector. *DKPPSS* has five divisions with their own duties for developing and promoting the tourism sector in South Sumatera. One of those divisions has responsibility to promote the tourism destination in South Sumatera. Based on the data from Guide Book of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* (2012,p. 1), there are 13 cities and areas that become a tourism destination in South Sumatera that offers many tourism attraction which is controlled and developed by *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* also helped by *Dinas Kebudayaan dan Pariwisata Kota* in each area of the tourism destination in South Sumatera. Nowadays, the role of tourism department becomes very important for tourism sector to support economic development directly for the region. In *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan*, there is a division which has responsibility for marketing and promoting tourism in South Sumatera. Yoeti (1998, p.1) claims that marketing and promotion activity is being a duty and also responsibility of government's department individually to introduce and distribute a product and also service which is produced and offered by tourism sector. In order to fulfill the role, analyzing the market segments which has variety of supporting program is very important. Market analysis can use for marketing and promoting, as a basic for knowing and deciding the target that will be addressed until it can cause tourist will come to South Sumatera.

Moreover, Kottler and Keller (2009,p.512) claim that there are seven ways of marketing and promotion mix. Those are advertising, sales promotion, public relations and publicity, direct marketing, personal selling, word of mouth marketing, and event and experiences. The main purpose of promotion activity itself is for giving the information, influence, and asking the societies in national and international about the tourism destination which offers the beautiful and fun

of nature or tourism attraction that they can enjoy in one of the tourism destination.

Tourism sector in South Sumatera is promising; however the activity of marketing and promoting of *DKPPSS* might be less spreading in national and also international region. In order to identify the strategy of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* in marketing and promoting the tourism destination in South Sumatera. Therefore, the writer is interested in writing her final report with the title "The Strategy of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* in Marketing and Promoting Tourism Destinations in South Sumatera.

1.2 Research Formulation and Limitation

1.2.1 Research Formulation

The role of tourism department becomes very important for tourism sector which supported economic development directly for Indonesia. In *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan*, there is a division which has responsibility for marketing and promoting tourism in South Sumatera. Yoeti claims that marketing and promotion activity is being a duty and also responsibility of government's department individually to introduce and distribute a product and also service which produced and offered from tourism sector (1985; p.189). In carrying the role, analyzing the market segments which has variety of supporting program is very important. Market analysis can use for marketing and promoting, as a basic for knowing and deciding the target that will be addressed until it can cause tourist who come to South Sumatera.

1.2.2 Research Limitation

The writer limits the research with the role of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* in marketing and promotion tourism destination in South Sumatera by the strategy which might be conducted and the obstacles might be faced by its.

1.3 Research Questions

Based on the research background, the writer will try to analyze:

1.3.1 What is the strategy of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* in marketing and promoting tourism destinations in South Sumatera?

1.3.2 What are the obstacles that Tourism Department might find in marketing and promoting tourism destinations in South Sumatera?

1.4 Operational Definition

Andrews (2008, p.17) claims that tourism is the act of travel away from home, mostly for the purpose of recreation or leisure. Recreation is the use of time in a non-profitable away. It is a therapeutic revitalization of the body and mind. It is more active in a refreshing and diverting manner. The management of tourism activity is very needed to increase the number of tourist in one of the area. The importance of tourism makes any country use this sector to actuate the small industry and increase the working relationships between each country in joint company between country for reaching profit opportunities from this sector to collect the strength and strategy for getting the economic growth and modernization.

1.5 Purposes and Benefits

1.5.1 Purposes

The purposes of the report are;

1. To identify the strategy of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* in marketing and promotion tourism destination in South Sumatera that might be used.
2. To learn and explain the obstacles of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* in marketing and promoting tourism destinations in South Sumatera.

1.5.2 Benefits

The benefits of this report are;

1. The writer hopes that this report will give the information about the role of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* in marketing and promotion tourism destination in South Sumatera by the strategy that conducted for increasing the number of tourists to South Sumatera in every year.
2. It will explain the obstacle that the *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* met in marketing and promotion the tourism destination in South Sumatera.