

CHAPTER I INTRODUCTION

1.1 Background

Over the decades, tourism has continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. This is evidenced by increasing number of tourists who travel, increasing line for new route flight, large investments in tourism industry such as the opening of scale in tourism destination with new products, increasing development of accommodation facilities, and improvement of infrastructure. In general, tourism has become most important in the world's civilian industries. (<http://mkt.unwto.org/publication/unwto-tourism-highlights-2013-edition>).

Based on The World Travel and Tourism Council (1992:5), today, tourism is the largest industry in the world with the world generating revenues of more than \$ 3.5 billion in 1993 or 6% of the gross world income. Tourism is an industry that is larger than the vehicle industry, steel, electronics, agriculture and others. Overall, the tourism industry is expected to increase twice more in 2005. Based on The Euro Monitor International (2013:77), the number of foreign tourists visiting Indonesia continued to increase in 2012, with China and Russia leading the way in terms of arrivals. Due to the global economic recession, the growth in the number of tourists from more developed countries such as Australia, Japan, France and the US has slowed significantly.

As the largest industry, ideally in favor of the economic welfare of the people and able to provide benefits to the cultural and environmental preservation and sustainable evenly, but in fact the economic benefits delivered for tourism sector that have problem in variety of socio-cultural issues and the environment. Before tourism leads to mass tourism, which more of negative impact than positive effects, such as destruction of the environment, the transfer of land use, socio-cultural exploitation and criminality, when calculated costs incurred greater than that generated from tourism.

Palembang is one of the big cities in Indonesia and also has good potential in many sectors. One of the sectors that can influence the progress of the city is tourism. Tourism can be influential in introducing Palembang to the general publics. When many people know about the existing tourism, it is expected that a lot of tourists will come to visit.

Tourism in Palembang has many varieties of attractions such as nature tourism, water tourism, culinary tourism, historical tourism, man-made tourism, recreational tourism and others. However, geography does not make Palembang free from the threat of environmental problems. One of the big environment problems is the air pollution in the city. Ideally a city has open space to meet the community in conducting all activities as well as climate control comfort and aesthetic harmony of the city. However, today, open spaces are disappearing because its existence threatened by the construction of buildings that can interfere with the process of building water infiltration into the soil. Therefore, Palembang needs more green open space or commonly called the garden city.

In addition, the government has also developed parks to beautify the city as well as green the city. One of the parks that has been developed is Kambang Iwak Park or also called KI Park. KI Park is a man-made tourism that is one of the public spaces for people in Palembang. It usually used for jogging and recreation. On Sunday, this area is car free day. People who want to jog, recreation and do other activities will be more enjoy without pollution. In the evening, KI Park still visited by tourists because in the evening the park is sparkling with decorative lights that surround almost every corner of the park. Development of this park is well managed. KI Park had to be a place that delivered assessment.

Unfortunately due to KI Park only be used by the public as a place for jogging on weekend. However, in the reality KI Park also has negative impacts. For example, this area is often used by motorcycle community for wild racing games. It makes disturbance to the society around the area and also dangerous for their own safety. In addition, the most negative impact is immoral behavior. In this case, there are many people who did immoral acts. Moreover, this situation will be open circulation of drugs among them easier. The government should be

concerned to secure the real conditions that occur in KI Park. Because there will be many different perceptions from visitors about KI Park as one of the tourism destinations in Palembang. Some visitors not only may think KI Park is an interesting place to visit, but also in contrast, some visitors may think KI Park is not an interesting place to visit. Therefore, in this study, the writer would like to take the title about **“Visitors’ Perceptions of Tourism Attraction and Public Facilities at Kambang Iwak Park of Palembang”**.

1.2 Research Formulation and Limitation

1.2.1 Research Formulation

KI Park is one of tourism place in Palembang. It is a man-made tourism that government made cause Palembang must have open spaces because its existence threatened by the construction of buildings that can interfere with the process of building water infiltration into the soil. As a man-made tourism, KI Park usually used to jog, recreation and other activities. However, KI Park just has a few tourism attractions that support KI Park as become tourism destination. Thus, the writer needs visitors’ perceptions, both from a good side and a bad side on KI Park to prove that KI Park as a tourism destination. Therefore, the writer would like to analyze “Visitors’ perceptions of Tourism Attraction and Public Facilities at Kambang Iwak Park of Palembang”.

1.2.2 Research Limitation

This study is limited about visitors’ perceptions on Kambang Iwak Park (KI Park). In this study, the writer would like to analyze visitors’ perceptions at KI Park as one of tourism destinations in Palembang. Therefore, visitors are needed to give their perceptions about Tourism Attractions and Public Facilities, also the tourism requirements at KI Park.

1.3 Research Questions

Consider to the research background, the writers analyze:

1. What are visitors' perceptions about KI Park?
2. What are the condition of tourism attractions and public facilities that provided at KI Park?
3. What are visitors' perceptions about tourism attractions and public facilities that can attract people for visiting KI Park?

1.4 Operational Definition

According to Kodhyat (1998:5) tourism is going from one place to another, all the way temporary in nature, conducted by individuals or groups in an effort to balance or harmony and happiness with the environment in the social dimension, culture, nature and science. Tourism attraction is a major factor that interest tourists to visit a place. Based on Yoeti (1996:172), tourism attraction is something interesting to be seen, felt, enjoyed and owned by tourists, and made by humans and requires advance preparation before shown to tourists.

KI Park is one of parks in Palembang. It is a man-made tourism and city park. KI Park provides some public facilities for example jogging track that used to jog by people every day. It proven that KI Parks has potential to develop become one of tourism destinations in Palembang. However, there are many facilities must be provided there such as public facilities, parking area, and tourism attraction. By providing all these components, KI Park will be more useful, not only just a park. If the government can handle it, KI Park can be giving a good income for the city.

1.5 Purposes and Benefits

1.5.1 Purposes

The purposes of this research were:

1. To find out the visitors' perceptions about KI Park as one of the tourism destination in Palembang.
2. To find out some way to develop KI Park as a tourism destination in Palembang.

1.5.2 Benefits

The benefits of this research were:

1. Giving the information about visitors' perceptions of tourism attraction and public facilities at KI Park.
2. Giving some way to develop KI Park as a tourism destination in Palembang.