

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The Tourism of Palembang has grown and developed significantly. This is evidenced by increasing number of visitors who visited Palembang. One of factors of the increasing number of visitors is there are many kinds of attractive tourism that Palembang offered. Therefore, not only domestic visitor but also international visitor interested to visit Palembang. Types of Palembang attractive tourism are historical tourism, natural tourism, social-cultural tourism, man-made tourism and others.

Taman Wisata Alam Punti Kayu is one of natural tourisms in Palembang, additionally as a man-made tourism. Taman Wisata Alam Punti Kayu that located at Jl. Kol. H Burlian Sukarami km. 7. According to Fandeli (1995) Natural attraction is a tour conducted by visiting the destination which has the uniqueness of its natural places, such as forest, sea, coastline, mountains, valleys, waterfalls, and so on. Therefore, Taman Wisata Alam Punti Kayu is kind of natural tourism because of the conservation forest itself. Cooper (2005) states that Man-made tourism is tourism made by people to create tourism product such as theme park, galleries, recreational park and others. Based on the statement above, Taman Wisata Alam Punti Kayu also as a man-made tourism because of there are other tourism that offered such as Recreation Park, swimming pool, waterpark and outbond area.

Taman Wisata Alam Punti Kayu has potency to become favorite and popular destination in Palembang. First of all, Taman Wisata Alam Punti Kayu has many kinds of tourism attractions offered to visitor where there are many destinations that they can choose in one place. Second, Taman Wisata Alam Punti Kayu is the only one conservation forest that located in the middle of the city with

the width of the area is about 98 hectares. In addition, Taman Wisata Alam Punti Kayu has complete supporting facilities to facilitate the tourism industry such as parking area, toilet, mosques, canteen, trash can and etc. Therefore, Taman Wisata Alam Punti Kayu could be favorite and popular destination in Palembang.

The visitor who visited Taman Wisata Alam Punti Kayu would give their opinion about the potency of it. Their opinion will influence the existence of Taman Wisata Alam Punti Kayu. If their opinions are positive about Taman Wisata Alam Punti Kayu, it will give positive impact and could make that destination be the most favorite and popular destination. Nevertheless, if their opinions are negative, it will make the negative impact to the existence of the destination itself.

Based on the background above, the writer is interesting in writing the final report end title “Visitors’ Perception of Tourism Attractions and Public Facilities in Taman Wisata Alam Punti Kayu Palembang”.

## **1.2 Research Formulation**

Taman Wisata Alam Punti Kayu is one of tourism destinations in Palembang. It is kind of natural tourism and made-man tourism, which offered many kinds of tourism attraction. There is *Sapta Pesona* for tourism attraction to be an interesting place. Thus, the writer needs visitors’ perception, from both a good side and a bad side in Taman Wisata Alam Punti Kayu to prove that Taman Wisata Alam Punti Kayu as a tourism attraction definitely fulfill *Sapta Pesona*.

## **1.3 Research Limitation**

This study is limited about visitors’ perception in Taman Wisata Alam Punti Kayu. In this study, the writer would like to analyze visitors’ perception of tourism attraction and public facilities in Taman Wisata Alam Punti Kayu as one

of tourism destinations in Palembang. Therefore, visitors are needed to give their perception about Tourism attraction based on *Sapta Pesona* and Public Facilities.

#### **1.4 Research Question**

1. What are visitors' perceptions about tourism attraction and public facilities in Taman Wisata Alam Punti Kayu?
2. Had Taman Wisata Alam Punti Kayu fulfilled *Sapta Pesona* as the condition of tourism attraction?

#### **1.5 Research Purpose**

The Purpose of this research are to analyze the visitors' perception in Taman Wisata Alam Punti kayu based on *Sapta Pesona* of Tourism attraction, observe the actual condition in Taman Wisata Alam Punti kayu and offer some developments that might be used for Taman Wisata Alam Punti kayu by knowing visitors' perception and observing.

#### **1.6. Research Benefit**

The benefits of this research are to recognize the visitors' perception and the actual condition in Taman Wisata Alam Punti Kayu. In addition, to develop Taman Wisata Alam Punti Kayu by some ways about *Sapta Pesona* of tourism destination based on visitors' perception.