

# CHAPTER I

## INTRODUCTION

### 1.1 Background

In this era, human's life on earth is filled with pressure, routines and a myriad of activities. It requires the existence of the human needs for entertainment. In fulfillment of human needs for entertainment, distance is not a problem. Nowadays, the development of infrastructures eases the people to get entertainment. Along with the increasing human needs for entertainment, it also develop tourism sector.

Tourism is one of the development sectors that is currently being encouraged by the government. This is because tourism has a very important role in the development of the country, especially as a national income. Tourism that still to be favorite for travelers to visit Indonesia is tourism that accentuates the natural landscape and followed by marine tourism and culture. Whereas, for education-based tourism has not been touched because it is still too little to manage this type of tourism.

Remember that Indonesia has a large landscape of the agricultural sector, especially on agricultural land and also the importance of the education element, it was bore the great potential for the government to create a combination between nature and education which is also known as agro-tourism.

Agro-tourism is a translation of the English term. *Agro* means agricultural and *tourism* means touring. Agro-tourism is a tour in agricultural area. Agriculture in the broad sense includes smallholder agriculture, plantation, livestock and fishery (Sudiasa, 2005, p.11).

Agro-tourism as one of the business in agriculture by utilizing agricultural areas (agriculture, plantation, forestry, fisheries and horticulture) which is arranged regularly become a tourism area with emphasis on the sale of services to consumers. The service can be a form of beauty, tranquility, and education. Agro-tourism can be developed in each area of both the city and county, remember the

conditions in Indonesia territory, especially in each province that has a large plantation such as; Java, Kalimantan, Papua and especially Sumatra.

Sumatra is one of the islands in Indonesia that has great potency in agro-tourism because the most of the regions in Sumatra is the sector of agriculture. There are many regions in Sumatra that has been proposed by the government as agro-tourism destinations; such as Padang, Lampung, Lahat, Pagaram and Banyuasin.

Banyuasin is one of regencies of South Sumatra. It has an area of 12,142.73 km<sup>2</sup>. Most of the land in Banyuasin is agricultural land that classified into five sub-sectors including food crops, plantations, forestry, animal husbandries, and fisheries with commodities such as rice, corns, bananas, especially palm oil and rubber. Because it has fertile soil, most of the area Banyuasin made in good agricultural land and plantations of oil palm and rubber. One of those areas is Balai Penelitian Sembawa.

Balai Penelitian Sembawa is a research institute of plantation sector that has an important role in the development of plantation sector in Banyuasin regency. Balai Penelitian Sembawa is an organization that implements services and produce technological innovation of the research in the form of productivity of rubber, palm oil and fruits and it also equipped with various adequate facilities.

By combining the agronomic activities and tourism, Balai Penelitian Sembawa has the potency to be made as agro-tourism. Range of agricultural activities from cultivation to post-harvest can be used as a main attraction for tourism activities. People can know kinds of plants from the technological innovation, learn how to planting palm oil trees, how take the gum and other activities. It would be more useful because they do tourist activities and they will also get knowledge.

The development of Balai Penelitian Sembawa as agro-tourism area is one alternative that is expected to support both the economic potential of the region as well as business opportunities and employment opportunities for Banyuasin society and have a function to maintain and preserve the richness of nature and

biodiversity. Through proper planning and development, agro-tourism can be one of the important sectors in the local economy.

Balai Penelitian Sembawa has great potency in the agricultural sector as agro-tourism. However, in this time, there has not been developed optimally. Thus, the writer is interested to write a study on a final report with the title **"Potency of Balai Penelitian Sembawa As Agro-tourism Object In Banyuasin"**.

### **1.1 Problem Formulation**

Based on the background of study above, the problem formulation is "Does Balai Penelitian Sembawa have potency as agro-tourism object in Banyuasin?".

### **1.2 Purpose**

Based on the problem formulation above, so the writer has a purpose of this final report to know whether Balai Penelitian Sembawa has potency that can be developed as agro-tourism object in Banyuasin or not.

### **1.3 Benefit**

The writer hopes the research findings can give contribution for Banyuasin's government to develop Balai Penelitian Sembawa and especially for other areas in Banyuasin that have the same potency as agro-tourism. Besides, the writer hopes the research result is useful for students of English Department as references for the next final report.