

CHAPTER I

INTRODUCTION

1.1 Background

Palembang tourism development is growing since the presence of National and international events. There are many event held in Palembang such as National Sports Event, SEA GAMES, ISG (Islamic Solidarity Games), Asian University Games etc. It is believed that International events held in Palembang change people's views about tourism in Palembang. It is also believed that the presence of these international events contribute to the traders, local society, students, visitors, and other community.

Tourism development will not be optimum if only one sector is affected . Tourism sector is dominated by private. It is possible to develop the economic sector so tourism development carried out together between government and society.

There is tour operator that will be the mediator between travelers and local society destination areas. Expectation tourism activity is needed in order to hold tourists for a longer stay in tourism destination and how to spend their money as much as possible during a tourist trip.

Tourism development trips are also influenced by the growth of the world population their is constantly increasing. According to (Marpaung,2002,p.14) Tourism has a major role in the economic and social interests, more than 270 million tourists spent \$ 92 billion US every year in some places, this is a big part of the revenue sector.

Tourism is very important of humans in several years ago and until now. In our country, tourism is very important that it gives the certain income to develop economy. The importance of tourism is to make a lot of countries to promote tourism attraction. The promotion in tourism by using advertisements, magazines, pamphlets, newspapers, and brochures , It has been using to promote of tourism industry for all of people directly.

Tourism plays an important role in national development, such as foreign exchange earner coverage and increase employment opportunities and improves incomes. Tourism development encourages national development and vice versa national development affecting tourism development. Tourism is very important and attractive to everyone, because it needs to be developed and arranged. Tourism is measured by its success to improve the welfare and prosperity of the people. It shall be the duty and obligation to reap foreign tourism Yoeti (2010). Tourism can be developed with the support and participation of various parties tourists, community, government, and private parties.

The tourism development will provide a lot of influence for the people living in the tourism site itself. According to Retnowaty (2010) in Yoeti (2008) explains that tourism is also a potentially trigger a change in people's behavior, waning social norms and values, loss of identity, social conflict, shifting livelihoods and environmental pollution. These developments are prone to happen in the community as a result of tourism development. In addition to have a negative impact, the tourism development can also increase revenue and economic levels of society.

The impacts will be felt then either directly or indirectly by the society of Palembang because there are attractions easily that have been visited by the society as a places of recreation and amusement parks like Jakabaring Sport City, Kuto Besak Fort, KI Park and OPI (Ogan Permata Indah) Lake. It's positive or negative impacts of tourism development gives the distribution of the local society and surrounding areas. The writer is interested in entitling this final report with the title“ **Society Perceptions of Tourism Development in Palembang**”.

1.2 Problem Formulations.

The problem formulation is :

1. What are Society Perceptions of Tourism Development in Palembang?

1.3 Purposes

The Purposes is:

1. To know Society Perceptions of Tourism Development in Palembang.

1.4 Benefits

The Benefits are :

1. For the researchers and students to increase the knowledge and experience of social change as a result of the development of tourism.
2. For the Society can gain knowledge as well as an overview of some effects caused by the development of tourism for the local population.
3. For the Government and tourism developers is expected to determine the direction of policy and legislation and related mindset about tourism and its impact on society.