

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

Nowadays, tourism sector in Palembang has grown rapidly. It can be seen from the increasing number of Shopping Center and Hotels which are built in Palembang. Tourism activities have been one of human needs but it depends on their level of income. So the higher a level of income is the higher the needs of tourism. Will be the tourism of development is increasing because Indonesian has a great potential in tourism.

The tourism of development is one way in the development of area or region. According to Bagus (2006, p.34) In the tourism of development areas need to pay attention to the object of tourism or owned tourist attraction, For optimal supply of tourism related to an increase in demand will affect tourism. The tourism of development is inseparable from the existence of natural resources and the man-made resources as an area that has potential. The preferred area of potential is one of the sources in the form tourist assets natural beauty, cultural heritage past and it's flagship local commodities. Many different areas have perceived benefits such a nature and cultural tourism.

Palembang is one of the oldest towns in Indonesian at least 1382 years if based on an inscription sriwijaya known as the inscriptions of scoop at ridge. According to Radhen (2013) an inscription year 16 June 682 at the time by a ruler sriwijaya was established in the area Palembang city. While according to Language Melayu-Palembang, Palembang or Lembeng is a puddle. The word Palembang is believable originated from the word Palembang or Limbangan that was local language instead of washing gold, So Palembang is a place that is submerged by water. Palembang city which is the capital city of South Sumatera has many kinds of interesting places and tourism objects for tourists such as: The

Ampera Bridge, The Musi River, The Singuntang Hill, Old Park, Kawah Tekurep, Kemaro Island, Taman Pelangi Sriwijaya and many others.

Tourist attraction is affect tourism of development this time. The Palembang City has a new tourist attraction that the Taman Pelangi Sriwijaya. Taman Pelangi Sriwijaya has very interesting tourism potency with parks and unique lights, So that tourists can enjoy beauty of the tourist object destination. The purpose of this tourists place was opened firstly to the public on september 28<sup>th</sup> september 2014 given the name of Taman Pelangi Sriwijaya because park is one of the potential objects not just an inscription but also has more or less 16 acres and has 24 kinds of the game colorful emit light at night. The Taman Pelangi Sriwijaya has the potential that attractive to the tourists enjoy beauty attractiveness of an object in there and the potency know that in there so that can develop into one of tourism having the quality of potency. So, the writer is interested in entitling this final report project “**The Potency of Taman Pelangi Sriwijaya as a Tourism Object Destination in Palembang City**”.

## **1.2 Problem**

What is the potency of Taman Pelangi Sriwijaya as a tourism object destination in Palembang City?

## **1.3 Purpose**

To know the potency of Taman Pelangi Sriwijaya as a tourism object destination in Palembang City.

## **1.4 Benefit**

### **1. For Reader**

To give the information and knowledge to the reader about the potency of Taman Pelangi Sriwijaya as a tourism object destination.

### **2. For Writer**

To increase the knowledge about tourism, especially the potency of Taman Pelangi Sriwijaya as a tourism object destination.

### **3. For Government**

As a guide in improving and promoting Taman Pelangi Sriwijaya that has the potency of Taman Pelangi Sriwijaya as a tourism object destination, So to increase tourists to visit the Palembang City.