

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

Tourism is a journey undertaken person for the time being held from one place to another place to leave her place, with or without planning the intention to make a living in a place that visited, but simply to enjoy the activities of recreation to meet the diverse desires. Jaya (2009:07)

In conclusion tourism is travelling for recreation and collection of activities with or without planning usually with limited duration.

According to Yoeti (1996:21) tourism is a journey undertaken for a while held from a place to another place, its aim is not for business or research but just for fun. Furthermore Kodhyat (1983:4) conveys that tourism is travelling from one place to another, temporary, conducted in individually or in group. It attempts to find a balance or harmony and happiness to the environment in social, natural and science area. Gamal (2002:6) states that tourism is a temporary departure process of heading to another place outside his residence. The reasons for the departure are due to a variety of interests such as economic, social, cultural, political, religious, health and other interest.

According to World Tourism Organization (1999) tourism deals with people activities to travel and stay in designated areas outside daily environment. Meanwhile, according to law number 10 RI 2009' tourism is explained as tourists activities on a journey undertaken by a person or group of people by visiting a particular place for the purpose of reflection, personal development, or learning uniqueness of tourists attraction for a while. Burkat and Medlik (1987:8) describe tourism as a transformation of people for temporary and short term within destination outside the places where they normally live and work and their activities during their stay at the destination

places. So, tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year.

Pagar Alam is a part of the province of South Sumatera formed based on Undang-Undang Republik Indonesia Nomor 8 Tahun 2001 Lembaran Negara Nomor 4115 Tambahan Lembaran Negara Nomor 4347 and the inauguration done by foreign minister on behalf of the president republic of Indonesia on October 17, 2001. Pagar Alam has an area of 633.66 km<sup>2</sup> and 126.363 people. Pagar Alam is bounded by Bengkulu Province to the south, the district of Jarai to the north, the district of Kota Agung to the east and the district of Tanjung Sakti to the west. The city is located about 298 km from Palembang and is about 60 km from Lahat. The city is now headed by Dra. Hj. Ida Fitriati, Kes., And Novirzah Djazuli, S.E. As a mayor and deputy mayor of Pagar Alam period in 2013-2018.

Pagar Alam is one of tourism destinations in South of Sumatera. There are many interesting tourism destinations and attractions. Pagar Alam is very potential in tourism industry since it has several tourism destinations such as nature tourism, cultural tourism. Pagar Alam has tourism objects such as Dempo mountain, cughup embun waterfall, Cughup mangkok waterfall, Lematang indah waterfall and many others. In this report the writer chooses Lematang indah waterfall as the tourism object in pagar Alam.

Lematang Indah waterfall is one of the most beautiful waterfalls in Pagar Alam. The height of the waterfall is 40 meters and It has become an icon of Pagar Alam tourism object since the visitors increase from time to time. In 2014, the total of visitors reached 28.783. To reach the waterfall area, the government has provided some stairs to get there. The government also built several facilities such as parks, mosques, a resort and also a small restaurant.

Lematang Indah waterfall is located on the edge of the road in Pagar Alam, which connects Pagar Alam and Lahat. In addition, the panorama in

this area is really beautiful with curved roads and sharp bends in the road along Lahat and Pagar Alam. Panoramio (2009:07)

Based on the explanation above, the writer writes this final report entitled “The Potency of Lematang Indah Waterfall as the Tourism Destination in Pagar Alam”.

### **1.2 Problem**

Does Lematang Indah Waterfall have a potency as a tourism destination in Pagar Alam?

### **1.3 Purpose**

The purpose of this final report is to investigate whether Lematang Indah waterfall has potency as tourism destination in Pagar Alam or not.

### **1.4 Benefit**

The benefit of this final report is to give more information about the potency of Lematang Indah Waterfall especially to English students of State Polytechnic of Sriwijaya.

