

CHAPTER I

INTRODUCTION

A. BACKGROUND

Tourism is doing trip activity to get pleasure, satisfaction and knowledge and to cure illness, enjoying sport or resting, carrying out duty, making a devotional visit to a sacred place and others Spillane, (1982, p.20 in Tabea Tamang (2012, p.1) Tourism is a journey in a temporary time from a place to another place, which is not only purpose for business oriented but it is also perform to enjoy the journey for the sake or recreation oriented Yoety, (1991, p.21 in Tabea Tamang (2012, p.1).

Many people are busy with their own activity and they need free time to refresh their mind such as shopping, hangout or going to some places that they never visit before to get the real pleasure of holiday. During the travel many things that tourists want to enjoy like sense of security, comfort, happiness until they leave the tourism attraction. In Palembang there are many tourism objects, one of tourism objects is historical tourism object. Taman Purbakala Kerajaan Sriwijaya is one of historical tourism objects in Palembang that becomes less and less visitor everyday because the government does not develop the facilities and object in Taman Purbakala Kerajaan Sriwijaya so that Taman Purbakala Kerajaan Sriwijaya needs to make innovation to increase the number of visitor.

Based on Tiwari (2008) state that innovation is the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization or external relations.

The minimum requirement for an innovation is that the product, process, marketing method or organizational method must be new (or significantly improved) to the firm.

According to Princeton (2009) innovation can be defined as the application of new ideas to the products, processes, or other aspects of the activities of a firm that lead to increase value. This value is defined in a broad way to include higher value added for the firm and also benefits to consumers or other firms. Two important definitions are “Product innovation”, the introduction of a new product, or a significant qualitative change in an existing product and “Process innovation”, the introduction of a new process for making or delivering goods and services.

Schumpeter (2004) in innovation tourism.pdf says that Innovation is new products, new production processes, new markets, new raw materials and new forms of organization.

Taman Purbakala Kerajaan Sriwijaya has a big area overgrown with grass, in addition it also has a potential to be agro tourism it can change with vegetable plant, medical and fruit plant. There is unused canal that can replace with fishing pond. Therefore, the writer analyze Taman Purbakala Kerajaan Sriwijaya Palembang using SWOT analyses, the writer got the following data;

The SWOT analyses at Taman Purbakala Kerajaan Sriwijaya Palembang

	Strength	Weakness
Internal factors	<ul style="list-style-type: none"> • Land ability • High fertility soil • Consist of canal • The ability to follow the people demands • Enable situation 	<ul style="list-style-type: none"> • Less innovation • Less tourism attraction • Not strategic • Bad reputation
	Opportunity	Threat
External factor	<ul style="list-style-type: none"> • Have a potential market because the similar destination is unable to provide tourist demands • Event accomplishment starts to be organized to increase the visitors • Utilize and innovate the vacant land to create the jobs 	<ul style="list-style-type: none"> • Lack of interest of people to travel • Event is often held in the night, so it can cause the criminality

Strength – Opportunity (SO)

- Vacant land and high soil fertility levels can be used to make the new tourism attraction like ecotourism because the land can be used as a plantation that can be planted with crops and harvested at any time and do not wait for the season.

- The water which flow in the canal is from Musi river and can be used to irrigate the land and part of the canal is used as a fishing pond.
- The circumstances conducive can allow tourists to enjoy the attractions that available tourist attraction in the Taman Purbakala Kerajaan Sriwijaya Palembang there is a museum containing various kinds of replicas of heritage and innovation kingdom sriwijaya just created.
- Creating jobs for the local community because the people can work to help the government to maintain and care the tourism attraction that newly created and
- Organizing event of the anniversary of Palembang has begun aggressively in Taman Purbakala Kerajaan Sriwijaya Palembang make it more widely known and the number of visitors will increase because it offers cultural tours and educational travel in one visit.

Strength – Threat (ST)

- Organizing Sriwijaya festival events should be done during the day to minimize the criminality that probably happens.
- Improving the safety day and night whether being organized event or not in Taman Purbakala Kerajaan Sriwijaya Palembang so the visitors do not hesitate to visit Taman Purbakala Kerajaan Sriwijaya Palembang .

Weakness – Opportunity (WO)

- Creating the innovation on the tourism object that can fulfill the tourists' hope to try the something new on their travel.
- Preparing a special vehicle to deliver and pick up tourists from the city center towards Taman Purbakala Kerajaan Sriwijaya Palembang or otherwise prepare special vehicles for tourists to visit Taman Purbakala Kerajaan Sriwijaya Palembang when the event is not held there, so if there are tourists from the other city or country who never visit the Taman Purbakala Kerajaan

Sriwijaya Palembang, the tourists can ride a vehicle that has been provided. It can also open up opportunities for local people who can be the bus driver.

Weakness – Threat (WT)

- Socializing the public to restore the good image of Taman Purbakala Kerajaan Sriwijaya Palembang as a tourism attraction because this area has been abused by teenagers.
- Enhancing the role of local governments in supporting of tourism activities and development efforts.
- Increasing the intensity of tourism promotion especially the historical and educational tourism so that people understand how important and beneficial of travelling to extend the horizon knowledge.

B. PROBLEM IDENTIFICATION

Taman Purbakala Kerajaan Sriwijaya is historical tourism of Sriwijaya kingdom. There is a historical museum that contains evidences of the Sriwijaya kingdom that can be used as a place to understand the history of Sriwijaya kingdom in Palembang city. In this place there are also a hall, viewing tower, gazebo, and artificial canal. The hall is sometimes used as a wedding reception venue. Nowadays Taman Purbakala Kerajaan Sriwijaya is only known by the public as a museum about the history of the Sriwijaya kingdom which has no tourism potential that impact for Palembang city. Where as if further reviewed Taman Purbakala Kerajaan Sriwijaya has some potential tourism to increase the interest of society to visit regularly. Taman Purbakala Kerajaan Sriwijaya supposed used as agro-tourism park because it is a big area overgrown with grass, in addition it also has a potential to be nature tourism because it has a big area that can be used to make outbound park. so Taman

Purbakala Kerajaan Sriwijaya requires innovation in development to attract tourists as much as possible.

C. PROBLEM LIMITATION

Taman Purbakala Kerajaan Sriwijaya is a big area overgrown with grass, in addition it is also has a potential to be nature tourism because it has a big area that must have innovation. In this report, the writer focused on the innovation of developing Taman Purbakala Kerajaan Sriwijaya.

D. PROBLEM FORMULATION

The problem formulation is “What innovation should be developed at Taman Purbakala Kerajaan Sriwijaya?”

E. RESEARCH PURPOSES

The purpose of the final report writing is to know innovation that should be developed at Taman Purbakala Kerajaan Sriwijaya?

F. RESEARCH BENEFITS

The benefits of this report are:

- a. For readers
To know the information about the innovation of developing Taman Purbakala Kerajaan Sriwijaya
- b. For writer
To understand the innovation of developing Taman Purbakala Kerajaan Sriwijaya

