

CHAPTER I

INTRODUCTION

In this chapter, the writer presents about background, problem, purpose and benefits.

1.1 BACKGROUND

Tourism is the process of traveling to go to another place and temporary to enjoy the tourist attraction. Tourism is divided into several types such as cultural tourism, pleasure tourism, recreation tourism, business tourism, convention tourism and sport tourism. One type of tourism that gets a lot of attention nowadays is the sports tourism. Sports tourism is a kind of journey to participate in sports activities, whether for recreation, competition, as well as traveling to sites such as sports stadiums (Gibson, Attle & Yiannakis, 1997) and now tourism industry has grown this is evidenced with many built hotels and shopping centers that developed in Palembang city. The development increased because of the tourism industry in Palembang city has moving forward ahead especially in tourism object.

Tourism development can be one way to develop an area. In tourism development needs to pay attention to an area or tourist attraction which has potential to be a source of income for the region and could increase the demand in tourism. Tourism development is inseparable from the existence of natural resources and man-made resources as potential areas. Potential of the region is a source of tourism in the form of natural beauty, cultural, heritage and of local competitive commodities. One of the developments of tourism in Indonesia is Palembang.

Palembang is the capital city of South Sumatera that has some interesting places such as Ampera Bridge, Musi River, Kemaro Island, Kuto Besak Fortress, SMB II Museum, Jakabaring Sport City. Jakabaring Sport city is the famous one

tourism attraction in Palembang. Jakabaring Sport City was built for national also international sporting events such as PON 2004 and SEA GAMES 2011 and Jakabaring Sport City has many venues such as Gelora Stadium Jakabring, Aquatic Stadium, Athletic Stadium, Jakabaring Shooting Range, Volley Beach, Water Ski, Tennis Court, Wall Climbing, Roller Skater Track, Pentaque Arena, Base and Softball, Dempo Building, Ranau Biulding, Archery Arena. Jakabaring Sports City has exciting potential sport tourism attraction. So, the writer is interesting in potency of Jakabaring Sport City. Therefore, the writer chose "*The Potency of Jakabaring Sport City As a Sport Tourism Attraction in Palembang*" as the title of the final report.

1.2 Problem

What are the potency of Jakabaring Sport City as a sport tourism attraction in Palembang?

1.3 Purpose

To know the potency of Jakabaring Sport City as a sport tourism attraction in Palembang.

1.4 Benefits

To give information to society and the readers the potency of Jakabaring Sport City As a Tourism Attraction also Jakabaring Sport City Palembang is place to enjoy the holiday and to promote Jakabaring Sport City As a Tourism attraction in Palembang.