

CHAPTER I

INTRODUCTION

1.1 Background

Nowadays people are highly over busy with their activities, make they feel bored, tired and frustrated. To resolve the condition, they need something to do, something to make them feel more relaxed and fun because the human brain needs relaxation. One thing that people can do is visiting some tourism.

Tourism is an activity that conducted temporarily from the original domicile into a destination. The reason is not to settle or make a living but rather just to satisfy the curiosity, spending spare time or holiday as well as other purposes (Meyers, 2009).

Tourism is an important sector in Indonesia to increase the income of the society. Many regions in Indonesia have become a tourism destination for local and foreign tourists such as Bali, Lombok, Yogyakarta, and especially Palembang.

Palembang is the capital city of South Sumatra province, which has many tourism destinations like natural tourism (such as mountain, sea and lake), historical tourism (such as museums, temples and inscriptions), cultural tourism (such as traditional house, history building, religion of people, dance), etc. In addition, Palembang is a city that has many interesting tourism places such Siguntang Hill, OPI Lake, Benteng Kuto Besak (BKB) and the other one is Kampung Kapitan.

Kampung Kapitan is a village that has Chinese culture. Kampung Kapitan is located in Kelurahan 7 Ulu, Kecamatan Seberang Ulu I, Palembang, South Sumatra. The total area of Kampung Kapitan is about 20 hectares. In Kampung Kapitan, there are settlements of Chinese citizens,

history of Kampung Kapitan and Chinese culture since the Dutch colonial period.

Kampung Kapitan is one of the historical attractions that were legacy of Chinese culture since the Dutch colonial period, which should get special attention from the Government to be preserved. However, there is no serious policy from the Government in constructed Kampung Kapitan to be better again.

Therefore, the writer would like to write a study entitle “The weaknesses of Kampung Kapitan as a Tourism Destination in Palembang”.

1.2 Problem Formulation

What are the weaknesses of Kampung Kapitan as a tourism destination based on Sapta Pesona?

1.3 Research Purpose

The purpose of this research is to know what are the weaknesses of Kampung Kapitan as a tourism destination.

1.4 Research Benefit

The result of study is expected to be able to give some benefit.

1. This study can give data for Palembang’s Government to develop Kampung Kapitan.
2. The writer hopes this report can be references for next final report for the student of State Polytechnic of Sriwijaya especially English Department.