

CHAPTER I

INTRODUCTION

A. Background

Palembang is the capital city of South Sumatera Province which lies between $104^{\circ} 37' - 105^{\circ}$ East Longitude and $1.5^{\circ} - 2^{\circ}$ South Latitude. It is about 400.61 square kilometers Musi River as the biggest and longest river in South Sumatera which divides Palembang into two parts, Seberang Ulu (upper side) and Seberang Ilir (lower side). Musi River is one of the famous tourism destinations in Palembang. Many teenagers, kids, and adults usually visit Benteng Kuto Besak which is located at the bank especially on the weekend. Furthermore, since many years ago Palembang city is one of the oldest city in Indonesia also well-known as the trade center especially since the Sriwijaya Kingdom period, Palembang Sultanate and Dutch colonialism until the independence of Indonesia.

Palembang is one of tourism destinations in Indonesia which has attractive and unique culture tourism destination that can be developed and packaged appropriately to foreign and domestic tourists. Besides, Palembang is also rich of art and history regarding of Sriwijaya Kingdom.

The tourism industry in Palembang has been increasing in recent years. It can be seen from the increasing number of both and foreign visitors. The data of Tourism and Cultural Department of Palembang shows the significant improvement from 2001 to 2005. The number of tourists who visited Palembang were 272.063 (2001), 307.131 (2003), 342.427 (2004), and 352.931 in 2005. And the latest report of visitors who came to Palembang especially foreigners were gaining around 909 people on August 2013. It is more decreasing than a month before it is around 848 people. Most of tourism destinations in Palembang are cultural tourism or heritage tourism because at the past, Palembang was the capital of Sriwijaya Kingdom and Palembang Sultanate.

Cultural heritage tourism is a branch of [tourism](#) oriented towards the [cultural heritage](#) of the location where tourism is occurring. The [National Trust for Historic Preservation](#) in the United States defines heritage tourism as traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and heritage tourism can include cultural, historic and natural resources.

To make it simple, here the definition of heritage tourism. Heritage tourism is visiting the places which has a history value such as temple, grave, museum, etc.

The most favorable place to visit is Benteng Kuto Besak. It is the most of favorite place as the tourism destination in Palembang. This place is located near the SMB II Museum and Monpera. Benteng Kuto Besak is the one of heritage tourism. Benteng is used to a fortress from the Dutch colonial attacks. Benteng Kuto Besak was built by Sultan Mahmud Badaruddin II and continued by his grandchild, Sultan Mahmud Bahauddin. The building of Benteng Kuto Besak was made from mixture of egg whites and limestone. When the Dutch colonial came to Palembang, this place is used as the protection from them. Finally, Benteng Kuto Besak was successfully captured by the Dutch colonial.

But, Benteng Kuto Besak has been changed to be the center of South Sumatera military. The visitors are not allowed to enter the fort. But the plaza of Benteng Kuto Besak is used for public. So many teenagers come to plaza of Benteng Kuto Besak to enjoy the scenery of Musi River and Ampera Bridge.

So the writer want to inform the society in Palembang and another city even other country that Benteng Kuto Besak is the good place to be the tourism object by choosing The Potency of Benteng Kuto Besak as the title.

B. Research Focus

In this research, the writer is talking about the tourism potency of Benteng Kuto Besak. The writer chooses this place because Benteng Kuto Besak as the historical tourism because the people do not know about the potency of Benteng Kuto Besak yet to be alternative tourism

beside nature tourism and in the plaza can be held as the places for some events to support the development of tourism in Palembang, South Sumatera.

C. Problem Formulation

From the explanation about background of Benteng Kuto Besak, there are some problems that can be shown :

1. What are the tourism potencies of Benteng Kuto Besak Plaza?
2. What are the factors to increase the visitors of Benteng Kuto Besak Plaza?

D. Research Purpose

From this research the purposes are:

1. The people will know about the potencies of Benteng Kuto Besak Plaza
2. The visitors of Benteng Kuto Besak Plaza is more increasing than usual

E. Reserach Benefit

1. Government

The benefits of this research for government are:

- To increase the provinces income because this place will be visited by people everyday even that some events are held at the plaza of Benteng Kuto Besak.
- Benteng Kuto Besak Palembang is well known to the other provinces
- The government can add the facilities that necessary for the visitors

2. Society

- The people will know about the potency of Benteng Kuto Besak
- The people can enter the fort because it is one of interesting places in Palembang
- The people can open their horizon about historical tourism and the struggle of the local heroes

