

CHAPTER I

INTRODUCTION

1.1. Background

Tourism is one of the important aspects of a country, it brings a variety of benefits to the local community and the surrounding areas, it helps the society to create jobs, to help the economic growth and even tourism has a big energy that able to change various aspects of the society.

In Indonesia, tourism has been considered as one of important sectors, because tourism gives a good income to Indonesia, especially from national revenue and national income. McIntosh and Gupta in Yoeti (1992,p.8) say that combination of symptoms and relationships that arise from the interaction of tourists, business, government and society of one country in the process of attracting and serving tourists and other visitors.

Legislation No. 10 of 2009 says that tourism is everything which related to travel, including the concession objects and attractions and businesses that have relation with the operations of tourism. So, tourism includes all activities related to the tour. Business of objects and attractions such as tourism areas, recreational park, heritage area, museums, exhibitions of cultural arts and the natural community life that is, natural beauty, volcanoes, lakes, beaches. Business of services and tourism facilities are such as travel agencies, conventions, incentive travel and exhibitions, tourism consultant, tourism information. Businesses in tourism are consisting of accommodation, restaurants, bars, tourist transport.

There are so many kinds of tourism. Tourism can be divided based on the purposes, number of people, geographical location, visiting time, etc. Spillane (1987, p.29-31) says that tourism can be divided based on the motif of travel destination; they are pleasure tourism, recreation tourism, cultural tourism, sport tourism, business tourism and convention tourism.

Cultural tourism is a kind of tourism which exposes the heritage things of a place or a region. This kind of tourism is used to recognize the history of that country or place, the inheritance things, the culture, the art, or the architecture of something but the overall purpose of the Cultural Tourism Destination is to gain an appreciation of the past.

According to Pendif (1994,p.14) cultural Tourism is a journey that done on the basis of a desire to expand one's outlook on life by visiting another place or abroad, studying the state of the people, habits and customs, way of life, culture and their art. Richards (1996,p.121) says that the Cultural Tourism is important for some reasons; it has a positive impact in economic and social section, it establishes and strengthen identity, it helps to defend the cultural heritage with culture as an instrument, it facilitates harmony and understanding among people and it supports culture and helps renew tourism.

The cultural tourism has a number of objectives that must be met within the context of sustainable development such as; the conservation of cultural resources, accurate interpretation of resources, authentic visitors experience, and the stimulation of the earned revenues of cultural resources.

We can see that the Cultural Tourism is not only concerned with identification, management and protection of the cultural values but it must also involve in understanding the impact of tourism on regions and communities, achieving economic and social benefits, providing financial resources for protection, as well as marketing and promotion. - J. M. Fladmark (1994)

South Sumatera especially Palembang has many tourism objects and most of them are including in cultural tourism. There are Kampung Kapitan, Benteng Kuto Besak, Sultan Mahmud Badaruddin II Museum, Balaputradewa Museum, Taman Purbakala Kerajaan Sriwijaya, Bukit Siguntang, Kawah Tengkurap, Pulau Kemarau, etc. That entire place has its own interesting history that can be used to attract the tourist to come.

Kampung Kapitan as one of the historical attractions in the Palembang has a chance to become one of famous heritage tourism site in Palembang with all of the potency to attract the domestic and foreign visitors to come to Palembang. Kampung Kapitan is a settlement of Chinese people. It is located in bank of Musi River on 7 Ulu, Seberang Ulu 1, Palembang. This place inaugurated by Sriwijaya Kingdom in 9th century and Ming Dynasty in 14th century. This place is a good place to learn about the history of a Chinese person that called as Kapitan in Netherland colonial period. We can find the 13th generation of Kapitan that is still live in this village.

From questionnaire with 50 Palembang people, the writer have got 34% of respondents did not know Kampung Kapitan and 46% of them only known Kampung Kapitan as a restaurant not a Cultural Tourism and they did not know about the history of Kampung Kapitan itself. The observation also showed that in a day it could be just 5 or none visitor that came to this place with the purpose to seen and learned the history of this place.

1.2. Research Focus

Kampung Kapitan as one of the historical attractions in Palembang had potency to attract the domestic and foreign visitors to come to Palembang. This Chinese village that located in the bank of Musi River, 7 Ulu, Seberang Ulu 1, Palembang kept the history of a Kapitan in the Netherland colonial period.

There were two main buildings that still maintained the authenticity of architecture. The 13th generation of Kapitan was take care for historic photographs and story of the Kapitan and even this place provided a park to beautify the scenery, the government has also built and repaired the roads that facilitated the public or society and tourists to reach this place easily. But unfortunately all the things above did not success to attract visitor to visit Kampung Kapitan.

From the explanation above the writer focused on discussing Kampung Kapitan and Its Media Promotion as one of Cultural Tourism Destinations in Palembang on this report.

1.3. Problems Formulation

From the above background the problems of this report were as follows, What are the potencies of Kampung Kapitan as one of cultural tourism destinations in Palembang and what are the media promotions that have been applied in Kampung Kapitan?

1.4. Research Purposes

Based on the problem formulation above, the purposes of this report were as follows,

1. To describe the potencies of Kampung Kapitan as one of Cultural Tourism Destinations in Palembang.
2. To find out the media promotions that has been applied in Kampung Kapitan.

1.5. Research Benefits

- a) For the writer : The benefits of this report are to improve the knowledge about Kampung Kapitan as one of Cultural Tourism Destination in Palembang and to learn about the media promotions that has been applied in Kampung Kapitan as one of potential cultural tourism destination in Palembang.
- b) For Institution : The benefits of this report are to introduce and give more information about Kampung Kapitan to the collegian especially for the English Department students with concentration of tourism and hospitality industry.
- c) For Society : The benefits of this report are to introduce and to promote Kampung Kapitan as one of Cultural Tourism Destination in Palembang in order to increase the number of visitors to come to Kampung Kapitan.