

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is one of development sectors which has been encouraged by the government. This is because tourism has a very important role in the development of Indonesia, especially as a national income in the country next to the oil and gas sector.

Tourism is an activity to travel with the aim of getting pleasure, looking for satisfaction, knowing something, improve health, enjoy sports or fulfil task, breaks, pilgrimage and other (J. Spillane 1982: 20).

South Sumatra is one of the provinces in Indonesia, located in the southern part of the island of Sumatra. Palembang is the capital city of South Sumatra. The province is rich in natural resources, such as petroleum, natural gas and coal. In addition, South Sumatra, has been well known since long time ago because it was the center of Srivijaya Kingdom.

Palembang is one of the tourist destinations in Indonesia. It offers a variety of attractions both natural sights, historical tours, cultural tourism, and culinary tourism. Palembang city has a lot of potency to develop in terms of tourism that can attract tourists to come. Palembang city also offers a variety of interesting sights such as Ampera bridge, Kemaro Island, and Musi River.

Musi River is the longest river on the island of Sumatra with a length of 750 km. Musi River at Kuto Besak fortress yard is the main icon in addition to Ampera Bridge in Palembang. Based on the elements that should be available in a tourist destination, as it was mentioned by Robinson, Musi river is not only as a site attraction but also it can be an event attraction for the tourists who visit Musi River. As a site attraction, beautiful scenery of Musi

River is a site attraction that can be developed to attract the tourists to visit. Some kinds of events conducted on Musi River such as Bidar race, Ornamental Boat competition, fishing competition and so on are event attractions especially water attraction that can be developed to introduce Musi River more intensive in broader community. Therefore, it can be said that Musi River has a great potency to be developed into an exciting water attractions.

Musi River has water attractions. Therefore, it can be developed into well known tourist destination. In that place, tourists can do a variety of activities, having entertainment and so on in the water area of Musi River.

Infact, there are many water attractions that can be developed in Musi River. Unfortunately, the government as the authority of Musi River does not have any efforts to develop it. Therefore, participation from anyone who care and want to develop Musi River as a natural tourism destination is really needed.

The facility and infrastructure of water attraction should be developed, so the tourists can enjoy their visit in Palembang and it means a devisa for the country and income for the local community.

Therefore, the writer is interested to find out **“The Potency of Musi River as Tourism Destination “**.

1.1 Problem Formulation

Based on the background of study above, the problem formulation are;

1. What is the potency of Musi River as tourist destination?
2. What are the problems faced in developing water attraction on Musi river?

1.2 Purpose

Based on the problem formulation above, so the purposes of this final report are

1. To know the potency of Musi River as tourist destination.
2. To know the problem faced in developing water attraction on Musi River.

1.3 Benefit

It is expected that the study will give some benefit for the following:

1. This study can give contribution for Palembang government to develop the tourism.
2. The writer hopes this report can be used as a reference for English Department Students.