

CHAPTER I

INTRODUCTION

1.1 Background

Tourism has become a basic need for majority people. All of people doing a tour to overcome burnout and fatigue. In essence, tourism is a traveling activity that undertaken by people towards to other places outside of their home for a temporary time. An encouragement to do the travelling is due to a variety of interests, either because of economic interests, social, cultural, political, religious, health, and other interests as a curiosity, adds to the experience, or even to learn (Suwantoro, 1997, p.3).

The natural beauty and the diversity of cultural are the least preferred by most of the world's travelers. Curiosity of the order of life of other nations and cultural uniqueness owned become their reasons for do the trip. In doing a tour, the tourists would be very difficult if they take care of everything by themselves in tour to an area. Besides it needs a lot of time, it also needs a thorough mastery of the field. Therefore, it needs a facilitator to introduce the tourism destination and all of the existing facilities.

Travel agent as a facilitator can help the tourist to take care of all the needs of tourists in a tour. The one thing which is needed in a tour is an information about holiday package or tour package which appropriate with their interests or needs. Tour package contains with the information about tourism destination which will be visited and facilities with the price. It can facilitate the tourist in traveled.

South Sumatera province is one of tourism destination in Indonesia which is visited by tourist. It has attractive tourism objects. South Sumatera is develop itself and provides a package appropriately to the foreign and domestic tourists gradually. Now, the government is still introducing the tourism objects to the tourists by held many international event in South Sumatera exactly in Palembang.

Palembang is a capital city of South Sumatera. This city has been aged 13th century, leaving any traces of an interesting history to explored.

Chronologically, the heritages are from the Sriwijaya Kingdom era. It is a great potential for tourists to visit this area. Therefore, it makes a tour package which helps to facilitate the tourist in Palembang city tour.

Based on the explanation above, the writer is interested in topic of final report project with the title *“The Designing of Palembang City Tour Package”*.

1.2 Problem Formulation

Based on the description above, the problem formulation is “how to design Palembang city tour package?”

1.3 Purpose

The purpose of this final report is to know how to design Palembang city tour package.

1.4 Limitation

By seeing the problem above, limitation is needed to make focus the research on the problem, purpose and benefit of the final report, so the writer tends to explain the design of tour package especially in Palembang.

1.5 Benefit

The benefits of this final report are:

1. Expanding the writer’s knowledge about the designing of Palembang city tour package.
2. Giving information and knowledge about the designing of Palembang city tour package.