

CHAPTER 1

INTRODUCTION

1.1 Background

Tourism has an important role for a country in its economic development. According to Schulzard (1910), tourism is the sum of operations, mainly of an economic nature, which is directly related to the entry, stay and movement of foreigners inside a certain country, city or region (as cited in Yoeti, 1996:114). Moreover according to Fennel (1999:4), tourism is defined as the interrelated system that includes tourists and the associated services that are provided and utilized (facilities, attractions, transportations and accommodation) to aid their movement (as cited in Pitana and Diarta 1996:45). In conclusion, tourism is the sum of operations of an economic nature and the associated services that are provided and utilized.

According to Spillane (1994:63-72), the elements which have support the feasibility of a tourist destination are as follows: attractions, facilities, infrastructure, transportations and hospitality. In line with it, Medlik and Meddleton (1973) say that the success of a tourist destination to support the achievement of the tourism industry is highly dependent on the three A (3A): attractions, accessibilities and amenities (as cited in Yoeti 1996:165)

Essentially there are several types of tourism. According to Pendif (2002:37-42) there are fifteen types of tourism such as: cultural tourism, health tourism, sport tourism, commercial tourism, industrial tourism, political tour, convention tour, social tour, farms tour, hunting tour, pilgrim tour, marine tourism, wildlife sanctuaries tour, honeymoon tour and adventurous tour. In line with it Yoeti (1996:123) says that based on the objects there are seven types of tourism such as: cultural tourism, recuperational tourism,

commercial tourism, sport tourism, political tourism, social tourism and religion tourism

In Indonesia, tourism is very important because it gives a certain income to improve the economy. There are a lot of tourism assets which can attract domestic and international tourists. Nowadays, tourism in Indonesia has been considered as one of the important economic sectors. This sector is hoped to be the first income. Because of that, it is necessary that government improve the tourism area and insure that tourism will satisfy the consumers' need (Hartley and Hooper, 1993)

South Sumatera is one of tourist points of destination and serves as the 17th gate of entry in Indonesia. Tourists who visit this region will be welcome by enjoyable beauty of nature, historical remains, attractive regional arts, dancing and traditional custom ceremonies. Even the amazing adventures in open space of nature are waiting for our arrival and so many histories of archaeological remains of Sriwijaya kingdom.

This province consists of 17 regions, which are Palembang, Pagar Alam, Prabumulih, Lubuklinggau, Ogan Ilir, Ogan Komering Ilir, Ogan Komering Ulu, Ogan komering Ulu Selatan, Ogan Komering Ulu Timur, Muara Enim, Lahat, Empat Lawang, Musi Rawas, Musi Rawas Utara, Musi Banyuasin, Banyuasin and Penukal Abab Lematang Ilir. One of the interesting places in South Sumatera is Pagar Alam city.

H. Ibnu Hajar, S.E (2015) as the Head of Tourism and Culture Department of Pagar Alam city says that, a tourist can find kinds of tourism attractions, like natural attractions (Mount Dempo, Cughub Embun Waterfall, Lematang indah Waterfall, Besemah waterfall, and tea Plantation), cultural attractions (Rumah Baghi), historical attractions (site megalitic of Tegur wangi and site Meghalitic of Tanjung Aro) and handmade attractions (tangga 2001 and Tugu rimau). All of these tourism attractions can give fresh and

comfortable atmosphere for the tourists. They do not only offer the natural attractions but also offer the historical attractions and cultural attractions.

Pagar Alam city is as one of tourism destinations in South Sumatera, it is located in Lahat regency, about 298 km from Palembang city. It can be reached in 7-8 hours by private car or public transportation. Many tourists come to Pagar Alam city. The government can create tours for holiday and study in order that the tourists who take trip in Pagar Alam city can get knowledge about Pagaralam city especially about the tourism objects.

The writer chooses The Potency Of spot tourism attraction in Pagar Alam city as a Tourism Destination in South Sumatera as the topic of this final report, because Pagar Alam city is potential to be a tourism destination.

1.2 Problem Formulation

Based on background above, the writer identifies the problem formulation as follows: is the Pagar alam city potential to be a tourism destination in South Sumatera?

1.3 Research Purpose

Research purpose of writing this final report is to know the potency of tourism objects in Pagar Alam City

1.4 Research Benefit

Benefit is to :

1. Pagar Alam city Government
To develop a tourist attraction that can be used as the potency to attract tourist
2. Local people of Pagar Alam city
To maintain and preserve the tourist attraction in Pagar Alam city
3. Writer

To get information about potency of Pagar Alam city as a tourism destination