

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

According to UNWTO cited by Ugurlu (2010), tourism consists of activities of persons traveling to and staying in places outside their usual environment for short-term or not more than one consecutive year for leisure, business and other purposes. Tourism activity is done by people for vacation in their spare time which is the most eagerly awaited for most of the people after they do their busy daily routine or it is done for doing some work or business. For vacation, mostly people visit places of interest to see tourism attractions, while for business, people usually attend meeting or doing conferences in hotels or other places for business interest.

In every tourism destination, there must be something interest that can be shown to visitors who come, which it is called tourism attraction. Yoeti (1985) cited by Herdiana (2012) defines tourism attraction as everything that can attract people to visit an area. Tourism attraction can be objects of interest such as museums, park and natural sites or it can be something that doing by people such as performance of theater, ceremonies and dances. Tourism attractions provide visitors a memorable experience, because the providers of the tourism attraction presenting something unique and distinctive that can entertain tourists who see it, either it for free or paid.

Culture of an area can be also a tourism attraction. It is because people who live in an area have culture formed their way of life and those are all interested in sharing to people around the world. Distinctive of culture in an area may be used to attract visitors who like to see the uniqueness of the culture or for them who want to get special experience related to the way of life of the people there. Culture as a tourism attraction can be included as cultural tourism that attracts tourists to visit by using culture.

Indonesia culture is variety and each region in Indonesia has different culture. It can be seen from language, traditional ceremonies, culinary, arts and many more. It is because people in every region have their own ways of living their life based on the factors such as geographical of the place their live, foreign influence, people's belief and so on. By the unique of place and community, heritage, traditional arts and cultural life of regions in Indonesia can be used to attract visitors and introduce them about the various of Indonesia culture. One of the city in Indonesia that has culture is Palembang.

Palembang is known as a multicultural city because many newcomers entered this city and could not be separated from the old history of Palembang itself (Nuraini, 2011). There were a kingdom and a sultanate in Palembang long time ago, and also there were Dutches and Japanese colonialism in this city, make people of Palembang become variety and make Palembang has its own culture that came from the people. The variety of Palembang culture can be seen from the traditional dance of Palembang namely Gending Sriwijaya dance.

There is element of culture in Gending Sriwijaya dance as a traditional dance of Palembang. Fauziyyah says that Gending Sriwijaya dance is a traditional dance of Palembang, South Sumatra, which describes the nobleness culture, glory, and greatness of Sriwijaya Kingdom that had triumphed to unite the west region of the archipelago. Today, this dance is often performed by Palembang people to welcome special guests who visit Palembang, such as heads of state, heads of government or ambassadors. Yet Gending Sriwijaya dance is quite often performed in various events, such as weddings, or variety of cultural events.

It is really important for the people of Palembang to know about Gending Sriwijaya dance and preserve it as a Palembang's cultural heritage. Ibo says that Gending Sriwijaya Dance is a representation of the ancestors of Indonesia which are friendly, sincere and open for new people, as the essence of mutual respect and honor among fellow human beings, and grateful for the God Almighty. It shows that culture of Palembang that formed by Palembang people in ancient time is interpreted in every element of Gending Sriwijaya dance. By showing and performing Gending Sriwijaya dance in tourism activities, then people or visitors can know a little bit about Palembang culture from this dance. Therefore, this one

of Palembang culture can be preserved and not forgotten by time progress and modernization.

From the explanation above, the writer wants to choose “Gending Sriwijaya Dance as a Cultural Tourism Attraction of Palembang” as the title for the final report.

## **1.2 Problem Formulation**

Based on the statement above, the problem is formulated as, “what made Gending Sriwijaya Dance became a cultural tourism attraction of Palembang?”

## **1.3 Objective**

By seeing the problem formulation, the objective of this report is to know what makes Gending Sriwijaya Dance include as a cultural tourism attraction of Palembang.

## **1.4 Benefits**

In making this report the writer concludes some of the benefits gained by readers, such as for society or general public and for government. First, for the society or general public, this report can be as a source of knowledge for them to know and recognize more about Gending Sriwijaya Dance as a cultural dance and a tourism attraction of Palembang. For the government, by this report, the writer hopes that the government always gives efforts to keep preserving the Indonesian traditional culture, especially Gending Sriwijaya Dance, because it is one of the tourism attractions of Palembang which consists of the uniqueness of Palembang culture shown in the dance