

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

Palembang has some tourism destinations that can attract tourists to visit Palembang, such as Ampera Bridge, Agung Mosque, Benteng Kuto Besak, Musi River, Taman Purbakala Kerajaan Sriwijaya, Bukit Siguntang, Monument Perjuangan Rakyat, Museum Sultan Mahmud Badaruddin II, Balaputra Dewa Museum, Museum Tekstil, Kampung Captain, Kampung Arab Al Munawwar in 13 Ulu, Kemaro Island, Jakabaring Sport City, Waterboom Opi Jakabaring, Amanzi Waterpark, Sungai Gerong at Plaju, and so on.

One of tourism destinations in Palembang is Taman Purbakala Kerajaan Sriwijaya. This place is located at Jln. Syakhyakirti, Karanganyar village, District Gandus. Furthermore, Taman Purbakala Kerajaan Sriwijaya was built in 1990 inaugurated by the President of Indonesia on 22 December 1995. It has an area of 20 hectares. In this place, there is a tower to look the area of Taman Purbakala Kerajaan Sriwijaya from highest place. Taman Purbakala Kerajaan Sriwijaya is a park and an information center about Sriwijaya Kingdom. Furthermore, residents did not know that Taman Purbakala Kerajaan Sriwijaya is a park and an information center about Sriwijaya kingdom. The location is far from Sultan Mahmud Badaruddin II airport. Therefore, only few visitors visit Taman Purbakala Kerajaan Sriwijaya. Taman Purbakala Kerajaan Sriwijaya is less attentions from the residents and governments.

Therefore, the writer wanted to find out about the elements of Sapta Pesona in Taman Purbakala Kerajaan Sriwijayan, maybe some of the elements of Sapta Pesona did not implement in Taman Purbakala Kerajaan Sriwijaya. Based on Chalik (1994) said that Sapta Pesona is condition which must be realized in object destination to attract tourists come to an area or region in our country. Sapta Pesona consists of seven elements namely security, order, cleanliness,

coolness, beauty, hospitality and memories. Based on the explanation above, this study is very important to be conducted.

## **1.2 Research Questions**

From the background above the research questions are:

1. How is the implementation of Sapta Pesona in Taman Purbakala Kerajaan Sriwijaya?
2. What are the obstacles faced by the authority in implementing Sapta Pesona in Taman Purbakala Kerajaan Sriwijaya?

## **1.2 Research Purposes**

From the background above the research purposes are:

1. To know how is the implementation of Sapta Pesona in Taman Purbakala Kerajaan Sriwijaya or not
2. To know the obstacles faced by the authority in implementing Sapta Pesona in Taman Purbakala Kerajaan Sriwijaya

## **1.4 Benefits**

The benefits of this study are:

1. For Students

To give the information and knowledge for students especially students at English Department with the concentration of hospitality and tourism about the implementation of Sapta Pesona in Taman Purbakala Kerajaan Sriwijaya.

To give the information and knowledge for students especially students at English Department with the concentration of hospitality and tourism about the obstacles faced by the authority to implement Sapta Pesona in Taman Purbakala Kerajaan Sriwijaya

2. For Government

As a guide in improving and promoting Taman Purbakala Kerajaan Sriwijaya.