

CHAPTER I

INTRODUCTION

1.1 Background

The growth of special interest tourism is seen a reflection of the increasing diversity of leisure interests of the early twenty-first century leisure society. It shows us that tourism in Indonesia is always continue growth and spread out in the world year by year. Indonesia tourism has been developing since the fifth PELITA in 1989 and in 2008, the Indonesia's minister of culture and tourism, and tourism generally is a travel done by people to a place basically to get pleasure. The condition of Indonesia environment provides many diversities in natural tourism objects combined with its unique culture has interesting tourist destination and they are valuable assets for Indonesian people. (Clawson and Knecht, 1995 : 40), stated that vacation/visiting tourism object is an activity to gain something for his/her physical and mental and it was essential need which every people has and it was part in their lives. Now if all people in the world desires to have vacation to relief their body and mind, Indonesia has something to offer.

According to the Indonesian Government Regulation No. 24/1979, on the Delegation of the government in the field of tourism at the Regional Level I, tourism object is the embodiment of the human creation, layout life, art and culture, as well as the history of the nation and place or natural state has a tourist attraction for tourists to visit.

Indonesia is becoming one of the tourism destinations in the world. Several decades of sustained economic growth and political stability have made it one of the most buoyant and wealthy countries in the region. The World Tourism Organization reported that Indonesian tourist arrivals had grown at a double rate the world average between 1995 and 2002 (WTO, 2002). The tourism industry has become a major economic contributor to its economy. Additionally, the tourist receipts have doubled in just one decade from 10 million to 20 million. Therefore, it is crucial to continue to promote

Indonesia as a tourism destination. By having the diversities such as in culture, religion, historical, art, traditional ceremonies and customs made Indonesia become the most potential tourism destination in the world, furthermore the diversities in form of eco-tourism was dependable. Marine Park Bunaken, Lake Toba, and Seribu Island are some examples of Indonesia eco-tourism, those tourism objects were spread out to all provinces for example is South Sumatera.

South Sumatera is a province located at the south part of Sumatera Island, the province were adjacent with Jambi and Lampung province and Palembang as the Capital City. Long time ago Palembang known as Sriwijaya Empire, a great empire which ruled almost all southeast Asia continent so it is not surprise Palembang become the biggest commerce city in its area. The interaction between local people and traders from many countries produced diversities in cultures such as traditional ceremony, sculpture, traditional clothes known songket, foods, dance art, etc. furthermore, there are other areas of South Sumatera province which also famous with its natural resources, tourism and agricultures, the condition of its land support many activities for producing goods while its natural condition gives an amazing view. The potencies of tourism in South Sumatera are Pagar Alam in Lahat regency, Putri Cave in Baturaja, Teluk Gelam Lake in Ogan Komering Ilir, and the second biggest lake in Sumatera, Ranau Lake in Ogan Komering Ulu regency. Most regency in South Sumatera province has its own potential in eco-tourism but most of them has its strengths and weaknesses in developing a tourism object itself.

Ranau Lake is located in Sub-district of Banding Agung, South Ogan Komering Ulu regency. The potency of Ranau Lake as a tourism object had not been developed well. There were many potencies such as surfing, swimming, fishing, Subik Tuha Waterfall, and hot water had potential factors to become tourism object. Subik Tuha Waterfall is the icon of Ranau Lake, the clear water drops in the waterfall gave beautiful view combined with its natural background made it most beautiful place among the others. Another

famous area which is also unique is hot water. Hot water came from Mount Seminung were adjacent to the Lake so the cold and hot water while pleasuring their eyes with Ranau Lake and Mount Seminung as background. In December, 18th 2013 a festival called Danau Ranau Festival was held to celebrate the anniversary of South Ogan Komering regency. In this event, many attractions were run and the participants came from national and international. However, for example on peak season like Lebaran's Day, the local people collected very high rates to the tourist while the facilities and the condition of the field were poor. The parking fee reached up to Rp20.000,00 for a motorcycle and Rp50.000,00 for a car. Also, the entrance ticket was not only one ticket but we had to pay the tickets for 4 times to reach tourism sites and many other disappointing cases. This condition might make the tourists deterrent to visit Ranau Lake again in the future.

In order to develop the potency of Ranau Lake as a tourism object in South Sumatra, the study of natural objects is necessary so it can make we know what the strengths and weaknesses of the Ranau Lake. So that we can develop these strengths and the weaknesses of Ranau Lake as a tourism object in South Sumatera. Therefore the writer would like to write a report with the title **“The Analysis of Ranau Lake as a Tourism Object in South Sumatera”**.

1.2 Research Limitation and Formulation of Problem

1.2.1 Research Limitation

On this final report the writer would like to focus on the strengths and weaknesses of Ranau Lake to be a tourism object in South Sumatera.

1.2.2 Formulation of Problem

In order to find a solution and generate revenue from tourism, local governments should be able to solve the problems that exist and the local community should also be petrified governments in developing and maintaining the facilities have been provided for visitors who come to feel safe and calm also enjoy tour in Ranau Lake. In a field study authors looked at a lot of factors that make Ranau Lake worth visiting. So the writer will focus

on the strengths and weaknesses that exist in the Ranau Lake as tourism object in south Sumatra.

1.3 Research Question

1. What are the strengths of Ranau Lake as a Tourism Object in South Sumatra ?
2. What are the weaknesses of Ranau Lake as a Tourism Object in South Sumatra ?

1.4 Research Purpose

The purpose is to find out the strengths and weaknesses of Ranau Lake as a Tourism Object in South Sumatra.

1.5 Benefits

Inform local government what to do to be able to help make the ranau lake as a tourism object that must be visited and help local governments by analyzing the strengths and weaknesses, and provide the best solution. And informing the students at State Polytechnic of Sriwijaya especially English Department about the strengths and weaknesses in developing tourist area that will be faced by them if they work in the tourism industry. Also for the tourists there are a lot of tourism activities what Ranau Lake has for vacation.