

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is very important in the world because tourism is one of the assets in every country. Tourism gives income to the country because tourists spend their time and money to visit the destination. Based on Andrews (2008, p.17) tourism is the act of travel away from home, mostly for the purpose of recreation or leisure. Meanwhile Wahab in Yoeti (1994, p.116) says that tourism is a human activity that is done consciously for getting the service among the people in one country itself or abroad. From the statements above, it can be concluded that tourism is a part of human activity related with how to use their leisure time. It means that human needs to enjoy his/her holiday. For example, visiting an interesting tourism destination.

Every country has a potential tourism destination, one of them is Indonesia. Indonesia is a popular country because of the various culture and tourism destination. Indonesia consists of many cities which have many kinds of potential tourism destination. There are many tourism cities in Indonesia, for example Bali, Yogyakarta, Bandung, Jakarta, and Palembang. Palembang is developing its tourism industry and also has many kinds of tourism for example Musi river as a natural tourism destination, Jakabaring sport city as a sport tourism destination, Puntikayu as a recreation tourism destination. Nowadays, Palembang has many kinds of humanmade tourism destination such as Jakabaring Sport City, OPI lake, Kambang Iwak park and the latest one is Taman Pelangi.

Taman pelangi is a recreation tourism which is located at Jakabaring, Dekranasda complex. Taman Pelangi presents many kinds of statues with light in them so that statues will shine with various colours. This is the first tourism in Palembang which presents a concept of full colour. The name of Taman Pelangi come from the concept of the park itself. The park presents various

colour in every statue. The purpose of the various colours is to make all the tourists feel enjoy when they visit this park. Because the power of colour is to make human mind become relaxed and fun. Every visitor needs to enjoy and relax while he/she visits the tourism destination because one of the tourism purpose is to attract visitors.

Tourism destination should have kinds of requirements to develop the place to attract the people. The place can be called as tourism destination if it has fulfilled the requirements of tourism destination itself. Maryani (1991. p.11) says that there are five requirements for a tourism destination as an interesting place to visit. They are *what to see, what to do, what to buy, what to arrive, and what to stay*. *What to see* is the place and attraction of the tourism destination, *what to do* is activity at that place, *what to buy* is a souvenir or other things related to the place, *what to arrive* is the tourism destination itself and the last is *what to stay* means that the accomodation which is used by visitor while visiting the destination.

Then, tourism destination not only need those five requirements but it also needs a system of developing tourism destination. Furthermore, there is also *Sapta Pesona* which contains seven elements of developing and operating tourism destination in Indonesia. They are **security, order, cleanliness, coolness, beauty, hospitality and memories**. Suwantoro, (2004, p.80) claims that *Sapta Pesona* is very important to develop the destination because it can keep the beauty of the local tourism destination environment and tourism is expected to improve the quality of human relationships, the locals' life and environmental quality. *Sapta Pesona* is not only a theory but it should be implemented in the real condition. As one of tourism destination, Taman Pelangi should has *Sapta Pesona*.

In this final report, the writer is interested to write about **the implementation of Sapta Pesona at Taman Pelangi Palembang**.

1.2 Research Question

1.2.1. Has Taman pelangi fulfill the requirements of tourism destination?

1.2.2 Has Sapta Pesona been implemented in Taman Pelangi Palembang?

1.3 Research Purposes

1.3.1 To know if Taman Pelangi has been fulfilled the requirements of tourism destination

1.3.2 To know if Sapta Pesona has been implemented in Taman Pelangi, Palembang.

1.4 Research Benefits

To give knowledge to the students English Department polytechnic of sriwijaya about the implementation of Sapta Pesona at Taman Pelangi as the newest one tourism destination in Palembang.