

CHAPTER I

INTRODUCTION

1.1 Background

The new trend of lifestyle, nowadays people tend to travel as part of their life. World Tourism Organization in their site stated that tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (“UNWTO Statistics Guidelines”, 2010). Wherever the destinations they will travel to, once they travel outside their daily routines, they had been travelled, called tourism. Travelling becomes trend because the more people do the activity. They do travelling with many purposes. As stated above people travel for leisure, health, business, etc. The trend is one of stimulants for tourism industry to continue growing, domestic and internationaly.

South Sumatera province is one of tourism destination regions in Indonesia, especially its capital city, Palembang. Things to do relating tourism activity vary. Started with its long history with the great Sriwijaya Kingdom, the city was already potential for heritage tourism development. Furthermore, with The 26th Sea Games being held there in 2011, Palembang become more acknowledge internationally as the place for sport tourism. Since then, Palembang is frequently being used for MICE tourism, heritage tourism, and also the culinary tourism. Various things to do in the city made it worth to visit by international tourists as well as the domestic. One of the famous tourism destinations which we can find in Palembang is Benteng Kuto Besak Plaza.

BKB Plaza is a wide area of plaza in front of Benteng Kuto Besak which is always crowded in the evening. Written in Wikipedia site that BKB itself is one of the heritage buildings of Palembang Darussalam Sultanate which is the only fortress in Indonesia without using Europe

style name and built to overcome the European attacks (“Benteng Kuto Besak”, 2010). From the Plaza we can see the panorama of Ampera Bridge, the landmark of the city, Musi River with the culture of its local citizen, and of course the BKB itself. Its location is also very strategic, in the center of the city. Those make the Plaza famous among the local citizen as well as the tourists outside Palembang. As the Plaza become more crowded and known, it is very important to do maintenances of every supporting elements of the destination itself. As part of those supporting elements, it is necessary to maintain the tourism safety and comfort for the tourists who visit BKB Plaza.

Safety and comfort are important condition in tourism industry. Kovari and Zimayi (2011) stated that in latest two decades, the aspects had become great issue and have great influence towards running tourism activity. This is supported by Steen (1996) that safety can be understood as the absence of a threatening factor. The threat of tourists’ safety and comfort could be influenced by many factors such as terrorism, local conflict, force major, citizen’s lack of tourism awareness, and epidemic which decrease tourists’ safety and comfort. Besides, these are part of deciding factors when tourists decide to travel to a tourism destination. One of those factors which influence safety and comfort tourism is citizen’s tourism awareness. If the citizen already aware of tourism, it will increase the safety and comfort in their environment. There will be more tourists who attracted to visit the place especially in this report is BKB Plaza.

Tourism in BKB Plaza is growing rapidly. This is a challenge to all tourism elements in the destination to give their best in providing safety and comfort to tourists. However the writer found the place still lack of safety and comfort. The writer found many news articles about criminal cases happen in the local area. It was written that a group of pickpocket case recently happened there in last January (Erwan, 2016, Kawan Penodong di Benteng Kuto Besak Diringkus Polisi, para 1), also

another case of pickpocket threatened teenagers tourist from Lubuk Linggau with knife in last March (Sam, 2016, Gara-gara Kena Todong Tiga ABG asal Linggau Gagal Nonton Konser, para 1). These actions make the tourists donot feel safe and comfort when visit Benteng Kuto Besak Plaza Palembang. This is sure a problem of lack tourism awareness by the local citizens. The local citizens of the plaza area who are the people search for a living in there and should conserve the area. Therefore, to overcome the problem should be done a research towards it.

From the explanation above, the writer would like to write about **TheInfluence of Local Citizens' Tourism Awareness towards Safety and Comfort Tourism in Benteng Kuto Besak Plaza Palembang** as the title of this final report.

1.2 Limitation of problem

The writer limits the object of problem on Palembang citizens who do the activities around Benteng Kuto Besak area and tourists who had visited the area. The writer limits the problem as the tourism safety and comfort felt by the tourists visited the area influenced by the citizen behavior.

1.3 Problem Formulation

The problems in this final report are formulated in these questions:

1. Does local citizens' tourism awareness influence safety and comfort tourism in Benteng Kuto Besak Plaza Palembang?
2. Why does the local citizens' tourism awareness influence safety and comfort tourism in Benteng Kuto Besak Plaza Palembang?
3. What are the influences of local citizens' tourism awareness towards safety and comfort tourism in Benteng Kuto Besak Plaza Palembang?

1.4 Purpose and Benefit

1.4.1 Purpose

The purposes of this final report are stated as below.

1. To know whether local citizens' tourism awareness influences safety comfort tourism in Benteng Kuto Besak Plaza Palembang.
2. To know why the local citizens' tourism awareness influences safety and comfort tourism in Benteng Kuto Besak Plaza Palembang.
3. To know the influences of local citizens' tourism awareness towards safety and comfort tourism in Benteng Kuto Besak Plaza Palembang.

1.4.2 Benefit

There are some benefits that gained in the writing of this final report, such as:

- a. For readers, this report is useful to increase their acknowledgement about local citizens' tourism awareness and its influence towards safety and comfort tourism in Benteng Kuto Besak Palembang .
- b. For English Department in State Polytechnic of Sriwijaya, this report is useful for adding more collection of its library about the influence of local citizens' tourism awareness towards safety and comfort tourism in Benteng Kuto Besak Plaza Palembang, as further reference in the process of writing final report for the student.