

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

Palembang is the capital city of South Sumatra province. As the capital city, Palembang is known as a business city, industrial city and the tourism city. There are many people coming to Palembang with many purposes. Some of the visitors come for their business activities.

Today, there are many kinds of travelers in Palembang. Generally, they are divided into two. First, they come by using travel agent. Travel agent provides many things that travelers need. They provide itinerary, transportation, consumption, accommodation, guide service, and other services. Before using a travel agent, the travelers usually must pay some fees as a requirement to have the facilities provided by the travel agent.

Second, travelers come as backpackers. Backpackers usually organize their itinerary by themselves. They organize their planning by using several ways. They search for the information by browsing the internet. In the internet they can find many tourism destinations in Palembang and find the experience from other travelers that have come to Palembang. Unfortunately, what they get in the internet sometimes is not like their expectation.

When the travelers come to Palembang, they get confused to get the accommodation that provide low fares but has convenient facilities. After they get a suitable accommodation for them, the next problem is the way to reach the destinations. In internet they get a lot of information about the destination itself but it does not provide the way how to go there because public transportation in Palembang is complicated enough to be used by the new travelers.

Based on the problem above, the writer is interested in studying about some tourism destinations in Palembang and the ways to make an interesting and informative guidebook. The writer takes the title of “Designing Guidebook for Backpacker in visiting Palembang City” for this final report.

## **1.2 Problem Identification**

There are several problems that the backpackers usually get. First is transportation to get to the destinations because of the lack of the information about tourism destinations in Palembang. Second is the way to get the information about safe accommodation for travelers. Finally, the guidelines to visit the destinations such as transportation and accommodation.

## **1.3 Problem Limitation**

The scope of this final report is about tourism, especially in designing guidebook for backpacker to visit Palembang city. The writer focuses on the backpackers that visit Palembang city and the backpackers that live in Palembang city. The writer chooses them as the respondents with a consideration that they know about the needs of the backpackers in Palembang city.

## **1.4 Problem Formulation**

Based on the statements above, the writer will focus on “How to design a guidebook that contains the information about tourism destinations in Palembang as a tool of information for backpackers in visiting Palembang City?”

## **1.5 Purpose**

The purpose of this final report is to design guidebook that contains information of tourism destinations in Palembang as a tool of information for backpackers in visiting Palembang city.

## **1.6 Research Benefit**

The research benefits are:

1. To give information about the tourism destinations in Palembang to the backpackers.
2. To add the knowledge and information that should be given in the backpackers' guidebook.