

CHAPTER I

INTRODUCTION

1.1 Background

Human needs are various, ranging from the need for clothing, food and shelter to the other needs such as education, health, security and even recreation. Human needs for recreation arise because human beings cannot be separated from their routine activities both home and elsewhere. Continuous activity will lead to satiation, so humans will try to stop their routine activities by self-entertaining, getting pleasure to self-renew through recreation.

In order to fulfill the human needs for recreation, people develop what is called tourism in many countries in the world. In tourism activity, they like to do traveling, picnic, and other activities. For example, people who are overworked with their work life will try to plan a vacation and other self-entertaining activities to entertain themselves. Vacation will dramatically reduce whatever stress people are experiencing. It can also help people to balance their work and life and decrease the effects of stress.

Indonesia's tourism began to show its significant progress in the 1990s. At that time, trading in the international oil and gas sector was degenerating whereas Indonesia relied on oil and gas sector for development financing. Nowadays, the other alternative outside the non-oil sector for the development financing was found. The other alternative for development financing is the tourism sector.

There are several reasons why the tourism sector can be an alternative for increasing national revenues to financial development. For instance, people on vacation to visit the tourism places in Baturaja will pay the amount of money in accommodation, transportation, consumption, etc. These tourists will need products and services to fulfill their needs during their visit in Baturaja. This causes the tourism destination in Baturaja to need more employees to service the tourists who come to Baturaja. As a result, this sector can increase economic growth through providing employment. Besides that, the tourism sector can also stimulate

various sectors of production, increase the country's development and expand business opportunities in the formal and informal sectors.

In order to gain those profit, marketing plays an important role in tourism. Tourism marketing highlight the products of nature, culture, and another supporting facilities. This can affect the costumers' behaviour to purchase these types of products and services. Thus, the focus of marketing substantively is to communicate the products and services to potential costumers so they are aware with products and services. Through marketing strategy, it can convince them, and suggest the potential costumers that they benefit if they turn into real costumers. Marketing strategy also should be applied and intregated with tourism developing in Baturaja .

Baturaja has some potential tourism objects that could be developed and supported by some factors for its development. The tourism object potentials are Harimau Cave, Lesung Bintang, Pelawi Hill, Air Panas Gemuhak and many other attractions. The supporting factors include accommodation services and restaurants, transportation and communication facilities which are adequate. Unfortunetelly, the contributions of these sectors are still minimal compared to other sectors such as industry so it needs more intensive development efforts.

Even though tourism sector has a bright future to be a source of foreign exchange ,there are still need an improvements in the ways to market the tourism potentials and how the way to manage tourism assets in Baturaja . The problem here lies on that the marketing strategies in 2014 and 2015.

The marketing strategies made by Tourism and Culture Department of Baturaja in 2014 and 2015 is same.The fact is tourist visits in 2014 and 2015 increased. This is happend because the marketing done by the goverment succeed to make tourists interest to come to Baturaja.

Department of Tourism and Culture of Palembang has a responsibility for the planning, developing, ruling and conducting guidances to the tourism industry in the region as a whole. From the brief description, the writer wants to examine it further and the writer takes the title: "**ANALYZING TOURISM MARKETING**

STRATEGIES BETWEEN 2014 AND 2015 OF TOURISM AND CULTURE DEPARTMENT OF BATURAJA"

1.2 Research Focus

Any scientific research has its focus to be researched. Those are tourism marketing strategies including the ways and the means that used by Tourism and Culture Department of Baturaja.

1.3 Problem Formulation

The problem that can be formulated in the research is concerned with the tourism marketing strategies conducted by the Tourism and Culture Department of Baturaja. They are:

1. How are the tourism marketing strategies by the Department of Tourism and culture Baturaja in 2014-2015?

1.4 Objectives

1. Knowing how the tourism marketing strategy of the Department of Tourism and Culture of Baturaja.

1.5 Research Benefits

1. Provide the information to the parties which had attention to tourism industry development.
2. For agencies, this research is expected to contribute advices in tourism development in Palembang.
3. For writers, it is used to fulfill the requirement of Diploma III in English in English Department of Tourism in state Polytechnic of Sriwijaya Palembang.