

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

Tourism is the phenomenon arising from temporary visits (or stays away from home) outside the normal place of residence for any reason other than furthering an occupation remunerated from within the place visited (Burkart and Medlik, 1981). Meanwhile according to Kodhyat (1996, p.1), tourism is a phenomenon caused by one of the forms of human activity, it is called traveling. Travel is activities to visit another place, whether near or far to get pleasure, find satisfaction, and know something. Based on UU 10 Tahun 2009, tourism is a wide range of tourist activities and supported a variety of facilities and services provided by communities, businesses, governments, and local governments. From all the definitions above, a tourism could be regarded as recreation activities requiring at least one night's stay away from home to a destination region for the purpose of leisure and adventure.

Tourism is also supporting by several elements such as transportation, accommodation and tourism objects. Those elements is collaborating each other's to create a good feedback in tourism industry. However if knowledge is not sufficient and management is improper, those elements cannot work well and give good impact.

Tourism has an impact on development of economic, income creation and generation of jobs. According to Wahab (1975, p.55) Tourism is one of new industries that is able to stimulate productions and accelerate economic growth, employment and income improvement. Wahab (2003, p.5) expressed that tourism is a new industry that will provide a growth of economy quickly. Beside that, tourism can also create jobs for the local population around the tourism destination.

South Sumatera Province has many natural product tourism destinations. According to Suwantoro (1997, p. 19), tourism destination can be defined into

two kinds: man-made tourism destination (tourism park, statue, museum, etc) and natural product tourism destination (mountain, river, hill, sea, etc). Beside that, natural product destination in South Sumatera such as: Musi River, Ranau Lake, Mount Dempo and etc. As we know that Teluk Gelam Lake is categorized as one natural product of tourism destination.

Teluk Gelam Lake is located at Jalan Lintas Timur KM. 90 Mulyaguna, Ogan Komering Ilir Regency. This lake has an area of 250 hectare with quite and calm water, and little grass in the water. In the middle of the lake there is a land overgrown with thousands of Gelam tress (Melaleuka Leucaadendron) with tiny green leaves. Even, the lake can be used for rowing sports and jet ski. At this location, the visitors can enjoy some water sports, fishing or just take a walk.

Teluk Gelam Lake is ever used as a sport center, water skiing and paddle in order to succeed the National Sports Week (PON IV) in 2004. In addition, the Teluk Gelam Lake has also been a center of activities of the National Jambore (Jamnas IX) Scouting in 2011.

Some National events was held in Teluk Gelam Lake to attract visitors from national and international to come. But unfortunately Teluk Gelam Lake still undevelop and less famous as tourism destination in South Sumatera.

The way to develop tourism destination is by promotion. According to Ramadhanie (2014, p.2), promoting tourism means to introduce the potential of tourism in one place with the various ways and concepts to attract visitors to come into the community through marketing efforts, including advertising. The media of promotion to promote Teluk Gelam is such as advertisement, brochure, and so on.

Based on the explanation above, the writer sees potency of Teluk Gelam Lake to be promoted well with some effort and the writer wants to identify the promotion effort done by local government and management for Teluk Gelam lake. The writer chooses the title “*The Promotion Efforts in Supporting the Potency of Teluk Gelam Lake as Tourism Destination.*”

## **1.2 Research Focus**

This report focus on the promotion efforts of Teluk Gelam Lake as the tourism destination in South Sumatera.

## **1.3 Problem Formulation**

1. What are the potencies of Teluk Gelam Lake as tourism destination?
2. What are the efforts to promote the potency of Teluk Gelam Lake as tourism destination?

## **1.4 Research Purpose**

The purposes of this final report are to find out the factors that make Teluk Gelam Lake less famous as tourism destination and how to promote Teluk Gelam Lake as the tourism object in Palembang

## **1.5 Research Benefit**

### **For Local Government**

1. Informing the local government a choice to promote Teluk Gelam Lake.
2. Informing the local government about the importance of tourism industries as a medium to generate income.

### **Students State Polytechnic of Sriwijaya**

Informing the student of State Polytechnic Sriwijaya especially English Department about their role to promote and develop tourism destinations.