

CHAPTER 1

INTRODUCTION

1.1 Background

Palembang is one of the cities in Indonesia that has the tourism potency. It is evidenced by the existence of interesting tourism objects such as Ampera Bridge, Benteng Kuto Besak, Kemaro Island, Museums and others. Tourism potency that can be superior in Palembang is heritage tourism. Jhon (2012) says that Palembang which is the capital province of South Sumatera has great potential in heritage tourism. Moreover, he says that natural condition of Palembang that flowed by Musi river and the history of Palembang city in the past as the center of Srivijaya Kingdom make the city have great potency to be one of the heritage tourism in Indonesia.

Besides heritage tourism, Palembang also has potency in cultural tourism. There are some villages or settlements that are potential to become cultural tourism as well as traditional ceremonies, traditional performing arts, rituals, ancestral heritage and others. One of the villages in Palembang city that can be used as a tourism destination is Kampung Arab AL-Munawar.

Kampung Arab AL-Munawar is a village located in the region 13 Ulu. Kampung Arab Al Munawar situated on the banks of the Musi River and the Ketemengungan River. Most of the population there are people of Arab origin. It was estimated about 300 years ago, people of Arab origin came to Palembang to trade and spread Islam. Most of them are people from Hadramaut, which is located in the coastal area Jazirah, the southern part of Arab (which has now become Yemen). Many of them married native people of Palembang, which finally came to settle in Palembang with their group.

Kampung Arab AL-Munawar has its own uniqueness. Most of the people there have typical of Middle East faces. The houses are stylized as 'rumah panggung' which is a typical Palembang house. There are eight houses which was

about two centuries old. Adult males often perform a 'gambus' (music art from the Middle East) in traditional events including wedding ceremony and other major events. Besides, Kampung Arab AL-Munawar crowded when the great day of Islam for example Isra Mi'raj. On Isra Mi'raj, distant relatives come and gather in Kampung Arab AL-Munawar. While celebrating Isra Mi'raj the people in Kampung Arab AL-Munawar also held the wedding ceremony. It purposes to keep the relationship. Other uniqueness is great pilgrimage (Ziarah Kubroh). This activity is usually held on the eve of Ramadhan to visit the tombs of the great figures of Islam. This uniqueness should be developed by the people who concern with it. So if it is developed, Kampung Arab AL-Munawar Palembang will be promoted and the tourists will be attracted to come

Kampung Arab AL-Munawar can be reached by land route and river route. For a land route, the tourists can use public transportation direction to Plaju then stop at Toyota 2000 and continued by ojek or motorcycle to get to the destination. For river route, towards to Dermaga Point of Benteng Kuto Besak and take the traditional boat called Ketek and arrive at Kampung Arab AL-Munawar Port.

Ammenities are needed to support a tourism destination including accomodation, restaurant and public facilities. There are many hotels and home stays in Palembang. In fact, it is hard to find hotel or home stay nearby Kampung Arab AL-Munawar. It means that accommodation is needed to be built there. Fortunately in the future there will be support from Indonesian tourism ministry to build a home stay in Kampung Arab AL-Munawar. Meanwhile, Restaurant is easy to find near Kampung Arab AL-Munawar started from local restaurants until international restaurants. Public facilities can find around Kampung Arab AL-Munawar such as ATM, mosque, medical clinic, pharmacy and so on. To make Kampung Arab AL-Munawar deserves to become a tourism destination it requires the addition of facilities.

Based on the discussion above, the writer is interested in taking the title of this final report 'The Potency of Kampung Arab AL-Munawar as Tourism Destination in Palembang'

1.2 Problem Formulation

The problem formulation is "is Kampung Arab AL-Munawar potential as a tourism destination in Palembang?"

1.3 Research Purpose

The purpose of this final report writing is to know whether Kampung Arab AL-Munawar Palembang potential to become tourism destination or not

1.4 Research Benefits

The benefit of this final report writing is to give the information about Kampung Arab AL-Munawar to all students of State Polytechnic of Sriwijaya especially English Department students.