

CHAPTER I

INTRODUCTION

In this chapter, the writer describes about the background, problem, limitation of problem, formulation of problem, research purpose, research benefit and scheme of writing.

1.1 Background

Tourism is a journey which is done from one place to another place, and the goal is not for business or earns a living in the places visited, but simply to enjoy the journey and recreation or to satisfy the diverse of the desires (Yoeti, 1985:1) according to Marpaung (2000: 35), tourism is a recreation activity which is done in the outside of the house and take more than 24 hours, such as visiting family in out of town for two days. Hari (1997: 17), says tourism is divided into several types such as culture tourism, medical tourism, commercial tourism, sport tourism, industry tourism, nature reserve tourism, and pilgrim tourism. In most of the countries in the world, now days sport tourism is more developing so there are some of sports used as object to attract tourists, especially sport that use nature as its facilities, such as mountain, lake, river, sea, or just offer the beauty of the nature (Spillane: 1987: 3)

According to Culture and Tourism Office of South Sumatera Province (2016) the city of Pagaralam is an extension from its status as an administrative city and formerly under an auspice of regency. Decreed in accordance to the Law 8/2001, consist of five districts with 63.336 hectare area with population of 131.573 people and most of them area Moslems. Pagaralam is located in the slope of Dempo mount, because of that the weather in Pagaralam is cool. The cool weather in Pagaralam has become one of the attractions of Pagaralam as a tourism destination. People cannot find cool weather with fresh air and enjoy the green view in big city like Palembang and other big cities, but people can get all of them in Pagaralam.

Pagaralam is one of the tourism destinations in South Sumatera. The tourism destinations such as Embun waterfall, Mangkok waterfall, Lematang waterfall,

Dempo Mount and tea garden. Unfortunately people usually come to Pagaralam only to visit tourism destinations that are well known such as Dempo mount and tea garden, because the people do not know the information about other tourism destination in Pagaralam.

Beside visiting the tourism destination above, Pagaralam also has the potency of sport tourism such as rafting, hiking, swimming, atv motorcycle and etc. as a proof, some television programs did their shooting in Pagaralam to do sports tourism such as My trip My Adventure, *Sibolang* and etc. Pagaralam also had ever been host of Musi Triboatton.it is boat race competition followed by many countries in Asia, but most people do not know that Pagaralam has the potential of sport tourism.

Lupiyaadi (2001:108) states that promotion is as one of variable in marketing mix which is very important to do by every company to promote their service products. Promotion is very important, because when an area has already had a potency of tourism, it means that the tourism must be promoted continuously to attract domestic tourists or even foreign tourists as much as it can. Without promotion a product will not be known by people, so promotion is as a way to make the people visit the object that has been promoted.

Potency of sport tourism in Pagaralam has not known by many people yet. They just know some objects that have been famous. It means that tourism in Pagaralam need to be promoted more especially sport tourism, to introduce tourists about sport tourism in Pagaralam. Sport tourism that the writer will promote are rafting in Lematang River and Manna River, hiking in slope of Dempo mount, swimming in Mangkok Waterfall, Atv motorcycle in *Tangga Seribu*,.

Because of the reasons above, the writer is interested to discuss this final report with the title “***Promoting Pagaralam as the Sport Tourism***”

1.2 Problem

This final report discusses on the promoting Pagaram as the sport tourism. What sport tourism could be promoted in Pagaram, and how to promote it?

1.2.1 Limitation of Problem

Based on statement above, the writer focuses on the discussing of sport tourism in Pagaram include rafting, hiking, swimming, motorcycle atv. Furthermore, the writer will discuss how Tourism and Culture Government promote sport tourism in Pagaram?

1.2.2 Formulation of Problem

The problem of this final report is formulated as the following:

1. What sport tourism objects could be promoted in Pagaram?
2. How Tourism and Culture Government promote sport tourism in Pagaram?

1.3 Research Purpose

The purposes of this final report are:

1. To identify the sport tourism to be promoted in Pagaram
2. To explore tourism attraction in Pagaram
3. To identify the way how to promote pagaram as the sport tourism

1.4 Research Benefit

1.4.1 for Writer

The benefits of this final report for the writer are to increase the knowledge in the field of tourism especially in Pagaram city, to promote Pagaram as the sport tourism, and to fulfill the requirement in state Polytechnic of Sriwijaya.

1.4.2 for Student English Department

The benefit of this final report is to introduce and to provide information about Pagaralam as the sport tourism to Student English Department State Polytechnic of Sriwijaya.

1.4.3 for Government

The benefit of this final report is as a material consideration Pagaralam government to develop sports tourism potential that exists, to suggest Pagaralam Government to develop sport tourism and complete facilities which needed by tourist.

1.5. Scheme of Writing

In writing this final report, the writer used the following scheme of writing. The details are follows:

CHAPTER I: Introduction

This chapter contains the background, limitation of problem, formulation of problem, research purpose, research benefit, and scheme of writing.

CHAPTER II: Literature Review

This chapter consists of the definition of tourism, kinds of tourism, definition of sport tourism, definition of promoting, purpose of promoting, Kinds of Promotion, aspect of tourism and system of tourism.

CHAPTER III: Research Methodology

This chapter concludes method of research, place of research, Subject of Research, Technique of collecting data and Technique for analyzing data.

CHAPTER IV: Finding and Discussions

This chapter explains finding what sport tourism object in Pagaralam that could be promoted, and discussing how to Tourism and Culture Office in Pagaralam promote Sport Tourism in Pagaralam.

CHAPTER V: Conclusion and Suggestions

This chapter the writer makes conclusion and suggestion.