

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background**

In general, tourism is a journey to get pleasure and satisfaction. According to (Spillane, 1982) tourism is doing trip activity to get pleasure, satisfaction, and knowledge and to cure illness, enjoy sport or rest, carry out duty, make a devotional visit to a sacred place and others. Tourism is very important to give many positive things to a country both social or income and tourism also divides into several types.

Tourism divides into several types according on the purposes, such as pleasure tourism, recreation tourism, sport tourism, business tourism, convention tourism, religious tourism (Spillane, 1987). Pleasure and Sport tourism are still the best option for many people in Indonesia, even though religious tourism is a potential in Palembang.

Religious tourism can be defined as travel with the core motive of experiencing religious forms, or the products they induce, like art, culture, traditions and architecture (Ficci, 2012). Tourists usually do religious tourism for their spiritual needs and gain information about the history, art, and traditions in object tourism. The history and culture of Islam in Palembang is still strong. It shows from many religious tourism objects in Palembang.

Palembang is one of the biggest city in Indonesia and also Palembang is well-known with sport tourism. Palembang has good sport tourism sector because sport facilities in Palembang almost complete. It showed from many International and National events held in Palembang, but we never realize that Palembang has another potential sector which is religious tourism.

Palembang has many religious places that absolutely good for being an option of religious destination object in Palembang. Agung mosque, Cheng Ho mosque, Kiai Marogan Mosque, and the Koran museum are the examples of the greatest religious tourism destinations in Palembang.

The potency of Koran Museum is one of the regional religious asset for tourism in Palembang. Al-Quran in Koran museum of south Sumatra is the largest and unique in Asia (Fathi, 2012). The Koran museum is visited by many tourists both domestic and international because of its uniqueness. The tourists come to get some information about the history of Koran museum. In Ramadhan, Koran museum gets many visitors because moslem people often celebrate Ramadhan month with some activities in there.

Based on the explanation above so the writer intends to write this final report entitled “The Potencies of Koran Museum attracting domestic and international visitors”.

## **1.2 Research Focus**

In this final report, the writer would like to explain the potencies of Koran museum attracting domestic and international visitors.

## **1.3 Problem Limitation**

The limitation is needed to make focus the research on the problems, purpose, and benefits of the final report. So, the writer tends to explain the potencies of Koran museum attracting domestic and international visitors.

## **1.4 Problem formulation**

The problem formulation of this final report is “what are the potencies of Koran museum attracting domestic and international visitors ?”.

## **1.5 Research Purpose**

The purpose of this final report is to know the potency of Koran Museum attracting domestic and international visitor.

## **1.6 Research Benefits**

The benefits of this report are:

The writer is able to gain knowledge and insight as media dissemination to the public, especially Palembang people and for the institution it can be used as references for the student in POLSRI, especially for English students at State Polytechnic of Sriwijaya. Likewise for the readers, the readers are able to read material related to the references of the history's of Koran museum and for society to give some information for our society that related to the history's Koran Museum.