

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1. Background**

Tourism industry in Indonesia is growing rapidly and has a bright prospect to develop into one of the major contributors to the state economy after oil and gas sectors (International Labor Organization, 2011). It shows that tourism sector is very important because tourism sector has contributed in creating and expanding economic activities, increasing income, encouraging the preservation of the environment and culture, and strengthening national unity.

One kind of tourism experiencing rapid development is culinary tourism. Tourists' trend now is coming to attractions area to look for traditional food that becomes uniqueness of a region. They do not hesitate to pay a premium price to enjoy the dish. They eat not only for filling the stomach but also enjoying the atmosphere and servicing as part of culinary session. Many travelers hunt traditional food at their tourism destination in their travelling activities. Culinary tourism is a kind of tourism where most of the activities at the destination are food-related, and becoming reason influencing his travel behavior (Shenoy, 2005).

Long (2004) defines that culinary tourism is about food as a subject and medium. She also mentions that culinary tourism is also about destination and vehicle for tourism. It is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being. Furthermore, food itself can be a destination for tourism. We can try new food or traditional food simply for the experience of those foods. To attract tourists to visit tourism destination, people introduce the tourism destination. In this culinary tourism, people introduce traditional foods. Kivela & Crofts (2006) argue that this shows that there are symbiotic

relations between food and tourism industry and food recognized as a promotion and positioning effective destinations.

Traditional food itself is a cultural heritage in the form of a culinary. Traditional food is food that can be the characteristic of a region. Every region has different traditional food. People can use these differences to attract tourist to visit the region. Palembang has also traditional food. There are many kinds of traditional food in Palembang such as Pempek, Model, Tekwan, Pindang, and others. The locations of culinary tourism in Palembang are at Pasar 26, Pasar 16, Pasar Kuto, Pasar Cinde, and Pasar Lemabang. However, the promotion of culinary tourism in Palembang is less because there is no specific information about location of culinary tourism. The result, many tourists do not know the locations of culinary tourism in Palembang.

There are many ways to promote culinary tourism. One of them is by using media. People believe that media is an effective way to promote culinary tourism. The examples of the media are magazine, newspaper, book, website, social media, booklet, banner, leaflet, guidebook, and pamphlet. Booklet is one of media used to promote. Cutlip, Center and Broom (1994) define that the booklet is a short publication that comprises several pages that contain a brief description that contains the organization or company for public knowledge. In tourism, people use booklet as manual book to know about what and where tourism destinations or tourist attractions of a region are.

One of the processes of making booklet is by designing. Kasprisin (2011) defines that design is a process of making something that inherently has emergent products or spatial patterns in given periods that manifest the ever-changing realities in a community occurring within the process. In designing a booklet, people need to do setting on page layout, size front, picture, margin, and others. It is done in order that view of booklet to be an interesting and different with another booklets. People use many programs

to design booklet such as Adobe Photoshop, Corel draw, Microsoft Publisher, and others.

It is understood that booklet as one of promotion media is very important in culinary tourism. Unfortunately, it is very difficult to find booklets about culinary tourism in Palembang. Furthermore, it is also very difficult to find booklet that describes about Palembang traditional food, the story behind the food itself, how to make it and where to enjoy the food.

Actually, the tourists conduct culinary tourism because of some reasons. They conduct culinary tourism because they want to taste the food that is different from their own food in their region. They also want to enjoy the uniqueness of the food. To enjoy the atmosphere where the food served is also the reason why they do culinary tourism. Next, the tourists want to do culinary tourism because they want to study the tradition or the procedure in enjoying the food. Another reason why people do culinary tourism is to study how to make it. Finally, people do culinary tourism because they want to study how to serve it. The difficulties in finding such a booklet makes potential tourists who will visit Palembang do not know what to eat concerning traditional food and where to go to enjoy the food when they are in Palembang.

Based on the explanation above, the writer chose the title "Designing Booklet of Traditional Food for Culinary Tourism in Palembang" as her research.

## **1.2. Problem**

The following were the problem limitation and the problem formulation.

### **1.2.1. Problem Limitation**

The problem of this research is limited on how to design booklet about Palembang traditional food. The booklet contains the picture of Palembang traditional food, the name, and the description of the image. The booklet also describes how to make the food, and where to go to do this culinary tourism.

### **1.2.2. Problem Formulation**

Based on the explanation above, the problem formulation of this final report is as follows:

How to design booklet of traditional food as culinary tourism in Palembang?

### **1.3. Purpose**

The purpose of this final report is to know what are included in booklet of traditional food as culinary tourism in Palembang.

### **1.4. Benefit**

#### **a. For writer:**

1. Enlarge the knowledge about culinary tourism and traditional food in Palembang;
2. Understand how to make booklet especially a booklet about Palembang traditional food.

#### **b. For government:**

1. As a reference to enhance the development of culinary tourism in Palembang,
2. As input to create the promotion for culinary tourism in Palembang

#### **c. For students of English Department:**

1. To enlarge the information about traditional food of Palembang include how to make traditional food and location of traditional food in Palembang
2. To get more reference about traditional food in Palembang
3. To know the software used for designing booklet
4. To be an inspiration for future final report project that can collaborate the knowledge of tourism with the product using creative idea and technology.