

CHAPTER I

INTRODUCTION

1.1 Background

Palembang is the second large city in Sumatra, and the tourism in Palembang grows very fast. It can be seen from hotels and public transportation which are built and events that are held in Palembang. Panggarbesi (2012) says Palembang focuses on tourism development for tourists to attract them to come to Palembang.

Palembang is one of the tourism destination in South Sumatra Province. There are many interesting places and tourism objects for tourists in Palembang, such as *Ampera bridge, Bukit Siguntang, Sabokingking, Kawah Tengkerep, Kemaro Island, Musi River, Museum Sultan Mahmud Badarudin II, Monpera, OPI Lake, Jakabaring Sport City, Kampung Kapitan, Taman Purbakala Kerajaan Sriwijaya*, and etc.

Taman Purbakala Kerajaan Sriwijaya as one tourism destination in Palembang is Located at Jln. Syakyakirti, Karanganyar village, District Gandus. Taman Purbakala Kerajaan Sriwijaya was built in 1990 inaugurated by President of Indonesia on 22 December 1994. It has an area 20 hectares. The distance of Taman Purbakala Kerajaan Sriwijaya is 30 minutes from City Center or from Sultan Mahmud Badarudin II airport.

Taman Purbakala Kerajaan Sriwijaya is a beautiful place because there is a tower to look at the area of Taman Purbakala Kerajaan Sriwijaya from the highest place. There is also a Sriwijaya Museum in this Taman Purbakala Kerajaan Sriwijaya. It shows the collections of archeological relic like artifacts from Sriwijaya Kingdom, such as religious artifacts, Maritime artifacts, trading artifacts or building architecture temple.

The number of visitors visiting Taman Purbakala Kerjaan Sriwijaya decreases. But the number of visitors will increase when the government holds events in this area, for example a Sriwijaya festival that was held on 11 until 14 June 2015. The Festival was held in order to preserve the culture in South Sumatra. Based on the data from TPKS, There were 17.879 visitors in 2011, 7.516 visitors in 2012, 6.380 visitors in 2013. It shows that in the latest 3 years, the number of visitors who visits TPKS decreases. The visitors are foreign tourists and domestic tourists include students of kindergarten, elementary school, junior high school, senior high school, and collegians.

Tourists can go there by using Public Transportation. There are two kinds of Public Transportation that can be taken. Gandus Public Transportation or Tourists can use Tangga Buntung Public Transportation. In the front of Taman Purbakala Kerjaan Sriwijaya tourists can buy Traditional food like Pempek, Model, etc. The distance of Taman Purbakala Kerajaan Sriwijaya is 10 minutes from Swarna Dwipa Hotel.

From Three important factors which back up developing area to be the potential tourism destination such as Attraction, Amenities, Accessibility there is a factor that has not-complete such as Security, Signposts, Souvenir. And I think that factor has not completed in TPKS.

Based on the explanation above the writer wants to write this final report entitled “The Potency of Taman Purbakala Kerajaan Sriwijaya as Tourism Destination in Palembang”.

1.2 Limitation of the problem

The problem of this study is limited towards Taman Purbakala Kerajaan Sriwijaya and its potency as one of tourism destinations in Palembang.

1.3 Problem

The Problem of this final report is “is Taman Purbakala Kerajaan Sriwijaya potential as tourism destination in Palembang”.

1.4 Purpose and Benefit

1. Purpose

This purpose of this final report is to investigate whether Taman Purbakala Kerajaan Sriwijaya is potential as tourism destination in Palembang or not.

2. Benefits

The Benefit of this Final Report is to give information to the students of State Polytechnic of Sriwijaya, especially to English students about the potency of Taman Purbakala Kerajaan Sriwijaya as tourism destination in Palembang.