

CHAPTER 1

INTRODUCTION

1.1 Background

Nowadays, one of the sectors that has a significant role in the development of the national economy is tourism sector. Tourism issue is something common in our country Indonesia, and even in other countries in the world. And Indonesia is the country that will become a developed country in tourism sector.

Indonesia government seriously follows up this issue with a variety of efforts in promoting Indonesia tourism. One of the efforts is conducted by government through seven charm program (Sapta Pesona). Seven Charm Program (Sapta Pesona) is seven elements of charm that must be realized for the creation of a conducive environment and ideal for the development of tourism activities in a places that encourage tourists to visit. Through this program goverment asks all components of society to promote and support the establishment and development of tourism sector in one place.

South Sumatra is one of provinces in Indonesia which has promoted potential tourism. South Sumatra has a lot of tourism objects and attraction, especially in Palembang as the capital city of South Sumatera. Most people know that Palembang is the oldest city in Indonesia. Palembang is the most favorite place to be visited because there are so many tourism objects and attraction (Kurniawan, 2004) Ampera Bridge, Musi River, Siguntang Hill are the most tourism objects visited by domestic and international tourists.

There are three components of tourism. They are attraction, acsesibilitation and acomodation. Transportation belongs to acsesibilitation of the tourism component. In tourism sector, transportation is the important factor to make tourism sector more stable (Rufat Mammadov, 2012;381)

Transportation is an integral part of the tourism industry and is a significant contributing factor in any field either business, daily activities or tourism sector. The growth and continuous development of tourism should be accompanied by improved quality destinations with better transportation (Westlake and Robbins, 2005:463)

There are many kinds of transportation such as bus, airflight, boat, train or motorcycle and private car, and each transportation has indispensable role in tourism sector. Transportation needs to be improved to promote tourism object and attraction.

In Palembang, the government provides Transmusi as one of public transportations that can make society feel comfortable and safe. Palembang society takes Transmusi to go to places for daily activities. Transmusi does not provide map in the haltes for tourists to go to tourism object and attraction. Tourism map is important for tourists because it may help them to visit tourism object and attraction through public transportation. Tourists can take transmusi to go around tourism objects and attraction. By looking at a map tourists do not get lost on the way to the tourism object and attraction.

Based on the explanation above, the writer is interested in writing this final report with the title “**Designing Leaflet Of Transportation Map For Tourists in Palembang**”.

1.2 Problem Identification

Based on the background above, the writer identified the problem of designing leaflet transportation map for tourists in Palembang to go to tourism destination

1.3 Problem Limitation

The writer only focuses the research on the way how to designing leaflet transportation map for tourists to all destination in Palembang

1.4 Problem Formulation

Based on the background above the problem in this final report is “How to design a leaflet of transportation map for tourists in Palembang”

1.5 Research Purpose

The purpose of this report is to know how to design leaflet of transportation map for tourists in Palembang

1.6 Research Benefit

The writer hopes that this final report can give benefits to all readers especially for the students of English Department of State Polytechnic of Sriwijaya. This final report can be used to add more their knowledge and experience about designing leaflet of transportation map for tourists in Palembang