

CHAPTER I

INTRODUCTION

1.1. Background

According to Andrews (2008:17), tourism is act of travel away from home, mostly for the purpose of recreation or leisure. This means that tourists visit to other places where they leave the place of residence for only a short time to a place outside their usual environment for pleasure and do every activity except for a living. The aim of tourism is to fulfill physical, spiritual, and intellectual needs for every tourist with travel and leisure. Tourism is also becoming increasingly important as a source of state revenue to manifest the prosperity of countries from hotels, food and beverages, merchandises, tours and sightseeing, local transportation, and so on.

According to Budianta (1993:28), there are four kinds of tourism. They are nature tourism, art tourism, religious tourism, and cultural tourism. Some objects belonging to cultural tourism include archeological relic, matra history, traditional ceremony, and culinary tourism.

Nowadays, culinary takes part in the new trends of tourism because food and beverages because they not only get more attention from tourists, but mass media (printed media, television show, and radio) also focus more heavily on this topic. Culinary tourism has always played as a major role in the tourism product. In recent years the meaning of food and beverages has changed. Food is not only as complementary tourism activities but it is also a tourism attraction as a face to promote destination in those areas. As Nurdiyansyah (2014:142) states that the food is an attraction that depends on the value and special situation of the region (uniqueness). Food often becomes the most powerful icon to improve tourism marketing strategies, particularly branding, image and promotion because every region has typical food itself. For example, Palembang is known as “kota pempek”.

Thus, if someone asks Indonesia about the word “pempek”, they will associate it to Palembang. In any case, pempek is not only typical food of Palembang, there are many other culinaries like tekwan, model, mie celor, etc. Unfortunately, there are only a few tourists know them. The most famous local cuisine centre in Palembang is generally located in Seberang Ilir, such as Kuto market, 29 Ilir, 26 market, and so on. In fact, this city is divided into two parts: Seberang Ilir and Seberang Ulu.

However, Seberang Ulu is not as famous as Seberang Ilir for culinary tourism in Palembang. Seberang Ulu is only known as Jakabaring Sport Complex or Jakabaring Sport City and Pertamina complex. However, many kinds of some stalls or shops selling typical food are also available in Seberang Ulu like in Kertapati and Plaju.

Plaju is one of districts in Palembang city. This area is famous for PT. Pertamina, the oil factory, as industrial tourism; Bagus Kuning as historical tourism; and some private universities (Bina Darma University, PGRI University, and Muhammadiyah University) as educational tourism. Many tourists come to Plaju for business, tour or study related to those places. It can not be denied that in journey, food and beverages are important components of tourists’ itinerary. Nowadays, tourists do not have to go far away to find out the local food and cuisine to Seberang Ilir. Although culinary in Plaju is not very well known, Plaju also has many kinds of restaurants, food stalls, and pops up stalls with variety of menus. This is a potential thing to introduce Plaju as the culinary area that must be visited by tourists. Plaju has various food outlets, but it cannot be promoted as culinary tourism destination without channeling spesific information.

Therefore, the citizen needs media providing information clearly to increase the tourists’ interest to visit Palembang, especially to enjoy culinary tourism. Many tourism destinations in Palembang need various information medium to facilitate every tourist for travelling. A booklet is information medium that is easy to carry everywhere. Tourists need information media to update data and get further information about culinary tourism in Plaju and this medium also

give complete information for travelers. But until now, there is no specific booklet about culinary tourism in Plaju.

Based on the statement above, the writer is interested in designing a booklet as tour and travel information medium for giving information of travel tours to explore the culinary tourism in Plaju. Through this final report, tourists can enrich their knowledge about culinary tourism in Palembang, particularly in Plaju. The writer wants to write the final report with the title, “Designing the *Plajulicious* Booklet for Culinary Tourism in Plaju”.

1.2. Problem Formulation

Problem formulation of this research is “How to design the *Plajulicious* booklet for culinary tourism in Plaju.”

1.3. Purpose

The purpose of this research is to know how to design the *Plajulicious* booklet for culinary tourism in Plaju.

1.4. Benefits

Through this final report, the writer hopes that the writer, government, local citizens, local guides and tourists get some benefits. First, the writer can understand and enrich the knowledge about designing a booklet of culinary tourism in Plaju. Second, it can help the government promote tourism destinations especially culinary tourism in Plaju. Third, it can help local guides enrich the knowledge and participate to promote culinary in Plaju. The last, tourists get information of travel tour to explore culinary tourism in Plaju.