

CHAPTER I

INTRODUCTION

1.1 BACKGROUND

Tourism is a journey that is intended to have pleasure and leisure. Meyers (2009) states that tourism is travel activity that consider the time of their original places to the area of interest for reasons not to settle or make a living but merely to satisfy curiosity, to spend free time or holidays as well as other purposes. During tour they just spend time for make it happy. There is no dissapointed during enjoying tourim activities.

Actually, everyone who has holidays may have something fun and challenge them to do tourism destination their tourism activities. This thing is intended to fulfill their leasure and pleasure time which they have different styles to spend their times in their tourism activities. In common, whenever the tourists go to the tourism destinations, they want to get excellent services from parties who get involved in their trip. The parties offer them beautiful and exotic places.

Many kinds of tourism activities that can be held in Palembang, such as natural tourism, adventure tourism, religion tourism and others. Pedit (1994) mentions that tourism can be distinguished based on the motive travelers to visit such a place. By travelling they can choose what kind of tourism they like for enjoying their tour. But, there is a new kind of tourism that can be developed in Palembang, that is a horror tourism.

Palembang has many places have potencial to be object destination for horror tourism. Such as siguntang hill, sultan graveyard or may be musems in Palembang. Places are considered mystical by many people also can be object destinations. The mystical aura in that places are something interest to enjoy for people that are curious about that activity.

According to Indonesian dictionary. Horror is something that leads to a feeling of horror or fear that extreme. Most of those activies are difficult to break

with mind senses. Many activities that happen in places are considered mysterious by many people and it will become tourism attraction in horror tourism. So, it is not about how to break the questions about the activities, but it is about how brave they are in that situation.

There are some benefits of this activity. First, the night tourism in Palembang will be more attractive. The night situation is consider less attractive by many people will be more atractive through this tourism, because this activity is run in the night. So, some of people will be active in the night. Second, promoting object destination to tourist did not visit object destination in the day. They can visit the object desination in the night with different situation. The last is developing people's knowledgement and assumtion about tourism destination. after they visited the object destination. the writer expect tourists can be more aware about objects destination and know about objects destination like history and information.

The writer is intrested in this kind of tourism to developpe night tourism in Palembang. People who live in Palembang are expected can developpe night situation in Palembang. Throught this activity, the writer attempts to create a new media for people to enojying night tourism in Palembang. Beside that, generally night activity that has developed in Palembang is wised could be creator a media as new income for people.

Through this activity, the writer expect night tourism in Palembang will be more lively and attractive. Biside that, wised that local people around of objects destination will be more aware and understand about object destination. From the explanation above the writer is interested in topic of final report with the title *“Designing One Night Palembang Horror Tour Package”*.

A. Problem Identification

In this research, the writer will be identified things that related with tour package and tour travel. Tour package is a media that make easy for tourists.

Wirahadi (2014) mentions that travel package (tour package, inclusive tour) can be interpreted as a tourist trip with one or more objectives of the visits were arranged a certain variety of travel facilities in a travel show that fixed, and sold at a single price that involves all components of the tour.

The things are related with tour package will be explained in this research such as tour itinerary, tour brochure, transportation and also food and drink will be explain in this research. So the writer will explain steps to design a tour package.

1.2 Problem limitation

The limitation is needed to make focus the research on the problem, purpose and benefits of the final report. So, the writer tends explain the design of tour package especially in horror tour package.

1.3 Problem Formulation

Based on the description before, the problem formulation is “how to design one night Palembang horror tour package?”

1.4 Research purpose

The purpose of this final report is to know how to design one night Palembang horror tour package.

1.5 Research Benefits

The benefits of this final report are

1. Expanding the writer’s knowledge about designing of one night Palembang horror tour package.
2. Giving information and knowledge about the designing of Palembang horror tour package.