

CHAPTER I

INTRODUCTION

A. Background

Nowadays tourism has grown into a large industry that supports the economy in many countries of the world. It makes tourism as one of the priority development by many countries because it keeps growing and generating the revenue. This can happen because tourism gives high foreign exchange with the arrival of foreign tourists who visit the country. Based on the Law No. 10 of 2009 regarding tourism, the Implementation of Tourism aimed at increasing the national income in order to improve the welfare and prosperity of the people, expanding and spreading evenly business opportunities and jobs, stimulating regional development, introducing and utilizing objects and attractions in Indonesia.

Generally, tourism is an activity which is done by someone or group to go to one place with a plan or not to enjoy an activity for meeting the diverse desires. This kind of activity is definitely called tourism. Based on Muljadi (2009), tourism activities in this era are increasingly and being carried by travelers to fulfill physical and spiritual needs. Tourism is an activity changing of temporary place of a person, for any reason other than an activity that can produce wage or salary. In addition, tourism is an activity, services, and products of the tourism industry that is able to create travel experiences for travelers. One of development cities in Indonesia is Palembang.

Palembang is one of tourism destinations in Indonesia which is visited by tourist. Based on the data from of Department of Culture and Tourism Palembang, the number of domestic and foreign tourists amount to 1.732.303 during 2015. It showed that the high interest of tourists to visit Palembang.

There are many tourism destinations than can be enjoyed in Palembang city such as eco-tourism, cultural tourism, historical tourism, and religious tourism. Marpaung (2002) stated, religious tourism is a kind of tourism that is closely related to tourists or visitors who haS the cultural background, religion, ethnic and

same history or matters that ever related to the past. Palembang is the capital city of South Sumatra province, become one of the cities that has a lot of tourism potential one of them is religious tourism. Religious tourism in Palembang starts from a place of worship that has historical value and the tombs of ulama. Such as Masjid Ki Muara Ogan, Masjid Agung, Siguntang Hill, Museum Qur'an and Pulau Kemaro. To provide convenience for tourists to visit these places need a tour package.

Tour package usually includes the tourist activities that has been compiled at a fixed price including transportation, hotel or accommodation, objects and attractions as well as other supporting facilities are provided in the agreement of the tour package. According to Yoeti (2001), travel packages is "a sightseeing trip planned and organized by a travel agent or a travel agency on the risks and responsibilities of its own, which is the length of time travel, places to visit, accommodation, transportation, food and drinks have been determined by a travel agency and a predetermined amount.

Unfortunately based on interview with one of staffs of travel agent in Palembang, there is no religious tour package for tourist in Palembang. Therefore, tourists get difficulty when they want to do religious tourism activity, because they cannot find religious tourism places easily. So that is why need a religious tour package.

Based on explanation above, the writer interested in choosing “**Designing One Day Religious Tour Package in Palembang**” as her final report project.

B. Problem Formulation

The problem formulation of this final report is “how to design one day religious tour package in Palembang?”

C. Problem Limitation

By seeing the problem above, the writer limits this final report focuses on the research on the problem, purpose and benefit of the final report, so the writer tends to explain the design of religious tour package in Palembang.

D. Purpose

The purpose of this final report is to know how to design one day religious tour package in Palembang.

E. Benefit

1. Giving information about designing of one day religious tour package in Palembang.
2. Expanding the writer's knowledge about the designing of one day religious tour package in Palembang.
3. Promoting about religious tourism in Palembang.