

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is one of sectors that supports a developing country, especially in social and economic activities. Its incomes are taken from the devise that come from tourism sectors such as tourism destination that give contribution from charge of visitors act. It also able to decrease the number of unemployment by recruiting the volunteer employees. For example, SEA GAMES 2011 and Islamic Solidarity Games 2013 in Palembang. This event required a lot of Palembang's society to run that activities. There was an activity to develop tourism industry in a country, such as organizing big events. This program had effect directly of tourism activities in a country, its country will be more well-known than before because visitors will come to a country from these events. These activities will be increase the government and society's incomes of a country.

Tourism is the process of travelling to go to another place and temporary to enjoy the tourist attraction. Tourism is divided into several types such as cultural tourism, pleasure tourism, recreation tourism, business tourism, convention tourism, and sport tourism. One type of tourism that gets a lot of attention nowadays is the sport tourism. Sport tourism is a kind of journey to participate in sports activities, whether for recreation, competition, as well as travelling to sites such as sports stadiums (Gibson, Attle & Yiannakis, 1997).

Indonesia is one of developing countries especially in tourism sector. Tourism destinations in Indonesia have been developed in many cities such as Jakarta, Yogyakarta, Bali, and Palembang. There are tourist destination in Jakarta such as Monumen Nasional (MONAS), Taman Mini Indonesia Indah (TMII), Ancol Dreamland, and so on. In Yogyakarta there are many tourist destination such as Borobudur and Prambanan temple, Parangtritis beach, Mount Merapi, and so on. And Bali has some of tourist destination such as Kuta beach, Ubud, Tanah Lot, and so on.

Palembang is the second largest city in Sumatera in the process of developing its tourism destination. Palembang is the capital city of South Sumatera has some interesting places as a tourist destination such as Ampera Bridge, Musi River, Kemaro Island, Kuto Besak Fortress, historical buildings, Jakabaring Sport City, and so on. According to Panggarbesi (2012) as the Head of South Sumatera Tourism, says that Palembang is focused on the development of tourism to attract people come to Palembang. One of tourism attraction that gets attention nowadays is Jakabaring Sport City.

Jakabaring Sport City is the famous one of sport tourism attractions in Palembang. Jakabaring Sport City was built for national and international sports events such as PON 2004 and SEA GAMES 2011. Jakabaring Sport City has many venues such as Gelora Sriwijaya Stadium, Tennis Court, Athletic Stadium, Aquatic Stadium, Ranau Building, Dempo Building, Baseball and Softball Arena, Archery Arena, Water Ski, Volley Beach, Wall Climbing, Roller Skater Track, and Petanque Arena.

Based on the data from Jakabaring Sport City, the visitors who visited Jakabaring Sport City in a month is around 100 person or more than 100. Every years, the number of visitors who visits Jakabaring Sport City had increased differences. Based on the writer observations in a month, she concludes that the visitors were divided in various kinds of category, they are domestic and foreign tourist. They were also from state guest, students, or collegians.

Perception is the set of processes by which an individual becomes aware of and interprets information about the environment. According to Lindsay & Norman (1977) says that perception is the process by which organisms interpret and organize sensation to produce a meaningful experience of the world. There are five elements as visitors that perception to their tourism destination. They are attractions, facilities, infrastructure, transportations, and hospitality.

Therefore, there are many different perceptions from visitors about Jakabaring Sport City as one of sport tourism attractions in Palembang. Some visitors may think Jakabaring Sport City is an interesting place to visit and some of them may think Jakabaring Sport City is not an interesting place to visit. Based on the data above, the writer wants to write “**Visitors’ Perceptions on The Elements of Tourism in Jakabaring Sport City Palembang**” as the title of her final report.

1.2 Problem Formulation

What is the visitors’ perceptions on the elements of tourism in Jakabaring Sport City Palembang ?

1.3 Research Purposes

The purposes of this final report are to analyze the visitors’ perceptions in Jakabaring Sport City and observe the actual condition in Jakabaring Sport City.

1.4 Research Benefits

This study gives many benefits for the writer and the readers especially for students of English Department.

1. For Writer

The writer gets much knowledge about visitors’ perceptions on the elements of tourism in Jakabaring Sport City Palembang.

2. For Readers

Readers can get more information about visitors’ perceptions on the elements of tourism in Jakabaring Sport City Palembang.

3. For English Department Students

As a reference and the material in observing visitors’ perceptions on tourism destinations in Palembang.