

CHAPTER I

INTRODUCTION

In this chapter the writer presents background, problem, purpose and benefit of the final report.

1.1 Background

Indonesia is one of many countries which develops through tourism sector. Tourism sector in Indonesia plays quiet important roles as national income after oil, gas and palm oil sector. Unlike oil, gas and palm oil which could be used up in fifty or hundred years later, tourism industry is an unlimited sector which can be operated for more than thousand years. That is why currently the government encouraged the development of tourism industry in every single province in Indonesia.

Spillane (1997), cited in Nirmala (2015, p 17) states that there are five factors to support the development of tourism industry. Those are attraction, facilities, infrastructure, transportation, and hospitality. The most important factors to create a good tourism industry is the tourism attraction. Swarbrooke (2002, p 5) identifies 3 main types of tourism attraction. Those are natural attraction, human-made building, and special event. Natural attractions are all kinds of natural sites which can attract visitors to come and enjoy the beauty of the site such as mountains, beaches, rivers, waterfalls, caves, etc.. Human-made buildings are all buildings which attract the visitors to come, such as temples, museum, historical building, etc.. And the last one, special events are kind of event held by government or event organizer in purpose to attract the visitors, such as festival, sport tournament, carnival, religion event, etc..

Palembang is the capital of South Sumatra Province which is in recent years has become the host of some national and international event. Unlike Bali which has many beautiful beaches or Yogyakarta which has Borobudur temple, Palembang does not have natural or human-made attraction as great as in Bali and

Yogyakarta. To cover up the lack of tourism attraction in Palembang, the government build many facilities to support special events. The government decides to focus on holding special event in order to run the tourism industry in South Sumatra especially in Palembang.

One of sport events which is held twice a year by government is Bidar Race. Bidar Race is a kind of traditional boat race which have been held since Kesultanan Palembang era with Musi River as the race's arena. In the past time, Bidar Race was holding luxuriously with many participants and thousand visitors. The event could spend more than a day because the huge number of participants. Now a day, Bidar Race is not as luxurious as in the past time. Although it is held twice a year, to commemorate anniversary of Palembang and the independence day of Indonesia, the number of participants and also the visitors are not as much as in the past time. According to Spector (1971) cited in Soekadijo (2000, p 56) a special event with appropriate location and promotion means a successful tourism development. If Bidar Race could be improved and developed well it is not impossible that Bidar Race can bring a successful tourism development in Palembang.

According to Sterna (2018, p 89) visitors' perception is one of important aspect for developing and increasing the organization. In the term of tourism, visitors' perception is important to increase the number of visitor in tourism destination. Visitors' perceptions provide the real information of condition in a tourism destination including the information of visitors' needs and wants. It can be used as a guiding in serving all of visitors' needs and wants to make them satisfied. That is why visitor's perception is needed to bring a development of an attraction such as Bidar Race.

Indeed, Bidar Race is one of tourism attractions in Palembang which can bring a successful tourism development in Palembang if it is improved well. And visitors' perception can be use as a guiding to make the improvement. Therefore, the writer is entitled this report as "Visitors' Perception of Bidar Race as a Tourism Attraction in Palembang".

1.2 Problem

This following are the problem limitation and formulation of the research.

1.2.1 Problem Limitation

The writer limits the research on the visitors' perception and problem faced by government in developing Bidar Race as tourism attraction in Palembang.

1.2.2 Problem Formulation

The problem of this report is formulated in the following questions:

1. What are visitors' perception about Bidar Race as a tourism attraction in Palembang?
2. What are the problems faced by the government in developing Bidar Race as a tourism attraction in Palembang?

1.3 Purpose and Benefit

The following are the purposes and the benefits of the research.

1.3.1 Purpose

The purposes of this final report are as follows:

1. To know the visitors' perception about Bidar Race as a tourism attraction in Palembang.
2. To know the problems faced by the government in developing Bidar Race as tourism attraction in Palembang

1.3.2 Benefit

The benefits of this final report are as follows:

1. For the writer, to know more about tourism especially about Bidar Race and to enlarge knowledge about writing.
2. For the students of English Department, this final report could be used as additional source of knowledge or a reference in making Final Report.
3. For Government, this final report can be used as a reference to improve and develop Bidar Race, so Bidar Race could help in developing tourism industry in Palembang.