

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is a sector that has the most important role in the world. The importance of tourism is as place for the job opportunities, economic growth, and development of the country in every country in the world. World Tourism Organization (WTO) in Santoso (2002) states that “tourism is an integral part of human life, especially regarding social and economic activities. Many countries in the world take the advantages of tourism for the development of their country”. This means that tourism is very important in human life. As tourism has many advantages both in social and economic fields. In economic field, tourism can increase to income of country and social field, tourism can expand insight of community perspective to other country.

Tourism has become a basic need for majority people. All of people do a tour to overcome saturated and fatigue. In essence, tourism is a travelling activity that is undertaken by people towards to other places outside of their home for temporary time. “An encouragement to do the travelling is due to a variety of interests, either because of economics, social, cultural, political, religious, health, and other interests as a curiosity, adds to the experience, or even to learn” (Suwanto, 1997, p.3). In conclusion the reason why people do travelling is because of their own importance and other’s.

One of the cities in Indonesia which has tourism potential is Palembang. Palembang has many potential tourism destinations that can be visited by tourists, one of the most popular destination is Ampera Bridge, the icon of Palembang city. Ampera Bridge, which has become a kind of emblem of the city, located in the middle of Palembang, linking Seberang Ulu and Ilir area separated by the Musi River. There are many potential tourist destinations in Palembang such as Punti Kayu, Kambang Iwak Park, etc. Religious tourism there are Agung Mosque, Ki

Merogan Mosque, Ki Gede Ing Suro Mosque, Cheng Ho Mosque, Kawah Tengku, Al-Quran Al-Akbar and so on. There are also historical tourism destinations in Palembang such as Benteng Kuto Besak, Monpera, Sultan Mahmud Badaruddin II Museum, Kampung Kapitan, Siguntang Hill, Sriwijaya Archaeological Park and so on.

Currently, the human's need for tourism services is high and in line with the public demand for travelling with the aim of having fun or recreation. Basically someone do travelling because of motivation. The role of travel agents is important. Activity of Travel Company is not only selling information to tourists but also carry tourists to object destination. Travel agent as a facilitator can help the tourist to take care of all the needs of tourists in a tour. The one thing which is needed in a tour is information about holiday package or tour package which is suitable with tourist interest or needs. The travel agent or tour and travel will help to plan and organize a packed tour trip into a travel package. Tour package contains the information about tourism destination, facilities and the prices.

There several type of package tour is one day historical package tour. One day historical package tour is historical tourist activities they are performed only one day (10-12 hours). One day historical package tour carry tourists to visit the historical object in Palembang. Based on interview, in Palembang city there is still no brochure of one day historical package tour and One day historical package tour is needed to promote, to attract tourists to visit historical places.

Many media are used to promote the historical Package tour such as magazine, brochure, book, website, social media, booklet, leaflet, guidebook, and pamphlet. Brochure is one of media that used to encourage package tour. Brochure is a printed media. In the public relations activities brochure is an information media, which is very effective and efficient in delivering messages. According to the definition proposed by Cutlip, Center, and Broom in his book *Effective Public Relations* (1994: 263-273), "suggests that: The brochure is a

short publication which comprises several pages that contain a brief description that contains the organization or company for public knowledge”. The writer concluded brochure is a brief description of the information printed media that contains about the specific information.

One of procedures of making brochure is designing. Johnston (1991) cited in Taylor & Francis (2011) defines that, “design is a process of making something that inherently has emergent products or spatial patterns in given periods that manifest the ever-changing realities in a community occurring within the process”. The writer concluded that Design is the process of creating something that has emerged product or special patterns within a certain period. Designing brochure is needed setting on page layout, font size, picture, margin, and others. Many programs are used to design brochure such as Adobe Photoshop, Corel draw, Microsoft Publisher, and others.

Based on the explanation above, one day historical package tour is need to promote, to attract tourists to visit a historical places. One of media that make to promote is brochure and the way to make brochure is designing. The chosen title of this final report is "Designing Brochure of One Day Historical Package tour".

1.2 Problem Formulation

The problems of this report is how to design brochure one day historical package tour?

1.3 Research Purpose

The purposes of this report is to know how to design brochure one day historical package tour

1.4 Research Benefits

The research benefits are:

1. To give information about how to design brochure one day historical package tour.
2. To promote historical tourism object in Palembang to increase the visitors for the Government.
3. To give the knowledge especially in the field of tourism studies, to provide information for the future deeper and R & D research.