

CHAPTER I

INTRODUCTION

1.1 Background

Making local food class is the process of making a local food that involving the tourists in its activity. This is one part of gastronomy activities, and it can be a new attraction in one place to attract tourists while they are enjoying their vacation in one place. This activity can be an alternative for the tourists to do when they are visiting a destination and as the active engagement demands the tourists to take time longer in a city or country. The uniqueness of local foods and way of making them are expected can attract the tourists in order to increase the number of the visitor in one city.

Gheorghe, Tudorache & Niatoreanu (2014) say that nowadays, tourists are more experienced, have sufficient funds allocated to travel and have more free time. Through tourism they can take a break for a while from their daily routine and act out of their daily personality to explore new things in order to fulfil their temporary freedom. Nowadays, tourists are hunting for new experiences in tourism, and gastronomy is one of the objects that they are looking for. The term gastronomy is derived from gaster (stomach) and nomas (law) and the word gastronomy was first used in Ancient Greece (Sahin, 2015). Maengkom (2015) states that gastronomy is a knowledge about the relationship between food and art culture where the knowledge is holistically into a unified process that starting from looking for the history, selecting the raw material, preparation before cooking, cooking process, presentation by considering the nutritional content.

According to Gheorghe, Tudorache & Niatoreanu (2014), the notion of gastronomic tourism is applicable to tourists and visitors who plan the trip entirely or partially in order to taste the local products or to take part in activities that are related to gastronomy. Many activities that tourists can do. Sukenti (2014) states that Gastronomy is not only offers food and beverages as the main objects in its attractions, but also everything related to food activities ranging from food

ingredients, preparation, processing, serving, as well as the cultural and local values.

Gastronomy is potentially to be more developing and increasing the tourism sector in a country especially in Indonesia that has diversity foods and as top 20 country that has the best foods based on Top Tens website and for some Indonesian foods become the most delicious foods in the world based on CNN Travel In 2016.

Palembang is one of the cities in Indonesia that has many kinds of culinarians. Even though local cuisine is one of the motivating factors in choosing a destination, and Palembang itself is rich in culinary, this fact cannot give a strong reason why tourists must visit Palembang and spend their holiday in Palembang. Tourism attraction and tourism object are still be their highest consideration. Unfortunately, Palembang still has limited attractions and object destinations. When tourists visit Palembang for traveling they just visit some tourism destinations in Palembang. Then, they eat in the restaurant that serves Palembang traditional foods and visit some places which selling Pempek to buy and bring it home. There is no unique and memorable experience that they do during in Palembang. Because of that, making local food class is one new attraction that can be implemented in Palembang to add the number of attraction in order to attract the visitors and to increase the number of visitors in Palembang.

As the city that is laid a large river which the name is Musi River, fish is one of the main materials used by Palembang people for making their local food. For example, Pempek, Kemplang, Model, Laksan, Celimpungan etcetera. The most popular food that made from fish is Pempek. According to CNN Travel (2016), Pempek is declared as top 40 dishes people cannot live without. When tourists visit Palembang city, they must have pempek on their hand to be brought to their home. By seeing the popularity of Pempek in tourists, making Pempek class can be one new attraction in Palembang.

Making Pempek class as one of gastronomy tourism attractions in Palembang is expected to increase the number of visitors in Palembang because many people like Pempek and are interested in knowing how to make Pempek. Besides, the process of making pempek is easy enough to be demonstrated and followed by the

tourists. It also does not take a long time. The materials and the ingredients are easy to find and also healthy.

Making pempek class can be put as one of the activities in Palembang tour package that offered by the travel agents. To make pempek class be part of travel agents' city tour program, they can cooperate with some of famous shops that sell Pempek.

Based on the explanation above, the writer is interested in writing about making pempek class as one of gastronomy tourism attractions to support tourism in Palembang. Furthermore, the writer is going to make the proposal of making pempek class to show to the travel agents that making pempek class can be a tourism attraction in Palembang and tour package brochure combined with making pempek class as the last product. The writer chooses **“Making Tour Package and the Proposal as The Media to Promote Pempek Class as One of Gastronomy Tourism Attractions in Palembang”** as the title of the final report.

1.2 Problem formulation

This research is conducted because there is a problem in Palembang tour package which is the activities in it is monotonous. The activities are visiting tourism destination and getting the explanation from the guide, taking picture, eating and buying souvenir. According to the writer, it will be better if tour package is renewed in the Palembang tour package, so it can give good impression to the tourists. The renewal of the tour package is by adding an activity that including the tourists in it and the result can be brought home when the tour is ended. Then the problem formulation of this report is how to make the proposal of making pempek class as one of tour package activities.

1.3 Problem Limitation

Based on the problem identification above, the writer limits the problem which just focuses on the contents of the proposal of making pempek class as one of gastronomy tourism attractions and the contents of the tour package not in the designing.

1.4 Research Question

The question in this research is How to make a tour package combined with making pempek package?

1.5 Operational Definitions

There are two most important variables will be defined operationally in order to provide a clear picture of the implementation of this study. The variables are the availability of the information about how to design the proposal of making pempek class as one of gastronomy tourism attractions and tour package that combined with that activity.

a. Making the proposal of making pempek class as one of tourism attractions in Palembang

Making the proposal of making pempek class arise because seeing the fact that there is limited tourism attraction so the tour package activities that is offered by the travel agents there is no change or renewal. This activity can be included in tour package itinerary. This writing, started from collecting the data by doing observation and interview about the related data and theories.

b. Designing tour package brochure that combined with making pempek class

Designing tour package that combined with making pempek class is conducted by adding making pempek class as part of those activities. The activities will be arranged as interesting as it can and according to the experts' comments.

1.6 Research Purpose

The purpose of this final report is to promote to travel agents that pempek class can be a tourism attraction in Palembang and can be part of tour activities by using proposal and tour package as the media.

1.7 Research Benefit

The benefits of this final report are:

a. For Writer

1. To improve the insight and ability of the writer in gastronomy tourism

2. To improve the ability of writing by making this final report
3. To increase the knowledge of the writer about gastronomy tourism and tour package

b. For Readers

1. To add the knowledge and information about the new innovative tourism attraction in Palembang.
2. To be the means of knowledge and tourism attraction references.

c. For the Government

The benefit of this final report for the government is as a material consideration to create new tourism attraction in gastronomy field and get information why tourism attraction needs to be added and where to execute making pempek class as the alternative way to attract people to visit Palembang city.

d. For the Travel Agents

This writing is expected can be an alternative or innovation in making tour package, so their tour package will be liked and bought by the tourists and as the suggestion in managing the tour package.