

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

In this time, traveling has been primary need for a lot of people. At least, people do traveling each year. Traveling is needed by people to get the relaxation for their mind and body. This activities are very helpfull for the people. In this globalization era, Indonesia develops its tourism attraction and builds some facilities to satisfy the tourists on their travel. In Indonesia, the existing tourist attractions, especially in Palembang and surrounding areas are still under construction. However, not all destinations got improvements but there some places in the Palembang city which have potential as a tourist destinations. For travellers especially from out of town even tourists from abroad had to prepare their traveling properly. They had to prepare their clothes, money, vehicle, destination and accomodation. There are a lot of accomodation which can be use while they do traveling, such as hotel, motel, hostel, bungalow, guest house, apartment and so on. In this report, the writer only focused to discuss about hotel.

Hotel is the best accomodation for traveling activities. For travellers, hotels has all they needed. Hotel not only provide rooms but it also provides another service facilities such as laundry service, food and beverage service, room service, and so on. The other general facilities that hotel provides are restaurant, lobby, gym, musholla, toilet, ballroom, meeting room, and parking area. Three star hotel is the best choice for travellers, because it has a lot of facilities with low prices. Beside that, it is also located near the tourism object or the capital city of region that made the tourists easy to find it. Some of hotels cooperate with some of tour and travel agents, it makes the tourists easy to do traveling. In conclusion, hotel is the accomodation which very helpfull and make tourism activities easier especially three star hotels which provides the accomodation in low prices.

A lot of company make technology more develop every years, at least people have their own technology in their hand for example smartphone. Technology makes everything easier, and all of your bussiness can be done in your hand now. Smarthphone has a lot of advantages and help you to handle everything, for example to communicate with someone, make your school's exercise, browse information, include made tourism easier. People who want to do a tourism activites feel easier because all their need is in their hand. Now people can browse using smartphone to get the information about transportation, destintation, culinary, and accomodations. Some developers made a development and create an application for smartphone to make all of bussiness easier. Tourist able to looking for hotels and book it directly in their handphone.

Based on the technology which developers made, some of them made application that contains tourism activities and accomodtaion. This technology used by hotels as media to promote their hotel. There are some media to promote the hotels such as website, megazine, books, and android application. But some of hotel application provided is not full of information. Coupled with the new hotels that just build made the hotel application had to be more develop as a media to promote the hotels.

According to this issue, the writer made an improvement to made an android application by the name of Touch Hotel application as one of media that would promote the three star hotels in Palembang. This application provides the information and facilities on three star hotels in Palembang. But in this application there is not any booking feature like Agoda, Trivago or Traveloka because the writer only focused to giving the information of hotels.

In this case, the writer tried his best to develop tourism activities in Indonesia by designing application of Touch Hotel to enrich the promotion media on three star hotels in Palembang. Therefore, the writer would like to discuss this topic and the title is "Designing Touch Hotel Application as a

Promotion Media on Three Star Hotels in Palembang” as the writer’s final report.

## **1.2 Problem Formulation**

How to Design Touch Hotel Application as a Promotion Media on Three Star Hotels in Palembang?

## **1.3 Purpose and Benefits**

### **1.3.1 Purpose**

The purpose of this final report is to find out how to design the Touch Hotel application to increase tourism activities and promote the three star hotels in Palembang.

### **1.3.2 Benefits**

1. For Writer :
  - a. The writer understands about three star hotels in Palembang.
  - b. The writer understands about android application.
2. For Reader :
  - a. The reader understands about Touch Hotel on three star hotels in Palembang.
  - b. The reader understands about Touch Hotel application.