

CHAPTER I

INTRODUCTION

1.1 Background

In this era, tourism has become one of the most important sectors in increasing country's income especially for the developing country. Tourism is categorized into the world's largest industrial group. This is evident from domestic income provided by the tourism sector, such as the contribution of foreign exchange and job creation. It can be said that tourism is an activity involved by people who travel. Indeed, most tourism activities called a tour, which is a travel activity that has its own characteristics that give the color of tourism is relaxed and happy. People also need this tourism activity in order to refresh their mind from their routines daily activities. People choose to travel to another country for some reasons, those are business, leisure, scientific needs, religious activity, etc. One way to develop tourism destination is to create a tour package.

Tour package is a combination of at least two different tourism products that combined in one price and can not be separated. This tour package has a role in supporting the tourism destination. The existence of tour package can make the visitor's stay time become longer in a tourism destination, this give them the activity to do in their holidays. Tour package usually created by the travel agent completed with the tour itinerary and tour price. There are many kinds of tour package that usually provide such as historical, cultural, natural, special-interest and culinary.

One kind of tourism that attracts many people is culinary tourism. It is about what is unique, authentic and memorable about the delicious stories our regions have to tell. Culinary tourism or food tourism gives everyone a new point of view. Culinary tourism or food tourism is on a different level will make tour take a slower pace and are more intimate, with small groups and sharing little-known historical facts. And for locals, a food tour can open up places to eat that

they never knew about, right in their own neighborhood. When people visit the city, it is a must for them to taste the traditional food. The food from one and another city will be different in its taste, it has its unique and special taste that come from the local ingredients. It is also cooked by the local people following ancestors' recipe.

Food is one of the main important things in attracting tourists to visit the city. So that, tourists can feel comfort and stay longer to taste the traditional food. Therefore to make tourists stay longer and feel comfortable, they need to get involved including the food that they fond of. Being involved is not difficult, they could join a tour which gives them opportunity to prepare the ingredients, to process it, to cook it in to the food ready to eat.

To reach the purpose of this final report, the writer would like to write the final report which titled "Designing Tour Package of Cooking Palembang Traditional Food."

1.2 Problem Formulation

The problem of writing the final report is "How to design tour package that can make people know the process of cooking traditional food."

1.3 Research Purpose

The purpose of this study is to inform the reader that tourist can participate actively in a tour and can make people know the traditional process of cooking traditional food.

1.4 Problem limitation

For searching the purpose of this final report, writer decides to limit the research about Traditional Food in Palembang.

1.5 Research Benefit

The benefit of the final report are:

1.5.1 For the writer:

- To increase writers knowledge about traditional food
- To make tour package
- To finish the final report

1.5.2 for readers:

- To inform readers about traditional food in Palembang
- To inform readers the way to cook traditional food
- To give idea how to make tourists stay longer in Palembang