

CHAPTER 1

INTRODUCTION

1.1 Background

Tourism is one of the fastest growing economic sectors in the world. Most of countries have own tourism potentials to be one of factors to increase state revenues. According to *World Tourism Organization UNWTO* (2010), tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. Most countries believe that to do a tourism development must involve the people and local communities which are ready to be developed.

Tourism industry in Palembang had already improved in good way. Many tourist come to Palembang to know what are the interested things which can be done in Palembang. Palembang has many tourism destinations, start from the historical places, religion places, attractions, and culinary. There are many things people can do in Palembang in a day. Besides, Palembang also provide good enough facilities such as transportation and accommodation to make tourist feel comfortable while visiting Palembang. The provision of transportation and accommodation are the influential things to attract people to visit a city.

When people come to Palembang they demand to have a good time, they do not wish coming to a city for nothing. Palembang as developed tourism industry still need some improvement. Admitted that Palembang has many destinations and attractions in the morning till afternoon but how about from the evening to night? Tourism activities are stopped at night, there are no tourism activities people can do anymore beside just seeing the beautiful view of Ampera Bridge from BKB (Benteng Kuto Besak). This is very unfortunate whereas Palembang still has many culinary at night which are not very well known.

The availability of culinary also one of the reasons people interested in. Hjalager & Richards (2002) says that food can be tourist attraction. Most young and old people nowadays are willing to visit some places just for tasting good

foods, from the traditional foods to modern foods. According to the National Restaurant Association (NRA), more than six out of ten (63 percent) leisure travelers and 85 percent of culinary travelers enjoy trying new restaurants most nights during trips (cited in Stewart, Bramble, & Ziraldo, 2008, p.304).

Palembang is one of cities in Indonesia which has the culinary potential. Many tourist both domestic and foreign come to Palembang to taste Palembang's traditional foods. Palembang's Mayor, Mr. Harnojoyo says that around 60% of tourists are interested in culinary. Not just to fill in the empty stomach, culinary is also used as a media to expand the knowledge about food. Many people who come to Palembang want to taste Palembang's traditional culinary but there are also few people who want to taste the different varieties culinary from Palembang.

Therefore, the local people always try to make new varieties of food to attract tourists to come and taste the culinary because most of tourist who come to Palembang just enjoy the culinary in the morning and afternoon. Actually, there are many delicious foods that tourists can taste from evening to night but because the lack of information media, it makes the night culinary is not really known by the tourists and it is not supported well. Therefore, as an excuse for tourists guidance while travelling in Palembang not spending their time useless, it needs a media to provide the informations about the night culinary places in Palembang. One of the media that can be used to promote and as a tourists guidance is a magazine.

Based on the statements above, the writer got the idea to make a final report project with the title “**Designing *Bejajo Malem* Magazine as Tourist Guidance to Promote Night Culinary Places in Palembang**”. With magazine, it will make tourist who come to Palembang will find the information about kinds of favorite places to hangout, the distance from the downtown, and the cost they will spend. In short, a magazine the writer made can also be one of tourism promotion media.

1.2 Problem Formulation

Based on the statements above, the focus is formulated as follows “How to design night culinary magazine as tourist guidance in Palembang?”

1.3 Research Purpose

Based on the above problem formulation, the research purpose of the final report is to design night culinary magazine as tourist guidance in Palembang.

1.4 Problem Limitation

By seeing the problem above, the research limitation is needed to make the research focus on the problem, purpose, and the benefit of research, so the writer tends to design a night culinary magazine containing information about the culinary destinations (traditional and modern), the operational hours, how much the cost will be spent, and the map to access those areas.

1.5 Research Benefit

The research benefits are:

a. For the writer

To roaden knowledge and experience of night culinary destinations in Palembang, the operational hours, how much the cost will be spent, and the map to access those areas.

b. For readers

To give alternative to tourists who come to Palembang about the information of culinary places the operational hours, how much the cost will be spent, and the map to access those areas.

c. For Government

To provide tourism information for both local and foreign tourists who visit Palembang.