

CHAPTER I

INTRODUCTION

1.1 Background

Nowadays tourism sector has impacts to many aspects, especially for economic. As Kreag (2001, p.2) says that “for decades tourism industry growth has been a major contributor to increase economic activity throughout the world.” It can be proved by a number of new business opportunities, such as accommodation and catering (hotels), tour and travel agencies, guides, SPA (Solus Per Aqua) and others. It also provides foreign exchange for the host country in many countries. For example, in Indonesia, the numbers of foreign exchange is rapidly developing. The data of *Kementerian Perencanaan Pembangunan Nasional / Badan Perencanaan Pembangunan Nasional* shows that the numbers of foreign exchange in Indonesia constantly increases year by year. Indonesia got foreign exchange (billion rupiah) (exchange rate Rp12.000) about 133,9 in 2014; 150 in 2015; and 172,8 in 2016. In conclusion, tourism industry has contributed many positive impacts on economic that make profitable for the countries all over the world.

The impacts of tourism sector also embrace almost all aspects like social and cultural, education and environment. For social and cultural aspect, tourism can develop positive attitude towards each other (host and tourists). Tourism will also foster the understanding between people and culture. For education aspect, people will get much knowledge by studying tourism. For example, history subject helps people to understand more about the historical resources of a tourist destination. Then, for environment aspect, tourism can influence the improvement of an area’s environment to attract many tourists. Tourism can create an interesting place or area. Tourism can improve the environment, for instance, transform pedestrian’s track or pavement to be an interesting tourism destination like Pedestrian Malioboro in Yogyakarta.

Pedestrian Malioboro is one of famous and interesting pedestrian tourisms in Indonesia. It is well-known by both local and foreign tourists. This area is very crowded, especially in the night. The reasons are Pedestrian Malioboro has already equipped with many facilities in order to make people become comfortable, such as a special path for the blind person and a number of street furniture like chairs and antique-style lamps along the street. To maintain the cleanliness in this area, a trash bin is provided in many points. Pedestrian Malioboro is also equipped with drinking water which is provided by PDAM and has some tourism destinations along this pavement such as Benteng Vredeburg, and Istana Kepresidenan Yogyakarta. Furthermore, Bandung, Solo, Makassar, Banjarmasin, Bali, and other cities also have interesting pedestrian tourism, especially Palembang city, called *Sudirman Walk*.

Sudirman Walk is a new night tourism destination that is proposed and announced officially on 23 March 2017 by the government of Palembang city. Its location is started from JPO Pasar Cinde bus stop until IRC Sion shop in the intersection of Mandiri Bank Sudirman Branch Office until the intersection of International Plaza on Jalan Jendral Sudirman, 17 Ilir, Ilir Timur I, Palembang, Sumatera Selatan. On the weekend nights, half of the street is closed for motor vehicles. *Sudirman Walk* serves night tourism attractions such as pantomime, traditional and modern music, and stand-up comedy. The strengths of *Sudirman Walk* are there are some hotels, restaurants, and mini-market around it. The buildings, for instance, the shops along this pavement are very unique because they have painted colorfully. It is also close to some malls, such as International Plaza (IP) and Palembang Indah Mall (PIM); and other tourism destinations such as Masjid Agung, Benteng Kuto Besak (BKB), Ampera Bridge, and Musi River. There are also some food stands in few points, so people can buy traditional and modern foods.

Based on the explanations above, it is known that *Sudirman Walk* has looked good and might has a big potency to be a superior night tourism destination in Palembang, but, *Sudirman Walk* is still not complete as explained

by Buhalis (2000). In order to be a successful destination, first, it has to fulfill some criteria of tourism destination, as the explanation of Buhalis (2000) cited in Buhalis and Amaranggana (2013, p.557) about successful destinations that can be structured as:

“(1) Attractions which can be natural, artificial or cultural; (2) Accessibility or transportation system within destination; (3) Amenities, namely accommodation; (4) Available Packages (Tour Packages); (5) Activities; and (6) Ancillary Services such as bank, and hospital.”

Those criteria above have not been fulfilled by *Sudirman Walk*. For example, the facilities are less. It is difficult to find public facilities such as the bus stop, ATM (Asynchronous Transfer Mode), toilet and there is no medical clinic. There are also limited parking lot, restaurant or food streets, and public transportations. Moreover, the entertainments at *Sudirman Walk* are minus. Then, there are no tour packages that scheduled to visit *Sudirman Walk*. If those things are left continuously, *Sudirman Walk* cannot be a superior night tourism destination in Palembang. Then, *Sudirman Walk* will desolate soon or later and it will be unpopular anymore.

According to those explanations, the writer concludes that the problem of *Sudirman Walk* is the lack of its development and management, so it cannot be a superior night tourism destination yet in Palembang. However, it can be solved by increasing *Sudirman Walk* by following the opinions of the experts. If *Sudirman Walk* has fulfilled the criteria of tourism destination based on Buhalis (2000) and other experts, *Sudirman Walk* will be more interesting and attract many visitors. Based on the reasons above, the writer is interested in writing about the ways to increase *Sudirman Walk* as a superior night tourism destination in Palembang. Finally, the writer chooses “Increasing *Sudirman Walk* as a Superior Night Tourism Destination in Palembang” as the title of the final report.

1.2 Problem Formulation

The problem formulation of this final report is: How to increase *Sudirman Walk* as a superior night tourism destination in Palembang?

1.3 Problem Limitation

The writer limits the numbers of problem in this report because of the lack of cost, law, legality, time and skill of the writer. The writer will only discuss about the ways to increase *Sudirman Walk* as a superior night tourism destination in Palembang. In this final report, the writer will only focus on tourism destination namely *Sudirman Walk*. Its location is started from JPO Pasar Cinde bus stop until IRC Sion shop in the intersection of International Plaza on Jalan Jendral Sudirman, 17 Ilir, Ilir Timur I, Palembang, Sumatera Selatan.

1.4 Research Purpose

The purpose of this final report is to find out how to increase *Sudirman Walk* as a superior night tourism destination in Palembang.

1.5 Research Benefits

The benefits of this final report are:

1. For the Writer

Help the writer to improve the critical nature, especially about the potencies of tourism destination and attraction in Palembang. Furthermore it can help to improve the writing skills of the writer.

2. For the Society

Become a reference for tourists to visit one of attractive night tourism destinations in Palembang. It can also help them get information and knowledge easily about Palembang tourisms especially about *Sudirman Walk*.

3. For the Government

This final report hopefully can give some advices to improve and develop *Sudirman Walk* or any other tourism destinations in Palembang, so the tourists are more interested and attracted to come to Palembang, especially *Sudirman Walk* at night.