

CHAPTER I

INTRODUCTION

1.1 Background

Travelling is an activity which is conducted by people for relaxation and pleasure. They usually go to one place to another. They do travelling to spend their holiday. This kind of activity is definitely called tourism.

Tourism has been recognized as the largest industry in this century, seen from various indicators, such as the contribution of the world's income (Pitana & Gayatri, 2005). Hall and Page (1999) suggest that tourism is very dynamic and greatly influenced by economic factors, political, social, environmental and technological development. Furthermore Kodhyat (1983) states that tourism is travelling from one place to another, temporary, conducted in individual or in group, it attempts to find a balance or harmony and happiness to the environment in social, natural and science area.

Potency is an ability that has various possibilities or hope to be developed further, it is in the form of strength, power, or ability. According to Majdi (2007), potency is a series of abilities, ability, strength, or power in having the possibility to be expanded into a larger form.

Palembang is one of tourism destination areas in South Sumatera that offers variety of tourism such as natural tourism, historical tourism, culinary tourism, and cultural tourism. Development of tourism destination in Palembang is very potential in tourism industry since it has several tourism objects. As a big city, Palembang has several tourism objects which famous enough, such as Ampera bridge, Musi River, Kemaro Island, Agung Mosque, Jakabaring sport city and many others.

Punti kayu is one of tourism objects in Palembang especially for nature tourism. The forest has an area of land as 39,9 ha having function as a place of conservation, recreation and tourism, research and education and place to support cultural activities. Located in the middle of Palembang-precisely in the area of Palembang, km. 7, Punti Kayu became a favorite vacation spot visited by citizens especially on weekends and holidays. This area is equipped with flying fox, playground, miniature 7 wonders of the world, lakes, waterpark, and a variety of other entertainments. Until now Punti Kayu Natural Park is supported by some facilities such as swimming pool, *mushallah*, and sports facilities. Tourism object of Punti Kayu has a variety of flora and fauna, such as Pinus (*Pinus Merkussi*), Akasia (*Acacia Mangium*), Mahoni (*Switenia Swageri*), Talog (*Muntingia calabura*), and Pulai (*Alstonia Granensis*), species, long-tail monkey, beruk, tupai, biawak, musang and many others. Besides that, to support the tourism activities in the forest area, Punti kayu provides bebek boat, naga boat and outbond training for the tourist.

The government attempted to conserve and develop the park in order to become a leading nature tourism in Palembang. One of them by treating flora and fauna as well as the facilities so that the tourist can enjoy the beauty and uniqueness that exist in Punti Kayu.

The Role of the Government to introduce Punti Kayu Natural Park in the National region. In this case the government plays a big role in the growth of sector especially in the sector of tourism. The government that utilizes the tourism sector, especially Punti Kayu Natural Park, is seen in the government's efforts to promote Punti Kayu Natural Park by way of major seminars between regions and countries through the print media, electronic media, websites and display through sales tools like booklets, Leaflets, map-making and event events at home and abroad. Not only that, now Punti Kayu Natural Park has become one of the few icons in the world touted as the lungs of the world and the things that the world believes that this Natural Park has great potential that needs to be developed, and the government in this case has a role as Mediator and Provision of infrastructure

to improve the quality and facilities that exist in Punti Kayu Natural Park so as to attract tourists to always visit.

Based on the explanation above, the writer conducted the research. The title of the research was “The potency of Punti Kayu Natural Park as The Tourism Destination in Palembang”.

1.2 The problem Formulation

The problems of the research are formulated as follows :

1. Is Punti kayu Natural Park potential as a tourism destination in Palembang and what are the potencies of Punti Kayu Natural Park as a tourism destination in Palembang ?

1.3 Purpose

The purposes of the research are :

1. To investigate whether Punti Kayu Natural Park is potential as a tourism destination in Palembang.
2. To investigate what are the potency of Punti Kayu Natural Park as a tourism destination in Palembang.

1.4 Benefit

For writer

1. To enhance knowledge, especially in the knowledge of tourism in Palembang.
2. To know the potency of Punti Kayu Natural Park as a tourism destination in Palembang.

For reader

1. To enhance the knowledge of readers about Punti Kayu as one of tourism object in Palembang.
2. To get information about the potency of Punti Kayu Natural Park as a tourism destination in Palembang.