FINAL REPORT

Designing of Musi River Tour Package as one of Tourism Attractions in Palembang



This report is written to fulfill one of the requirements of Diploma Graduation in English Department at State Polytechnic of Sriwijaya

By:

Meilani Wulandari 0614 3090 0656

STATE POLYTECHNIC OF SRIWIJAYA PALEMBANG 2017

APPROVAL SHEET

Designing of Musi River Tour Package as one of Tourism **Attractions in Palembang**



By: Meilani Wulandari 0614 3090 0656

Palembang, July 2017

Approved by,

First Advisor

ID. 197707052006041001

Yusri, S.Pd., M.Pd.

Second Advisor

Koryati, S.Pd,. M.Pd. ID. 198108312005012003

Acknowledged by,

Head of English Department

Drs. M. Nadjmuddin, M.A.

ID 196209071988031001

Designing of Musi River Tour Package as one of Tourism Attractions in Palembang

FINAL REPORT

BY:

MEILANI WULANDARI 061430900656

Approved by the examinors committee,

Signature

Drs. Sunani, M.M.

ID. 196209071988031001

Dra. Evi Agustina Sari, M.Pd. ID. 196708251993032002

Eli Yeny, S.Pd.,M.Pd ID. 197305072000122001 V

Mui

PREFACE

First of all, the writer would like to thank Allah swt for His blessing and

mercy that has been given to the writer so that the writer could finish on the final

report. This report is written to fulfill one of the requirements Diploma

Graduation in English Department at State Polytechnic of Sriwijaya which

entitled "Designing of Musi River Tour Package as one of Tourism Attractions in

Palembang".

The writer would also like to thank all people who have support us in

writing and finishing this job training report, may it be staffs and students of

English Department at State Polytechnic of Sriwijaya, especially for Mr. Yusri

and Mrs. Koryati who have given us much advice and time to finish this report.

Finally, the writer realizes that there are still many insufficiencies in

writing this report. Therefore, constructive criticism and suggestions are expected.

The writer expects that this report can give the benefits to other people who might

need the information.

Palembang, July 2017

The writer

ABSTRACT

Designing of Musi River Tour Package as one of Tourism Attractions in Palembang

(Meilani Wulandari, 2017: 31 Pages, (Chapter I-V))

This final report aimed at designing and implementing of Musi River tour package as one of tourism attractions in palembang. This final report discusses about the procedures of designing Musi river tour package, The writer choosed Pulau Kemaro, Kampung Arab Almunawar, Kampung Kapitan, and Masjid Ki Merogan as the tourism destination in Musi Tour. In this final report, the writer uses "Design and Implementation" methode. The "Design and Implementation" includes 5 steps are: (1) Conceptualizing an Idea, (2) Surveying, (3) Developing tour itinerary, (4) Costing of a Package Tour, (5) Making a tour brochure. The writer prepared some the tools, materials, and photo editor software to make a brochure. The finding of Musi river tour package is showed the details about contained the information about tour in a brochure.

Keyword: Musi River, Tour Package, Palembang Tourism Destinations.

MOTTO AND DEDICATION

Where there's a will, there's a way

Dedicated to

My beloved Father dan Mother

My beloved Brother and Sister

My beloved choart girls (Kak tika, Rere, Uyun)

My beloved special friends (Sela, Kiki, Yuk selly, Yuk etha)

And all of the people that support me

TABLE OF CONTENT

TITLE SHEET	i
APPROVAL SHEET	ii
PREFACE	iii
ACKNOWLEDGEMENT	iv
MOTTO AND DEDICATION	v
ABSTRACT	vi
TABLE OF CONTENT	vii
LIST OF TABLE	ix
LIST OF PICTURE	X
CHAPTER 1 INTRODUCTION	
1.1.Background	1
1.2.Problem Formulation	2
1.3.Problem Limitation	3
1.4.Research Purpose	3
1.4.Research Benefits	3
CHAPTER II LITERATURE REVIEW	
2.1. Definition of Tourism	4
2.2. Tourism Attraction	4
2.3. Kinds of Tourism	5
2.4. Tour Package	8
2.5. Designing Tour Package	9
2.6. Designing Brochure of a Tour Package	15

CHAPTER III DESIGNING AND IMPLEMENTATION

3.1.Designing	17
3.1.1 Places of Design	17
3.2.Implementation	17
3.2.1 The Assessments	17
3.2.2 Designing a Tour Package	19
CHAPTER IV PERFORMANCE	
4.1.Design	21
4.2. Method and Procedure of Measurement	21
4.2.1 The Equipmnet Used	21
4.2.2 Designing a Tour Package	22
CHAPTER V CONCLUSION	
5.1.Conclusion	32
5.2.Suggestion	32
REFERENCES	33
APPENDICES	

LIST OF TABLE

Table 1 : Table of Draft Data	22
Table 2 : Table of Tour Itinerary	25
Table 3 : Table of Fixed Cost	26
Table 3 : Table of Variable Cost	27

LIST OF PICTURE

Picture 1 : Picture 3.1	17
Picture 2 : Picture 3.2	17
Picture 3 : Picture 3.3	17
Picture 4 : Picture 3.4	17
Picture 5 : Picture 3.5	18
Picture 6 : Picture 4.2.2	28
Picture 7 : Picture 4.2.2	29