

CHAPTER I

INTRODUCTION

1.1 Background

According to Soekadijo (2000, p.3 cited in Sanjaya 2015) tourism also means displacement of people for a while and in the short term to goals beyond where they normally live and work, and their activities during the stay in place such purposes and the tourists usually spend their money. Nowadays tourism has grown into a large industry that supports the economy in many countries of the world. It makes tourism as one of the priority development by many countries because it keeps growing and generating revenue. This can be happened because tourism gives high foreign exchange with the arrival of foreign tourists who visit the country.

South Sumatra province is one of the tourism destinations in Indonesia which is visited by tourists. It has attractive tourism objects. South Sumatra is developed itself and provides a package appropriately to the foreign and domestic tourist gradually. Now, the government is still introducing the tourism objects to the tourists by held many international event in South Sumatra exactly in Palembang.

Palembang is one of the tourism destination in Indonesia. It offers a variety of attractions such as natural sights, historical tours, cultural tourism, sports tourism and culinary tourism. Palembang city has a lot of potency to develop in term of tourism that can attract tourist to come. The most popular and interesting sights in Palembang city are Ampera Bridge, Kemaro Island, and Musi River.

Musi River is the longest river on the island of Sumatra with a length of 750 km. Musi River which flows through the middle of the city is also an interesting and delighted watery object for tourists. Some places along the banks

of the river there are row in specific raft houses. Musi River is also being an arena for water festivities. Such as boating races, decorated boating contest, river swimming tournament, etc. As a site attraction, beautiful scenery of Musi River is a site attraction that can be develop to attract the tourists to visit. Musi River has water attractions. Therefore, it can be develop into well known tourist destination. In that place, tourists can do a variety of activities, having entertainment and so on in the water area of Musi River. To provide convenience for tourists to visit these places need a tour package.

Tour Package usually includes the tourist activities that has been complied at a fixed price including transportation, hotel or accomodation, objects and attractions as well as other supporting facilities provided in the agreement of the tour . According to Yoeti (2001), travel package is a sightseeing trip planned and organized by a travel agant or a travel agency on the risks and responsibilities of its own, which is the lenght of time travel, places to visit, accomodation, transportation, food and drinks have been determined by a travel agency.

Mostly, Travel agents combine city tour with Musi tour. they usually combine the activities and it is not really complex. in Musi tour the tourist can not explore the destination around Musi River because of limited time in doing it. Infact, there are many water attraction that can be developed in Musi River. Unfortunately, the package tour of water attraction should be developed, so the tourists can enjoy their visit in Palembang and it means a devisa for the country and income for the local community. Based on explanation above, the writer interested to make tour package of Musi river. The writer takes the title **“Designing of Musi River Tour Package as one of Tourism Attractions in Palembang”** as a final report project.

1.2 Problem Formulation

Based on the description above, the problem formulation is “how designing a Musi River tour package as one of tourism attractions in Palembang?”

1.3 Problem Limitation

The limitation is needed to make focus the reserach on the problem, purpose, and benefit of the final report. So, the writer tends explain the design of tour package especially in Musi River tour package as one of tourism attracrion in Palembang.

1.4 Research Purpose

The purpose of this final report is to know the design Musi River tour package.

1.5 Research Benefit

The benefits of this final report are:

1. Expanding the writer's knowledge about the designing of Musi River tour Package.
2. Giving information and knowledge about the designing of Musi River tour package.