

CHAPTER I INTRODUCTION

1.1 Background

Nowadays people are busy with their activities and make them feel tired, bored and frustrated. They need to visit the good attractions at some places to make them feel more relaxed and enjoy. Sightseeing, good view and good facilities can be the factors to make people want to visit that tourism destination.

Indonesia is one of the countries that has a very beautiful tourism destinations and attractions. Many regions in Indonesia have become tourism destinations for local or foreign tourists such as Bali, West Java, North Sumatera, including South Sumatera.

South Sumatera Province which has many kinds of tourism like natural tourism (such as lake, mountain, and sea), historical tourism (such as museum, temples, ancient inscription), cultural tourism (such as traditional house, dance, and historical building) and etc. South Sumatera Province also has many regions with many interesting destinations such as Lahat, Lubuk Linggau, Muara Enim and also Banyuasin.

Banyuasin has many interesting destinations such as lake and recreation place to outbounding. The capital city of Banyuasin is Pangkalan Balai and it can be reached for one and half hour drive from Palembang. Banyuasin has an area which is used to mine limestone. This limestone mining formed a lake. This man-made lake is called *Danau Air Batu*. The visitors visit this place just for taking pictures and spending time with family or friends.

Danau Air Batu is located in Air Batu village, Talang Kelapa subdistrict, Banyuasin, South Sumatera Province. This lake has natural reliefs on the wall of the limestone excavation and turquoise colored water, that makes this lake has its own charm.

There is no public transportation to go to *Danau Air Batu*, so that private transportation is the only alternative transportation to go there. There are some stalls that sell coconut near the *Danau Air Batu*, visitors can enjoy the views

around Danau Air Batu while drinking the coconut water. To make *Danau Air Batu* become a tourism destination, it needs more facilities.

Therefore, the writer is interested in writing this final report entitled “The Potential of *Danau Air Batu* as a Tourism Destination in Banyuasin, South Sumatera Province”.

1.2 Problem Formulation

The problem formulation is whether *Danau Air Batu* in Banyuasin, South Sumatera Province is potential to become a tourism destination.

1.3 Research Purpose

The purpose of this research is to know whether or not *Danau Air Batu* is potential to be a tourism destination.

1.4 Research Benefit

The benefit of this final report writing is to give the information about the potency of *Danau Air Batu* as a tourism destination to all students of State Polytechnic of Sriwijaya especially English Department students.