

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is a sector that has the most important role in the world. The importance of tourism is as place for the job opportunities, economic growth, and development of the country in every country in the world. World Tourism Organization (WTO) in Santoso (2002) states that “tourism is an integral part of human life especially regarding social economics activities. Many countries in the world take the advantages both in social and economic field, tourism can expand insight of community perspective to other country”.

Tourism has become a basic need for majority people. All of people do a tour to overcome saturated and fatigue. In essence, tourism is a travelling activity that is undertaken by people towards to other places outside of their home for temporary time. “An encouragement to do the travelling is due to a variety of interest, either because of economics, social, cultural, political, religious, health, and other interests as a curiosity, adds the experience, or even to learn “(Surwantoro, 1997:3). In conclusion the reason why people do travelling is because of their own importance and others.

One of cities in Indonesia which has potential tourism is Palembang. Palembang has many potential tourism destinations and uniqueness things that can be visited by tourist, especially for sport tourism, heritage tourism, cultures tourism and so on. Cultures in Palembang are potential for tourism destination. The popular cultures destinations in Palembang are Kampong Al-Munawar, Kampong Songket, Pasar 16 ilir, Sekanak Besolek, Riverside village of Musi and so on.

Currently, the human's need for tourism services is high and in line with the public demand for travelling with the aim of having fun or recreation. Basically

someone does travelling because of motivation. The role of travel agents is important. Activity of travel companies is not only selling information to tourists but also carrying tourists to object destination. Travel agent as a facilitator can help the tourist to take care of all the needs of tourist in a tour. The one thing which is needed in a tour is information about holiday package or tour package which is suitable with tourist's interest or needs. The travel agent or tour and travel will help to plan and organize a packed tour trip into a travel package. Tour package contains the information about tourism destination, facilities and the prices.

The type of package tour designed by writer is one day cultures in Palembang package tour. One day cultures in Palembang package tour is tourist's activities of cultures that they perform only one day (9-10 hours). One Day Cultures in Palembang package tour is a package tour to visit the cultures tourism destinations in Palembang.

Based on interview, in Palembang city there is still no brochure of one day cultures in Palembang package tour and one day cultures package tour is needed to promote and to attract tourist to visit cultural tourism destinations in Palembang.

Many media are used to promote the cultures package tour such as magazine, brochure, book, website, social media, booklet, leaflet, guidebook, and pamphlet. Brochure is one of medias used to encourage package tour. Brochure is a printed media. In the public relations, activities, brochure is an information media which is very effective and efficient in delivering messages. According to the definition proposed by Cutlip, Center, and Broom in his book effective public relations (2012), "the brochure is a short publication which comprises several pages that contains a brief description and contains the organization or company for public's knowledge". The writer concluded brochure is a brief description of the information printed media that contains the specific information.

One of the procedures in making brochure is designing. Johnston (2001) cited in Taylor & Francis (2011) defines that, "design is a process of making something that

inherently has emergent products or spatial patterns in given periods that manifest the ever-changing realities in a community occurring within the process”. The writer concluded that design is the process of creating something that has emerged product or special patterns within a certain period. Designing brochure needs setting on, font size, picture, and others.

Based on the explanation above, one day cultures in Palembang package tour is needed to promote, to attract tourist to visit cultural places in Palembang. One of media made to promote is brochure and the way to make brochure is designing. The chosen title of this final report is “Designing Package Tour Brochure of One Day Cultures in Palembang”

1.2 Problem Formulation

The problem of this report is how to design package tour brochure of one day cultures in Palembang?

1.3 Research purpose

The purpose of this report is to know the design package tour brochure of one day cultures in Palembang.

1.4 Research benefit

The research benefits are:

1. To give information about to know the design package tour brochure of one day cultures in Palembang
2. To promote cultures tourism destinations in Palembang to increase the visitors for government
3. To give the knowledge especially in the field of tourism studies, to provide information for the future deeper and R & D research