

# CHAPTER I

## INTRODUCTION

In this chapter, the writer presents about background, problem, purpose and benefits.

### 1.1 Background

Tourism is a travelling activity which is done by individual or group to destinations outside their normal places of work and residence. It is relevant with (Mathiesen & Wall, 1982) and the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their travelling in those destinations, and the facilities created to cater to their needs. One type of tourism that gets a lot of attention nowadays is sports tourism. Sport tourism is a kind of journey to participate in sport activities, whether for recreation, competition, as well as traveling to sites such as sports stadium (Gibson, Attle & Yiannakis, 1997) and now tourism industry has grown this is evidenced with many built hotels and shopping centers that developed in Palembang city has moving forward ahead especially in tourism object.

Tourism development can be one way to develop an area. In tourism development needs to pay attention to an area or tourist destination which has potential to be a source of income for the region and could increase the demand in tourism. Tourism development is inseparable from the existence of natural resources and man-made resources as potential areas. Potential of the region is source of tourism in the form of natural beauty, cultural, heritage and local of competitive commodities. One of the developments of tourism in Indonesia is Palembang.

Especially South Sumatra Indonesia has many tourism destinations one of regency in South Sumatra that has tourism destination is Palembang. Palembang has many religious places that absolutely good for being an option of religious destination object in Palembang. Agung mosque, Cheng Ho mosque, Kiai Marogan Mosque, and the Koran museum are the examples of the greatest religious tourism destinations in Palembang.

Koran Museum is one of the regional religious asset for tourism in Palembang. Al-Quran in Koran museum of south Sumatera is the largest and unique in Asia. The Koran museum is visited by many tourists both domestic and international because of its uniqueness. The tourists come to get some information about the history of Koran museum. In Ramadhan, Koran museum gets many visitors because moslem people often celebrate Ramadhan month with some activities there, but we never realize that Palembang has another potential sector which is sport tourism.

Sport improve physical ability and skills while providing enjoyment to participants, and in some cases, entertainment for spectators. Hundreds of sports exist, from those between single contestants, through to those with hundreds of simultaneous participants, either in teams or competing as individuals. In certain sports such as racing, many contestants may compete, each against each other, with one winner.

Jakabaring is an abbreviation of migrants who form a community in Seberang Ulu region between 8 Ulu Bungaran and Silaberanti. The residents came from Java, Kaba (Lekipali), Batak (Sumatera), Ogan Ilir, Ogan Ulu and Lampung. According to local residents who had lived in the region that the word Java shortened to *Ja*. Kaba (Lekipali) abbreviated *Ka*. North Sumatra Batak abbreviated *Ba*, and Ogan Ilir and Ogan Ulu abbreviated *Ring*. From abbreviation *Ja, Ka, Ba, Ring* then merged into Jakabaring.

The potencies of Jakabaring Sport City is a sport facility complex in Palembang, South Sumatera that located on Jalan Governor Hasan Bastari, Palembang, South Sumatera. Jakabaring Sport City was inaugurated on 11<sup>th</sup> november 2011, the complex is located 5 kilometers southeast from Palembang city center, across Musi river through Ampera Bridge in Jakabaring, Seberang Ulu.

Jakabaring Sport city become modern elite area and frequented and visited by people of Palembang, and outside the city of Palembang to take pictures, enjoy the atmosphere in this place which is now become an area of sports tourism in Palembang City.

Jakabaring Sport City is the only one sport tourism in Palembang, this sports complex built for national and international events such as PON 2004 for national event and AFC Asian Cup, SEA GAMES 2011, Islamic Solidarity Games 2013, Asean University Games 2014 and the latest is The 1st ISSF Tennis Championship. Jakabaring Sport City has many venue, those are Gelora Sriwijaya Stadium, Dempo sport hall, Ranau sport hall, Athletic stadium, Aquatic Stadium, Baseball and Softball, Shooting Range, Tennis Court Complex Bukit Asam, Beach Volleyball, Wall Climbing, Roller Skater Track, Pentaque Arena, Water Ski, Archery Arena and Bowling Center.

Based on the explanation above so the writer intends to write this final report entitled **“The Potential of Jakabaring Sport City As a Sport Tourism Destination in Palembang”**.

## **1.2 Problem**

What are the potential of Jakabaring Sport City as a sport tourism destination in Palembang ?

## **1.3 Purpose**

To know the potential of Jakabaring Sport City as a sport tourism destination in Palembang.

## **1.4 Benefits**

To give information to society and the readers the potential of Jakabaring Sport City as a sport tourism destination also Jakabaring Sport City Palembang is a place to enjoy the holiday and to promote Jakabaring Sport City as a sport tourism destination in Palembang.