

CHAPTER I

INTRODUCTION

This chapter discusses about background of final report, problem formulation, and purpose and benefits.

1.1 Background

Palembang is one of the cities in Indonesia which is rich in culture. There are various tourist destinations which are provided different cultures, such as Kemaro Island and pagoda goddess Kwan Im 7 ulu with thick Chinese culture, Al-Munawar Village with Arab's culture, up to the Firma Village with the distinctive culture and the daily life of Palembang society.

Beside culture, Palembang also has potential to run historical tourism. Since, Palembang is one of the oldest cities in Indonesia which has long history, such as Sriwijaya Kingdom's history and Sultanate of Palembang Darusslam's history. The histories left their traces which still exist until now. Therefore, there are 37 culture and historical destinations (Tourism Department of Palembang City, 2017).

In addition, Palembang is also known as sport city by providing various international-standard sport venues and facilities and also Palembang's track record as the organizer of international sport events. The events were Sea Games 2011, Islamic Solidarity Games 2013, *Musabaqah Tilawati* Qur'an International 2014, ASIAN University Games 2014, and Palembang will become one of the host of ASIAN Games 2018.

As the city which is rich in culture, history and sport facilities, Palembang is expected to be the destinations for youth to travel. Since, youth are keen to discover new things and new experience with other community and cultures.

Traveling to experience and understand the world is what young people want to do. Hence, youth travel has become one of the fastest growing segments. By the

year 2010, there was estimated that around 20% of the 940 million international tourists travelling the world were young people (UNWTO, 2016). Moreover, the number youth and student travellers were increased to 23% of all international travellers in 2015 (Richard, 2016). This growth represents good opportunities for people who work in tourism sector, especially tour and travel agent.

However, the youth travel segment has not drawn the attention of tour and travel agency for developing tour package for youth. Besides less attention, the government also still looks less in promoting tourist destinations in Palembang into their own country, especially among the youth. The government itself is still focusing on promoting tourism in Palembang to foreign country. As reported by travel.kompas.com (2017), the department of Culture and Tourism of South Sumatera has begun to socialize the variety of packages and tourist destinations since this December to some countries. Promotion would be done by Ministry of Tourism to countries participating in the Asian Games.

Therefore, based on the Palembang's tourism potential, the growing of youth travel, less attention on youth travel segment, and less promotion, the writer is interested in writing research on “ Designing Palembang City Tour : A Tour Package for Youths”.

1.2 Problem Formulation

The problem formulation of this research is “How to design Palembang City Tour: A Tour Package for Youths?”

1.2.1 Problem Limitation

This research discusses about the design of Palembang City Tour: A Tour Package for Youths. The focus of this research is to design the tour package regarding to tour itinerary, tour components, and tour price.

1.3 Purpose and Benefits

1.3.1 Purpose

The purpose of this research is to design Palembang City Tour: A Tour Package for Youths.

1.3.2 Benefits

This research is expected to inform students about designing tour package regarding to tour components, tour price, and tour itinerary. Then, this research is also expected to give information about the tour package which fits with youths for the company who run business in tourism sector. Finally, this research is expected to support government to promote the tourism destination in Palembang.

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