

CHAPTER I

INTRODUCTION

1.2 Background

Indonesia is a country that exudes the charm of nature, culture and the charm of an amazing society. Having customs, traditions, and tribes that are able to amaze the world community. The richness of its flora and fauna reaches thousands of species, from the silence of the colorful sea to the towering mountain splendor that saves millions of natural beauties. In addition, Indonesia is also one of the archipelagic countries that is rich in culture and tourism areas that spread from Sabang to Merauke. It is the cultural diversity that has made Indonesia one of the centers of world tourism destinations. The cultural diversity that lives in the community is expected to be one of the factors in accelerating regional development, for example by making it a tourism destination.

Tourism is an integral part of human life, especially concerning social and economic activities. Meanwhile other statement said that, Tourism is a recreational activity outside the domicile to break away from routine work or find another atmosphere (Damanik & Weber, 2006). Beginning with activities which were originally only enjoyed by people who were relatively wealthy at the beginning of the 20th century, it has now become part of human needs. Tourism is also a commodity that is always needed by every individu, because traveling activities for an individual can eliminate work saturation, increase creativity, relaxation, shopping, business, knowing historical and cultural heritage of a particular ethnicity. In other words, tourism is a human need that is carried out with the aim of seeking pleasure and eliminating boredom from the busy daily activities.

In fulfilling human needs for tourism activities, the most needed thing is a tourism destination. Tourism destination is a specific area chosen by a visitor where he can stay for a certain time (Hadinoto & Kusudianto, 1996). In addition, tourism destination is a place where all the tourism activities can be done, supported by the

availability of tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. There are many tourism destinations in Indonesia, some provinces are competing to promote tourism destinations that they have in order to become a tourism destination for tourists. One of the provinces that is actively promoting tourism destinations is South Sumatera.

South Sumatera is one of the provinces in Indonesia, which is located in the southern part of Sumatera Island. Palembang is the capital of this province. Geographically, South Sumatera borders Jambi Province in the North, Bangka Belitung Islands Province in the East, Lampung Province in the South and Bengkulu Province in the West. The province which has been named the Best Province in the Indonesia Attractiveness Award 2017 has many potential tourism destinations in South Sumatera such as Bukit Sulap, Danau Ranau, Dempo Mountain, Pulau Maspari and others.

Pulau Maspari is an island that lies in the easternmost part of Ogan Komering Ilir (OKI) Regency, South Sumatera and borders the Bangka Belitung Strait. This island has a very attractive appeal, the beauty of nature and its diverse marine life make it very worth visiting. Its location near the Bangka Strait produce so much fish, and not infrequently some tourists who come to this place are only for fishing. In addition, the charm of white sand beaches and coral reefs that are still very natural makes this place worthy of being a tourism destination. The island has also been developed as a breeding ground for fish and shrimp, there is also captivity of hawksbill turtles and green turtles.

Pulau Maspari is an uninhabited island which has a lot of natural beauty. In addition to the natural beauty of dazzling, there are also flora and fauna as the potencies of this island. Because there are a lot of potencies on this island, this is what makes Pulau Maspari defined as a tourism destination. But unfortunately, there are still many tourists who do not know about the potencies of these tourism destination. Besides that, this tourism destination still needs to be developed so that

it can attract many tourists to visit there. Based on the information above, the writer is interested in entitling the final report project **“The Potencies of Pulau Maspari as a Tourism Destination in South Sumatera”**.

1.3 Problem Formulation

Based on the explanation that has been stated before, so that the problem formulation is “what are the potencies of Pulau Maspari as a tourism destination in South Sumatera?”

1.4 The Purpose

The purpose of writing this final report project is to know the potencies of Pulau Maspari as a tourism destination in South Sumatera.

1.5 The Benefit

The benefits of writing this final report project are to inform the reader about the potencies of Pulau Maspari as a tourism destination in South Sumatera and to be the reference in writing final report project.