**CHAPTER 1**

**INTRODUCTION**

**1.1. Background**

As one of big cities in Indonesia, Palembang makes good efforts to develop its local tourism destinations. These efforts are conducted in order to develop the income of the city as well as the income of the people because the existence of oil and gas as the main resources are getting scarce.

Tourism as one of creative industries is believable can switch this dependence. Many local and international events have been held in Palembang. It means that the government together with the people has to work hard to promote the existing tourism destinations and develop the new ones. One of the new tourism destinations in Palembang is culinary tourism at Lorong Basah. According to International Culinary Tourism Assosiation (ICTA) in Lia (2008), culinary tourism is a unique activity which is conducted by the tourist who travels to enjoy food and beverage; everybody can do culinary tourism, not only international tourists but also domestic or local tourists.

The government together with the people of Palembang has tried hard to double the function of Lorong Basah, not only as one of the traditional markets in Palembang but also as a centre of culinary which is conducted at night. The government together with the people of Palembang makes some ornaments in order to make the visitors get interested with the destination. The government facilitates the people who will sell food and beverage there with attractive location, the tenants, the security and other facilities. The government also promotes the destination via internet. The promotion makes the destination become popular. Many visitors come and enjoy the food and beverage together with the family and friends at night under the sky of Palembang.

Lorong Basah Night Culinary is located in 16 ilir area ilir timur I. The activity starts from 07.00 P.M. until 12.00 P.M. To anticipate the changing life of youngsters in globalization era, Lorong Basah Night Culinary offers not only many types of traditional food and beverages but also the modern ones.

It is believed that promotion holds a very important aspect in developing the tourism destination. Unfortunately the information about Lorong Basah Night Culinary is still very limited. It is understood that the information about what we can see and enjoy at Lorong Basah Night Culinary that have the variety of food and beverages can be one of the factors that make the tourists come. Unfortunately, the promotion in terms of printed media is very difficult to find. It is believed that the existence of guidebook to promote Palembang tourism is very important. Therefore, the writer tried to investigate how to design the guidebook of Lorong Basah night culinary in order to promote Palembang tourism.

Some final report has been conducted by the previous writer in terms of promoting Palembang tourism, especially culinary tourism by using media like booklets, magazines and Vlog. Agustini (2017)designed a draft of magazine as tourist guidance to promote night culinary places in Palembang. the title of the magazine was “Bejajo Malam”. In her final report, she was focused on all night culinary places in Palembang. She promoted it through magazine that she designed. Another example was a desiged of morning culinary tour magazine at Pasar Kuto Palembang” by Ryani (2017). In her final report, she was focused on morning culinary tour in Pasar Kuto Palembang. the title of her draft magazine was “Bejajan Pagi”.

Yolanda (2016) designed booklet of traditional food as culinary tourism in Palembang. In her final report, she was focused on Palembang culinary through Booklet that she designed. Rachmayani (2017) designed vlog of Palembang culinary tourism to promote Palembang traditional food. In her final report, she was focused on Palembang Culinary. She Promoted it through Vlog that she has designed.

Black (2011:142) states that guidebook is a book for tourist, explaining what to see in a place, how to travel around, what to eat and so on. from explaination above. In this final report, the writer tried to provide general information about what to see in there for example see the seller make the food and beverages they sell, see how people eat pempek, see people singing and so on ; how to reach the location; what to eat for example eat the types of traditional and modern culinary that can be enjoyed there. Therefore, the title of the final report was “Designing Guidebook of Lorong Basah Night Culinary in Promoting Palembang Tourism”.

The writer conducted this final report because there was no other final report which concern about designing a guidebook especially about Night Culinary at Lorong Basah

**1.2 Problem Formulation**

The problem of this research was “How todesign a guidebook of Lorong Basah night culinary in promoting Palembang tourism?”

**1.3 Research Purposes**

The purpose of this research was to investigate the steps in designing guidebook of Lorong Basah Night Culinary in promoting Palembang tourism.

**1.4 Research Benefits**

The benefits of this research were:

1. For researcher
* She gets the information about Lorong Basah night Culinary.
* She gets knowledge about how to design guidebook about Lorong Basah night culinary in promoting Palembang Tourism.
1. For readers
* They get the information about Night Culinary in Lorong Basah.
* They get knowledge about how to design guidebook about Lorong Basah night culinary in promoting palembang tourism.
1. The Tourism in Palembang
* Tourism especially Lorong Basah Night Culinary can became popular among local and non-local communities
* The increase of visitor in the world of tourism in Palembang