

CHAPTER I

INTRODUCTION

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

1.1 Background

Nowadays, people are highly over busy with their activities. Those activities that can make them feel bored, tired and frustrated. To resolve the condition, they need something to do, something to make them feel more relaxed and fun because the human brain needs relaxation. One thing that people can do is visiting some tourism objects.

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes (UNWTO, 2007). In Palembang, there are lots of tourism destinations, one of them which is really famous is the Ampera Bridge, but it is not only limited in Ampera Bridge as a famous destination, there are some other destinations like Musi River, Kuto Besak Fortress, Bagus Kuning Forest and etc. which are known as heritage destinations of Palembang city. All the destinations above have a big role in increasing the income of Palembang city. Because those destinations can attract people to come to Palembang and visit the destinations, especially for spending their money.

Palembang as the second big city of Sumatera after Medan, also the capital city of South Sumatera has good potential in many sectors, one of the sectors is tourism business. It is also known as a city that has lots of heritage destinations that are so beautiful and unique. There are various types of tourism in Palembang that can be visited by tourists such as natural tourism, cultural tourism and historical tourism.

The examples of natural tourism are Punti Kayu Florest and Musi River. Then the examples of cultural tourism are Almunawar Village and Kapitan Village. Beside, the example of historical tourism is Kuto Besak Fortress.

Kuto Besak Fortress is one of favorable places to visit in Palembang besides Ampera Bridge, G Art Studio, and Masjid Agung (tripadvisorIndonesia, 2019). Furthermore, the location of this destination is so strategic because it is located in the center of the city. Precisely, the location of Kuto Besak Fortress Plaza is near to Sultan Mahmud Badaruddin II Museum and Ampera Bridge. Kuto Besak Fortress is one of historical tourisms in Palembang. The fortress is used to a fortress from the Dutch colonial attacks. Kuto Besak Fortress was built by Sultan Mahmud Badaruddin II and continued by his grandchild, Sultan Mahmud Bahauddin. The building of Kuto Besak Fortress was made from mixture of egg whites and limestone. When the Dutch colonial came to Palembang, this place is used as the protection from them. Finally, Kuto Besak Fortress was successfully captured by the Dutch colonial.

But, Kuto Besak Fortress has been changed to be the center of South Sumatra military. Visitors are not allowed to enter the fort. But the plaza of Kuto Besak Fortress is used for public. So, many people come to plaza of Kuto Besak Fortress to enjoy the scenery of Musi River, Iwak Belido Statue and Ampera Bridge. There are some factors that can determine the interest of person to visit Kuto Besak Fortress Plaza. We can see the physical and non physical supporting factors of Kuto Besak Fortress Plaza that can make visitors who come to this place feel safe and convenient. For instance, the physical factor is the building of Kuto Besak Fortress Plaza, and the example of non physical factor is safety.

The development of tourism destination is the things that should be concerned by the government and people nearby of the place in order to increase the potentiality of that tourism destination. One of the government programs to campaign and promote Indonesia to the world is *Sapta Pesona*. *Sapta Pesona* is an important

element in developing a tourist destination, image and quality of tourism in an area or tourist destination. It is on basically determined by the success in the realization of regional charm. *Sapta Pesona* is seven conditions that must be realized and cultivated in people's daily lives as an effort to increase the attractiveness and competitiveness of Indonesian tourism. The points of *Sapta Pesona* are: safety, orderliness, cleanliness, cool atmosphere, beauty, friendliness, and memories (Sinaga, 2010).

The development of Kuto Besak Fortress Plaza are influenced by many factors, one of them is *Sapta Pesona*. Therefore, in this study the writer is interested in investigating whether *Sapta Pesona* has been implemented at Kuto Besak Fortress Plaza or not.

1.2 Problem

Has *Sapta Pesona* been implemented at Kuto Besak Fortress Plaza?

1.3 Purpose

The purpose of this study is to know if *Sapta Pesona* has been implemented at Kuto Besak Fortress Plaza or not.

1.4 Benefits

a. For the writer

To enlarge the experience in doing this research, writing a report and developing the writer's confidence in talking with new people.

b. For the readers

1. To give the information and knowledge for students especially students at English Department with hospitality industry concentration about the implementation of *Sapta Pesona* at Kuto Besak Fortress Plaza.

2. As a reference in making a final report.

c. For Kuto Besak Fortress Plaza management

As a reference in improving and promoting Kuto Besak Fortress Plaza.