

CHAPTER I

INTRODUCTION

1.1 Background

Tourism activities begin to have an important role in economic strategies in various countries including Indonesia. Economic sector development policies stated that tourism development needs to be improved considering the country of Indonesia as an archipelago that has approximately seventeen thousand islands with a diversity of cultures and diversity life, and the potential of tourism both culture and beauty nature which is a quite large spread in various regions. Indonesia has a lot of potential and natural resources to be developed into attractive tourism objects. Some of these natural resources have been utilized and developed into several interesting tourism objects. The main attraction of tourists visiting Indonesia is the beauty of nature and the richness of its cultural arts, therefore the attractive potency needs to be developed as optimal as possible.

The condition of the tourism potency is quite competitive that the government is trying to improve in working on and developing the tourism sector as one of the revenues foreign exchange. One of the Government's attention to the tourism sector is indicated by the issuance of law number 9, 1990. It is explained that capital is in the form of artificial resources need to be utilized optimally through the tourism implementation to improve national income for the welfare of the people, to expand business opportunities and employment, to encourage regional development, to introduce the tourism objects and attractions in Indonesia, to foster a sense of love the homeland and to strengthen the friendship between nations..

Tourism development also benefits the region, as well as the people who live around the tourism object and destination. According to Jackson (2005: 101), an area that develops into a tourism destination is influenced by several important things, such as attracting visitors, facilities and attractions, geographical location,

transportation routes, political stability, a healthy environment and there are no government restrictions / restrictions. This then encourages the spirit of the Central Government and the Regional Government to advance tourism, by improving existing facilities to build other facilities in tourist areas. With the issuance of Law No. 22 of 1999 concerning Regional Government, in which also regulates the implementation of regional autonomy to make the tourism sector as an alternative choice that can contribute to the increase of Regional Original Revenues (PAD) and increase public welfare.

Palembang is one of the cities that has historical heritage and becomes tourism destinations. Ampera Bridge, Benteng Kuto Besak, and Market area of Sekanak, are examples of tourism destinations in Palembang. These are all a little of the various potentials that the city has Palembang. The old Jacobson van den Berg building located in the sekanak market area is one of the attractions that is often used as a spot for photos by Palembang local people. Its history and popularity eventually encourage the Palembang city government to preserve the Jacobson van den Berg building, one of which was through the development of the Sekanak area as outlined in Mayor Regulation No. 16 of 2017, which contains rules for protecting various buildings that exist between the Sekanak River and Gede Ing Suro, one of the most well-preserved and popular is the Jacobson van den Berg building.

It is said that old buildings in the Sekanak market area are the cultural heritage that has colonialism history in the city of Palembang that can be pursued by preserving and maintaining up to the next generation of the nation that can be a tourism object. Tourism development must be based on conditions and carrying capacity in order to create long-term interactions that are mutually beneficial between achieving tourism development goals, improving the welfare of the local community, and sustaining the carrying capacity of the environment in the future (Fandeli, 1995). Meanwhile, tourism development is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological

processes, biological diversity, and life support systems. (World Tourism Organization).

Based on the description above, the writer is interested in knowing government's efforts for developing the tourism object of Jacobson Van Den Berg old building. The title of this final report "Tourism Object Development of the Jacobson Van Den Berg Old Building."

1.2 Problem Formulation

Based on the background above, the main problem in this study is What are the government's efforts for developing Jacobson Van Den Berg old building as tourism object in Palembang?

1.3 Purpose

The objective of this study is to know the government's efforts in developing the old Jacobson Van Den Berg building.

1.4 Benefits

This research is expected to be beneficial for three parties: students of English Department in State Polytechnic of Sriwijaya, tourism Palembang community, and Tourism Official in Palembang. First, for students of English Department at State Polytechnic of Srwijaya they can have an information about the government efforts to develop Jacobson Van Den Berg old building as one of tourism object in Palembang. Second, it is expected for that they can bring more visitors to come the Jacobson Van Den Berg old building. Third, as the visitors who come to this old building they can increase the regional income, where the government can add more tourists to visit this old building.