

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is an activity related to destination, access, accommodation and also tourists. Tourism activity directly touches and engages the community, thus bringing various benefits to the local community and its surrounding. Even tourism is said to have tremendous breakout energy, which is able to make local people experience in various aspects. Tourism has many benefits for the people even for the country. The benefits of tourism can be seen from various aspects such as benefits in terms of economic, community, culture, the environment, and also employment opportunities.

One strategy that thrives and becomes a stakeholder is the development strategy of rural tourism through community empowerment. According to Craig & Grant (1996) strategy is the setting of goals and objectives in the long term (targeting and long-term goals).

The tourism sector is one of the country's most important sources of foreign exchange and is able to contribute significantly to the national economy such as employment absorption. Modern tourism products are now being abandoned and tourists are turning to tourism products that value the environment, nature, culture and attractions in a special way. Tourist satisfaction does not only rely on the beauty of nature and the completeness of tourism facilities but also on the flexibility and intensity of interaction with the environment and local communities.

Musi Banyuasin, especially Sekayu city has some tourism destinations. One of them being the tourism destination that almost all of the people know it, and almost all of events that involving the community was held in the place that called Sekayu Waterfront. So, the participation of the community is needed to support the events that held in Sekayu Waterfront in the purposes of to develop Sekayu Waterfront to more knowing by the other community that live in another district or another region that far away from Musi Banyuasin.

Based on the information above, the author would like to conduct a research entitled “The Role of Musi Banyuasin People in the Events held in Sekayu Waterfront”.

1.2 Problem Formulation

Based on the background above, the problem of this final report is “What is the role of Musi Banyuasin people in the events held in Sekayu Waterfront?”

1.3 Purpose

The purpose of this study is to know about the role of Musi Banyuasin people in the events held in Sekayu Waterfront.

1.4 Benefits

This report is expected to be used as material recommendation for local government to improve community empowerment. This report also expected to be used as reference for local government in raising the participation from people in MusiBanyuasin.