

CHAPTER I

INTRODUCTION

1.1 Background

The tourism sector is one of the advantages in Indonesia. Tourism is one of the country's biggest foreign exchange earners. Rahma (2013) states

“Sebagai negara kepulauan, potensi Indonesia untuk mengembangkan industri pariwisata sangatlah besar. Industri pariwisata di Indonesia khususnya dan dunia umumnya telah berkembang pesat. Perkembangan industri tersebut tidak hanya berdampak pada peningkatan penerimaan devisa negara, namun juga telah mampu memperluas kesempatan berusaha dan menciptakan lapangan pekerjaan baru bagi masyarakat dalam mengatasi pengangguran di daerah” It means that Indonesia has the potential to develop tourism. The tourism industry in Indonesia has developed rapidly and is able to create new jobs for the community in dealing with unemployment in the area.

Indonesia is known for its beautiful natural wealth and is supported by a variety of unique foods in each region. Lots of domestic and foreign tourists who come to an area just to taste the typical food in an area.

Culinary tourism is also one of the attractions for tourists who are traveling to enjoy various types of special foods at the destination. According to *Kamus Besar Bahasa Indonesia* (2003) *“berpergian bersama-sama untuk memperluas pengetahuan, bersenang-senang, dan piknik”*, it means that tourism is travel activities with the aim of having fun and increasing knowledge. While culinary means cuisine or food. So, it can be concluded that culinary tourism is a trip that utilizes food while enjoying the atmosphere of the environment as a tourist attraction. Therefore, to support tourist attraction, good food and beverage service needs, such as restaurants, and shops (Ansofino, 2012).

Palembang City is located in South Sumatra and this city is one of the largest cities in Indonesia which is known for its culinary diversity. The number of culinary in Palembang makes this potential becomes one of the tourist attractions that become tourist destinations to take a tour in the city of Palembang. Palembang City has several tourism potentials such as historical tourism, religious tourism, sports tourism, and culinary tourism. This culinary tour is available in almost all corners of the city in the form of Palembang's typical food shopping areas such as Kambang Iwak.

Kambang Iwak is a park located in Jl. Tasik, Talang Semut, Palembang City, South Sumatra. This has an area of around 5 hectares. *Kambang Iwak* has a convenient location for sports or recreation so that it is often used by Palembang people and tourists for sports or recreation with family or friends. The strategic location that is filled with shady trees, pedestrian paths, and vehicle routes that are made in the same direction are very supportive of the atmosphere of the security of the visitors. On Saturday and Sundays or other holidays, this place is crowded because there are so many restaurants and street vendors selling various items ranging from makeup, clothes, and food and drinks. While, every afternoon many people sell food and drinks ranging from Pempek, Tekwan, Model, grilled meatballs, fruit salad, and many more.

Besides, there are also 3-star hotels in *kambang iwak* which can be used as a resting place for tourists so that they will be closer to the destination. Not only that, the beautiful scenery and the cool breeze can also make the tourists feel comfortable while being relaxed while eating the food and drinks that are there.

However, most people only know that *kambang iwak* is only a city park that can be used as a place to exercise and do not know if there are many food vendors are selling there in the afternoon.

Therefore, the writer is interested in writing the final report with the title "**The Potencies of *Kambang Iwak* as a Culinary Tourism Destination in Palembang City**"

1.2. Problem Formulation

The problem formulation of this final report is “what are the potencies of *Kambang Iwak* as a culinary tourism destination in Palembang city?”

1.3. Problem Limitation

Based on the problem formulation above, the problem of this final report is limited to *Kambang Iwak* and its potency as a culinary tourism destination in Palembang.

1.4. Purpose

The purpose of this final report is to know the potencies of *Kambang Iwak* potency as a culinary tourism destination in Palembang.

1.5 Benefit

- a. For writer, the final report gives knowledge in term of potencies *Kambang Iwak* as a culinary tourism destination in Palembang
- b. For English Department students, this final report gives knowledge about what the potencies of *Kambang Iwak* and also it can be a reference in writing the final report project.