ABSTRACT

At this time, Palembang City as the capital of South Sumatra Province continued to writhe as one of the centers of economic and tourism on the Sumatra Island. However alongside with the increasing of stretching in the tourism sector, the Palembang City is still not provide many of vacation and travel facilities for tourists. In addition Palembang as a city that is traversed by a great river, the Musi River, it is still necessary to add facilities to maximize the potential of natural wealth in order to be better in the future.

Through Palembang Riverside Resort, it is expected to support tourism stretching in Palembang with all the amenities offered. In addition Palembang Riverside Resort is also expected to become one of the assets in the regions and become the new icon of Palembang and helped preserve the traditional culture of Palembang and South Sumatra Province itself.