

CHAPTER II

LITERATURE REVIEW

2.1. Tourism

Tourism is related with someone or a group who travels to certain places for a while. According to Kodhyat cited in Primadany *et al.* (2013) tourism is a trip from one place to another, temporary, carried out individually or in groups, as an effort to find a balance or harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions. Furthermore, Sinaga (2010) says that tourism is a planned trip carried out individually or in groups from one place to another with the purpose to get satisfaction and pleasure. In addition, Muljadi cited in Yusuf *et al.*, (2020) tourism is a series of travel activities carried out by individual or group from their original place of residence to various other places to make tourist visits and not to work or earn income at their destination. The visit in question is temporary and in time will return to its original residence.

According to Spillane cited in Siallagan & Purwanti (2011) tourism is divided into six kinds based on the travel purpose as follows:

1. Pleasure Tourism

This kind of tourism is done by people who leave their residence for vacation, looking for fresh air, fulfilling the will of curiosity, relax nervous tension, see something new, enjoy the beauty of nature, know the local folk tale, and get peace.

2. Recreation Tourism

This tourism is done to use the days off to rest, recover physical fitness and spiritual, and refresh yourself from fatigue and exhaustion. It can be done in place ensure that these goals offer recreational enjoyment needed, such as the seaside, mountains, resort centers and health centers.

3. Cultural Tourism

Cultural Tourism is characterized by a series of motivations such as the desire to learn in the centers of teaching and research, learn the custom, institutional, a different way of life, visiting historical monuments, relics of the past, art and religious centers, musical arts festival, theater, folk dance and others.

4. Sport Tourism

Sport tourism is divided into two categories:

- a. Big sports events, namely the major sporting events like the Olympic Games, the ski world championship, world championship boxing, and others of interest to the audience or the fans.
- b. Sporting tourism of the Practitioners, namely sports tourism for those who want to practice and the practice itself as mountain climbing, horse riding sports, hunting, fishing and others.

5. Business Tourism

According to the theorists, this is professional form of travel or trip because something to do with the job or position, which does not give it to someone to choose the destination and time of travel.

6. Convention Tourism

This tourism is in demand by countries because when held a convention or a meeting will be many participants to stay within a certain period in the country that organizes the convention. The country often hold this convention will establish structures that support the holding of the convention tourism.

Moreover, Pendit cited in Utama (2014), there are seven kinds of tourism based on the motivation of tourists as follows:

1. Cultural Tourism

Cultural tourism is a journey undertaken on the basis of a desire to expand the view of life, learn people condition, their customs, their way of life, their culture and art. Along with it, the journey has opportunities to take part in cultural activities, such as the exposition of the arts (dance, drama, music, and art) or patterned historical activities.

2. Maritime Tourism

Maritime tourism is a journey related to water sports such as fishing, sailing, diving, surfing, and rowing races, view of marine life and any varieties of recreational waters is mostly done in areas or maritime countries.

3. Nature Preserve Tourism

This tourism is usually organized by travel agents that aims to nature reserves, protected parks, forests, mountains and so on whose sustainability is protected by law. Nature Preserve tourism usually do by enthusiasts and nature lovers.

4. Convention Tourism

Convention tourism is an activity purpose with take a part of activity in political. Currently, many countries develop this tourism by providing facilities for the participants of a conference, deliberation, convention or other meeting in range of national and international.

5. Farm Tourism (Agriculture Tourism)

Farm tourism is a journey with purpose to visited agricultural projects, plantation, breeding ground and and so on where travelers can organize group to visits and review for the purpose of study.

6. Hunt Tourism

Hunt Tourism is mostly done in countries that have forests for where hunting is justified by the government. Hunt tourism regulated become safari hunting to forests. In Indonesia, government has opened hunt tourism on Baluran in East Java where tourists may shoot the bull or boar.

7. Pilgrimage Tourism

This kind of tourism is related with religion, history, customs, and people faith. Pilgrim tourism is usually done by a person or group to visit holy place, the tomb of revered leader and hill considered sacred.

2.2. Tourism Elements

According to Spillane cited in Siallagan & Purwanti (2011) states that there are five tourism elements.

1. Attractions

Attractions can be classified to site and event destination. Site destination is a permanent physical destination by fixed location, the places in tourism destination such as zoo, museum, and park. While event destination are held temporary and the location can be changed and moved easily such as festivals, theater and traditional art show.

2. Facilities

A facility is toward on attraction in a location because facilities must be closed to the market, for living in a tourism destination, tourists need sleep, food and beverage, etc. Therefore a tourism destination needs lodging. Besides, it also needs to support industries. Such as souvenir shops, laundries, guides, festival places, and recreation places.

3. Infrastructure

Attractions and facilities can not be reached easily if has no basic infrastructure. Actually, the development of infrastructure in a region can be enjoyed by tourists and residents that live there. The fixation of infrastructure is a way to create a good situation for development tourism.

4. Transportation

In tourism, transportation is very important because it decides distance and time in trip. This transportation includes on the land, air and sea. It is one of the important elements in tourism development.

5. Hospitality

Tourists who are in the environment that they do not know the certain requirements, foreign tourists want to enjoy their vacation when they are in object without a crime action in that place. Therefore, basic needs for security, protection, also tenacity and conviviality are required during a tour.

Meanwhile, Pedit cited in Amanat (2019) gives six elements involved in the tourism industry.

1. Accommodation is a person's residence for a while during the vacation.
2. Catering and restaurant are the service industry in the field of food and beverage operations managed commercially.

3. Transportation service is a service industry engaged in the field of land, sea and air transportation.
4. Tourism attraction is the tourism activities that can attract the attention of tourists or visitors.
5. Souvenirs are objects that are used as reminiscences to be taken by tourists when they return to their place of origin.
6. Travel Agent is business entities service all the travel process from departure to return.

2.3. Tourism Destination

Tourism destination is a place where travelers spend their vacation (Ismayanti, 2010). In addition, Leiper cited in Azizah (2017) defines tourism destination as a place towards which people travel and where they choose to stay for a certain period. Moreover, Jamaluddin (2019) says tourism destination is a place or area where a collection of tourism related products and attractions are offered.

According to Pitana and Diarta in Jumantoro (2018) tourism destination can be classified based on the characteristic of destinations as follows:

1. Destination of natural resources such as climate, beaches, forests, islands.
2. Destination of cultural resources such as historic sites, museums, theater, and local communities.
3. Recreational facilities such as amusement parks.
4. Events such as the Bali Arts Festival, Lake Toba Festival, and funfair.
5. The specific activity such as adventure, romantic trip.

Pitana and Diarta in Gustiana *et al.* (2020) gives five components of tourism destination.

1. Attraction

The components that exist in the destination and the environment in which that individually or in combination take an important role in motivate tourists to visit the tourism destination. Attraction can be natural attraction such as, landscapes, beaches, mountains, climate, and valley. Artificial attraction such

as, theatrical, drama, festivals, museums and galleries. Social attraction such as the opportunity to mingle with the people in the tourism destination and come to experience their way of life.

2. Facilities

The components in tourism destination and related with tourism destination itself which allows tourist to stay at these destinations for enjoy or participated in tourism attraction. Facilities can be accommodation, restaurants, cafe, bar, transportation, taxi, as well as other services including beauty shop, information center and etc.

3. Accessibility

Accessibility is easy or difficult to reach the desired destinations. Access related with transportation infrastructures such as airfield, bus station, train station, and high way including transportation technology that reduces the time and cost to reach that tourism destination.

4. Image

Image is an idea about a belief or a rating of a product and service that they bought or will buy. Image is not always based on experience or facts, but can be formed in such a way so that become a strong motivating factor for traveling to these destinations.

5. Price

Price is a total number of the costs during the trips which includes accommodation, food and drink, travel expense and participation in service consumed while at the intend destination. The prices is vary according with the class of travel package, season, distance, etc.

2.4. Potential of Tourism Destination

According to Yoeti cited in Masly (2017) tourism destination potential is everything that exists in the tourism destination and becomes an attraction for people who visit the place. Furthermore, Rufaidah (2016) states that potential tourism destination is defined as a geographic area that has the capacity to evolve in the future that are within one or more administrative regions in which there are

attractions, public facilities, tourism facilities, accessibility, and community that are interrelated and complete the realization of tourism.

Middleton in Fitriana (2019) states that the success of potential tourism destination is dependent on attraction, accessibility, and amenities.

1. Attractions consist of natural attractions (landscapes, seas, climate, flora, fauna, and other geographical forms as well as natural resources), artificial attractions (buildings, monuments, parks, convention centers, etc.), cultural attractions (dance, music, religion, and special events), and social attractions.
2. Accessibility which includes infrastructure (roads, parking lots, airports, railway lines, and ports), equipment (availability of transportation to the destination, operational factors, and government regulations).
3. Amenities are things that support the creation of tourist convenience to be able to visit a tourist destination such as hotel accommodation, restaurants, souvenirs shop and information services.

Moreover, Cooper cited in Suwena (2010) says that tourism destination is potential if it has some aspects as follows:

1. Attractions are what tourists can see and do at the destinations. Attractions can be in the form of beauty and uniqueness of nature, the culture of the local community, heritage of historical buildings, and artificial attractions such as games and entertainment facilities.
2. Accessibility is related to the infrastructure to reach the destination. Road access, availability of transportation and signposts are important aspects of a destination.
3. Amenities are all supporting facilities that can meet the needs and desires of tourists while in the destination. Amenities are related to the availability of accommodation to stay and restaurants or stalls to eat and drink. Not all amenities must be near to the location in the main area of the destinations such as in natural destinations and historical heritage which some of them far from commercial facilities, such as hotels, restaurants and rest areas.

4. Ancillary is related to the availability of an organization or the people who manage the destination. This is important because even though the destination already has good attractions, accessibility and amenities, if there is no one who arranges and manages it, then in the future it will definitely be neglected.

Furthermore, Koswara (2016) gives five aspects that can make a potential tourism destination as follows.

1. Amenities/ Tourism Facilities

Tourism supporting facilities include accommodation, restaurants, retail, souvenir shops, travel agencies, tourist information centers, etc.

2. Accessibility

Being supported by transportation systems such as terminal facilities, airports, ports and modes of transportation.

3. Tourism attraction

Tourism attraction includes the potential of the nature, culture, artificial attraction, events, etc.

4. Community

Community and public institutions as an element of stakeholders in supporting the development of tourism destination.

5. Public Facilities

The availability of supporting facilities that used by tourists, such as parking area, toilets, telecommunications, worship facilities, hospital/ clinic, and so on.