

CHAPTER II

LITERATURE REVIEW

This chapter discusses about definition of tourism, kinds of tourism, potency, tourism potency, and the elements of potency tourism destination.

2.1. Definition of Tourism

According to Sihite cited in Surwiyanta (2003),

“Pariwisata adalah perjalanan yang dilakukan orang untuk sementara waktu, yang diadakan dari satu tempat ke tempat lain, dengan rencana dan dengan maksud bukan untuk mencoba atau mencari nafkah di tempat yang layak untuk dikunjungi, tetapi sendirian – untuk menikmati tamasya kegiatan dan rekreasi atau untuk memenuhi keinginan lain-lain”

Which means tourism is a type of travel that people take for a while, from one place to another, with a plan. The goal is not to make a living in a place worth visiting, but to be alone, enjoy tourist activities and hobbies, or to satisfy desires and so on.

Furthermore, Kodhyat cited in Nugraha (2019),

“Pariwisata adalah perjalanan dari suatu tempat ke tempat lain, sedangkan dilakukan secara individu atau kelompok, sebagai usaha mencari keseimbangan atau keserasian dan kebahagiaan dan lingkungan hidup dalam dimensi sosial, budaya, alam, dan ilmiah”

Which means tourism is a journey from one place to another, carried out by individuals or groups in order to seek balance or harmony, happiness and the environment in society, culture, nature and science.

Similar to Kodhyat, Yoeti cited in Bian et al (2016), *“Pariwisata adalah perjalanan dalam waktu sementara dari suatu tempat ke tempat lain, yang tidak ditujukan untuk tujuan bisnis tetapi tidak hanya dilakukan untuk menikmati perjalanan demi dan atau berorientasi rekreasi”* which means travel is a temporary journey from one place to another, for non-commercial purposes, which are not carried out solely to enjoy the trip for a particular purpose and/or for pleasure.

Therefore, based on the definition above, the writer concludes that tourism is an activity done individually or in groups from one place to another place to find the environment live in social, culture, nature science and at the end, the tourist will back to his own place.

2.2. Kinds of Tourism

According to J. Spillane (in Hartati, 2015), there are several kinds of tourism, as follows:

1. Pleasure Tourism

This kind of tourism is carried out by people leaving the place stay for vacation, looking for the fresh air, loosening tension nerves, enjoy the beauty of nature, enjoy the folklore of an area, and enjoy entertainment and find a peace.

2. Recreation Tourism

This type of tourism is carried out by people who desire utilization days off for rest, to restore physical health and spiritual which will refresh his weariness and fatigue. It can carried out at a place that guarantees its recreational purposes offers the necessary pleasures like the seaside, mountains, and rest centers.

3. Cultural Tourism

This type of tourism is characterized by a series of motivations, such as desire to study in centers of teaching and research, studying customs, different ways of life of people, visiting historical monuments, relics of the past, arts centers and religion, music festivals, theater, folk dances and others.

4. Sports Tourism

This tourism can be further divided into two categories:

- a. Big sport events, namely major sporting events such as Olympics Games, world ski championships, world boxing championships, and others that attract attention to viewers or fans.

b. Sporting tourism of the Practitioner, namely sports tourism for those who want to practice and practice themselves like climber of mountain, horse riding, hunting, fishing and others.

5. Business Tourism

In this type of tourism, the element that is emphasized is opportunity used by travelers in using times free to pamper himself as a visiting tourist various tourist objects and other types of tourism.

6. Convention Tourism

This tourism is in great demand by countries because when it is held a convention or meeting, there will be many participants who attend to stay for a certain period of time in the country that is holding the convention. Countries that often hold conventions will establish buildings that support convention tourism.

2.3. The Definition of Potency

According to (Sukardi in Hastanto, 2016) states “*Potensi adalah segala yang dimiliki oleh suatu daya tarik wisata dan berguna untuk mengembangkan industri pariwisata daerah tersebut*” which means potential is everything that is owned by a tourist attraction and it is useful for the development of local tourism.

Meanwhile, Pendit (in Osin et al, 2019) says “*Potensi adalah segala sesuatu yang ada disuatu daerah yang dapat dikembangkan menjadi daya tarik wisata*” which means potential refers to everything in an area that can be turned into a tourist attraction.

All in all, potential is everything that can be developed into tourism attractions that have something interesting to attract tourists.

2.4. The Potency of Tourism Destination

According to Suarka (2010), “*Potensi wisata adalah segala sesuatu yang terdapat disuatu daerah yang dikembangkan menjadi daya tarik wisata, potensi tersebut dapat dibagi menjadi dua yaitu potensi budaya dan potensi alam*” which means tourism potential is everything that exists in an area to be developed into a

tourist attraction, this potential can be divided into two, namely cultural potential and natural potential.

Meanwhile, Pendit (2006)

“Potensi pariwisata merupakan segala hal dan keadaan yang diatur dan disediakan sehingga dapat dimanfaatkan sebagai kemampuan, faktor, dan unsur yang diperlukan dalam usaha dan pengembangan pariwisata baik berupa suasana, kejadian, benda, maupun jasa”.

Which means tourism potential refers to all things and conditions that are adapted and provided so that they can be utilized in the form of atmosphere, events, objects and services such as capacities, factors and elements needed for business and tourism development.

In other words, the tourism potency is the variety of resources that are owned by one place and can be developed into a tourist attraction that is used for economic interest with regard to other aspects.

2.5. The Elements of Tourism Destination

According to Yoeti (2002), the success of a tourism to become a potential as a tourism destination is very dependent on the 3A of Attraction, Accessibility, and Amenities.

1. Attractions

Tourism attractions are something that is prepared in advance to be seen, enjoyed and included in these are: dances, traditional folk art songs, traditional ceremonies, and other. Yoeti (2002) says that tourism is called attractive spontaneity, which is everything in the tourism destination is an attraction for people to come to visit a tourism destination such as:

- a. The object is available and contained in the universe, which are in natural amenities terms. Included in this group are:
 - 1) Climate for example rainfall, sunshine, heat, rain, and snow.
 - 2) Forms of land and scenery for example mountains, hills, beaches, waterfalls, and volcanoes.
 - 3) Bamboo forests.

- 4) Flora and fauna, available in nature reserves and hunting grounds.
 - 5) Health centers for example: mineral water sources, hot springs, and mud baths. Where the place is expected to cure various diseases.
- b. The result of human creation (man-made supply).

This group can be divided into four tourism products related to the three important elements of historical, cultural, and religious.

- 1) Historical monuments and the remnants of an ancient civilization (artifact).
- 2) Museums, art galleries, libraries, folk art, and handicrafts:
- 3) Traditional fairs, festivals, Haji ceremonies, weddings, events, circumcisions, and others.
- 4) Houses of worship, such as mosques, temples, and churches.

2. Accessibility

Tourism activities depend heavily on transportation and communication due to the distance and time factors that greatly affect a person's desire to travel. The most important element of accessibility is transportation, which means that in terms of frequency of use, its speed can cause distances to appear to be close.

In addition to transportation related to accessibility, infrastructure includes roads, bridges, terminals, stations, and airports. This infrastructure works to connect precisely with other places. The existence of transportation infrastructure will affect the rate of transport itself. Good infrastructure can make optimal transportation rate.

3. Amenities

Tourism facilities will not be separated with hospitality accommodation because tourism will never develop without hotels or lodging. Tourism facilities are things that support the creation of tourist comfort to be able to come and visit a tourism destination. The important facilities related to the development of tourism are: hotel accommodation, restaurants, clean water, communications, entertainment, and security.

In another way, according to Maryani in Putra (2019), there are the requirements of tourism destinations:

a. What to see

Tourism destinations should have an object or tourist attraction which is different from others. In other words, that area should have a special attraction and culture which can be an entertainment for tourists. For example the activity, an art, tourist attraction and the scenery.

b. What to do

Besides it should have something that can be show, tourism destination should have recreation facilities that can make tourist stay for along in that place.

c. What to buy

Tourism destinations should have facilities for shopping especially like souvenirs or citizen handmade as souvenirs for home or for original places.

d. How to arrive

It is about accessibility, how to visit the tourism destination, what is the transportation that can be used to go there and how long to arrive there.

e. Where to stay

It is about how to stay while they are traveling. It will need a home stay or one star or non-star hotel and others.

Furthermore, Spillane in Ramadhan (2015) says a tourist attraction or destination must include five essential elements in order to make travelers enjoy in the journey, namely:

1. Attraction

Attraction is able to attract tourists who want to visit it. Tourists motivate for visiting a tourism destination to meet or satisfy some needs or they are usually interested in a location because of certain characteristics, such as the natural beauty, climate and weather, culture, history, ethnic-tribal natural and accessibility or ease of walking or specific to the place.

2. Facilities

Facilities of tourism objects should be closed to the market. The number and types of facilities depend on the needs of travelers. Facilities should match the quality and price of lodging, food, drinks and the ability of tourists to pay the visiting place.

3. Infrastructure

Attraction and facilities cannot be achieved easily if there is no basic infrastructure. Infrastructure includes all construction under and above ground and a territory or region.

4. Transportation

There are several advices on the transportation and facilities which may be some sort of guidelines including:

- a. Detailed information about the facilities, the location of the terminal. And local freight service at the destination should be available for all passengers prior to departure from the area of origin.
- b. The security system must be provided at the terminal to prevent crime.
- c. Standard or uniform system for traffic signs and symbols must be developed and installed in all airports.
- d. The information system should be provided data on the transport service of other information that can be contacted in the terminal, including schedules and fares.
- e. The latest information is applicable, either departure or arrival schedules should be available on the notice board, verbal or telephone.
- f. Information about the location, rates, schedules and routes, and local freight services.
- g. Maps of cities should be available for passengers.

5. Hospitality Industry

Hospitality industry is very important to support tourism activities especially for tourists to serve them during the journey such as hotels, restaurants and tour guides. Travelers who are in an environment that they don't know are certainly of security is very important, especially foreign tourists so they need a tour guide to accompany them.

According to Pitana (2009), gives five important requirements for tourism destinations that are feasible to be developed, such as:

1. Attraction

The elements contained in the destination and the environment, both individually and in combination, plays an important role in motivating tourists to come to tourism destinations. Attractions can be in the form of natural attractions, such as natural scenery, beaches, mountains, climate, and valleys. Meanwhile, artificial attractions, such as theaters, dramas, festivals, museums, and galleries. And social attractions, such as opportunities to interact with people in tourism areas and share lifestyles.

2. Amenities

The element in the tourism destination and related to the tourism destination itself. Which allow tourists to stay at these destinations to enjoy or participated in tourism attractions. Amenities can be accommodation, restaurants, cafes, bars, transportation, taxis, beauty shops, information centers and etc.

3. Accessibility

Traveler is easy or difficult to reach the desired destinations. That access is related to transportation 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 which they buy or will buy. Image is not always based on experience or facts. But it can be formed in such a way that it becomes a strong motivating factor.

5. Price

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