

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1. Tourism**

Tourism is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while using the available commercial services. Walton (2018). Meanwhile, Marpaung (2012) states that Tourism is a travelling that is done for a while, leaving the original place to the destination with a plan and main purpose not to seek money or some business but to seek happiness, in short to enjoy the leisure activities. Moreover, Meyers (2009) defines that tourism is a travel activity that is carried out temporarily from the original place of residence to the destination for the reason not to settle down or earn a living but only to fulfill curiosity, spend free time or vacation and other purposes.

#### **2.2. Kinds of Tourism**

There are several kinds of tourism based on Muljadi (2009) as follows:

1. According to the traveller.
  - a. Individual tourism, if a person or group of people on a tour conducts their own activities and chooses a tourist destination and its programs and the implementation is done by themselves.
  - b. Collective tourism, a travel business that sells packages to anyone who is interested, with a predetermined amount of money to pay.
2. According to travel motivation.
  - a. Recreational tourism, a kind of tourism to rest in order to restore physical and spiritual freshness and relieve fatigue.
  - b. Pleasure tourism, undertaken by people who leave their homes for vacation, to get fresh air, to fulfil their curiosity, to enjoy entertainment, and so on.

- c. Cultural tourism, characterized by a series of motivations such as the desire to learn about the customs and ways of life of the people of other countries, studies/ research on discoveries, visiting ancient/ historic heritage places and others.
  - d. Sport tourism, this kind of tourism can be divided into two categories.  
 First: Big Sport Events, major sporting events that attract the attention of both sportsmen and supporters.  
 Second: Sporting Tourism of the Practitioners, sports for those who want to practice on their own, such as mountain climbing, horse riding, hunting, fishing, and so on.
  - e. Business tourism, carried out by entrepreneurs or industrialists, but on their way only to see exhibitions and often take advantage of time to enjoy the attractions in the countries visited.
  - f. Convention tourism, carried out by people who will attend scientific and political meetings. conference venues are demanded to provide complete, modern and sophisticated facilities, both the venue and its equipment, lodging, and others related to organizing tours (tourist visits).
3. According to visiting time.
- a. Seasonal tourism, the type of tourism whose activities take place at certain seasons. included in this group summer tourism and winter tourism.
  - b. Occasional tourism, tourism activities that are organized by linking certain events, such as Galungan in Bali and Sekaten in Jogja.
4. According to the object.
- a. Cultural tourism, the type of tourism that is caused by the attraction of arts and culture in an area/ place, such as ancestral relics, ancient objects and so on.
  - b. Recuperational tourism, people who travel on a tour aiming to cure a disease.
  - c. Commercial tourism, travel related to trade such as organizing *expo, fair, exhibition*, and so on.

- d. Political tourism, a trip made with the aim of seeing and witnessing events or incidents related to the activities of a country.
5. According to the transportation.
    - a. Land tourism, type of tourism which in carrying out the activities uses land vehicles such as bus, train, private car or taxi and other land vehicles.
    - b. Sea or river tourism, tourism activities that use water transportation such as ship, ferry, and so on.
    - c. Air tourism, tourism activities that use air transportation such as airplane, helicopter, and so on.
  6. According to age.
    - a. Youth tourism, the type of tourism developed for teenagers and generally at relatively cheap prices and using *youth hostel* accommodation facilities.
    - b. Adult tourism, tourism activities attended by elderly people. In generally the people who make this trip are those who are retiring.

In addition, Soebagyo (2012) claims that there are six kinds of tourism based on the motives of travel.

1. Tourism for enjoyment trip (Pleasure Tourism)

This kind of tourism is done by people who leave their homes for a vacation, get some fresh air, fulfill the curiosity, relaxes the nervous tension, see something new, enjoy the beauty of nature, know the local folk tale, get peace.
2. Tourism for recreation (Tourism Recreation)

Tourism is done to use the days off to rest, recover the freshness of body and soul, and refresh yourself of fatigue and exhaustion. It can be done in place ensure that these goals offer recreational enjoyment required such as the seaside, mountains, retreat centers and health centers.
3. Tourism for cultural (Cultural Tourism)

This type of tourism is characterized by a series of motivations, such as to learn about customs and culture, to conduct research, and to study about the history from

a monument or historical building. The place that are usually used as a place to visit for cultural tourism are historical buildings, religious sites, art festivals and others.

4. Tourism for sports (Sports Tourism)

- a. Big sports events, large 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, sports tourism for those who want to learn and practice by themselves such as mountaineering, sport horseback riding, hunting, fishing and others.

5. Tourism for convention (Convention Tourism)

Tourism is much in demand by countries because when it held a convention or meeting will be many participants to stay within a certain period in the countries that hold the convention. Countries are often convened will build buildings that support the holding of the convention tourism.

6. Tourism for trading business affairs (Business Tourism)

This is a form of tourism trip travel professional or travel for work-related or titles that do not give it to someone to choose the destination and time of travel.

In addition, Rikania (2010) says that tourism can be divided into two categories:

1. Nature Tourism.

- a. Coastal tourism (Marine tourism), is a tourism activity supported by facilities and infrastructure for swimming, fishing, diving, and other water sports, including accommodation, eating and drinking facilities and infrastructure.
- b. Ethnic Tourism, is a journey to observe the realization of the culture and lifestyle of people who are considered attractive.
- c. Nature Reserve Tourism (Ecotourism), is a tour that is much associated with the fondness for natural beauty, fresh air in the mountains, rare wonders of living animals (wildlife), and plants that are rarely found in other places.

- d. Buru Tourism, is a tour carried out in countries that do have areas or forests where hunting is justified by the government and promoted by various agents or travel agencies.
  - e. Agro Tourism, is a type of tourism that organizes trips to agricultural, plantation and nursery projects where tour groups can conduct visits and reviews for study purposes and enjoy the fresh plants around them.
2. Socio-Cultural Tourism.
- a. Archaeological heritage and monuments, these tours include cultural groups, national monuments, historic buildings, cities, villages, religious buildings, and other historical places such as battle fields which are the main tourist attractions in many countries.
  - b. Museums and other cultural facilities, tours that relate to aspects of nature and culture in a particular region or region. Museums can be developed based on the theme, including archaeological museums, history, ethnology, natural history, arts and crafts, science and technology, industry, or with other special themes.

**a. The Issue of Tourism Destination**

Tourism destination is the geographic locations in which tourists spend the majority of their time when travelling (Baggio, 2013). Meanwhile Goeldner and Ritchie (2003) claim that tourism destination is a particular geographic region within which the visitor enjoys various types of travel experiences. Based on Jamaluddin (2019), Tourism destination is a place or area where a collection of tourism related products and attractions are offered.

Victoria (2019) gives five elements of tourism destination as follows:

1. Accessibility

Most often when access is discussed in relation to destinations, it refers to how easily visitors can get to your place. However, accessibility can also refer to your

destination's infrastructure, wayfinding, ability to cater to visitors with disabilities, ease of access to attractions that are off the beaten path, etc.

2. Accommodations

Tourists assess their best options for overnight stays in a destination for seek new experiences in the accommodations they're staying.

3. Attractions

Attractions can be people, places, things, and/or experiences that attract visitors who value what those attractions represent and how accessible are these attractions to travelers with limited mobility. Tourist attractions such as the one prepared beforehand in order to be seen, enjoyed, and included in this are: dancing, singing traditional folk arts, traditional ceremonies, and others.

4. Activities

What activities it has to offer the tourists during their stay, what they can do while visiting a destination, what experiences are they going to walk away with and share with friends and family, what emotions will these experiences elicit, and how visitor perceptions of a tourism destination.

5. Amenities

Amenities include (access to) basic facilities and services that help a visitor feel comfortable and secure in a destination. Sometimes referred to as the "pleasantness" of a place, they play an important role in shaping the visitor experience and include things like public restrooms, signage, connectivity, emergency services, postal facilities, roads, sidewalks, safe drinking water, and etc.

Based on Trendofact (2020), there are eight characteristics of tourism:

1. Intangibility

Intangibility is the most unique characteristic of the service industry. Those things which can be touched and felt, are known as tangible products like consumer goods

and products which cannot be seen, tasted, or touched but can only be felt and experienced during consumption is called intangible products.

2. Inseparability

Inseparability means the product/service cannot be separated from the original service provider.

3. Perishability

tourism is also perishable because every tourism product has some time limit to experience.

4. Heterogeneity or Variability

Tourism product is heterogeneous in nature as there are lots of human elements are involved in the delivery of the tourism service and it cannot guarantee that each tourist's experience will be same. As there is a human element involved so, some experience will be good and some experience will be outstanding

5. Lack of Ownership

Lack of ownership is the typical characteristic of tourism as well as the service industry. It means that the consumer can only use/experience the service but it does not mean that he is the owner of the product/service.

6. Seasonality

Tourism is seasonal in nature and One destination cannot be popular throughout the year.

7. Interdependency of Tourism Product

Interdependency means dependent on each other. Tourism is a combination of multiple industries like accommodation industry (hotel, motel), transportation industry (car, bus, train, flight) attraction industry, and activity industry.

8. Risk

In tourism we cannot neglect the term (risk) because anything can happen during the trip so we will have to aware always.

According to Hidayah (2017), there are five characteristics which make a place or area become a tourism destination.

1. Visitable

A tourism destination can be enjoyed if the tourists visit the area. In order to be visited by tourists, an area must have three important components, called 3A (attraction, accessibility, and amenities) so that area can become a tourism destination that makes tourists want to visit it.

2. Intangible and unsaveable

Tourism destination is not tangible physical forms that can be touched and taken home by the tourists. A tourism destination can be enjoyed in the form of experience, so the tourism destination cannot be stored and can only be felt.

3. Inseparable

The characteristics of tourism destination cannot be separated because the production and consumption processes occur at the same time so the tourism experiences occur when production and consumption are carried out.

4. Diverse

Because it intangible and cannot be separated, the tourism destination product will never be the same or identical. There will be differences in the quality of experience. This is due to the tourism destination products that cannot be repeated, because of the differences in production time.

5. Not singular

A tourism destination cannot be produced by one part only. Tourism destination can be formed because it is supported by several parties such as business people providing (accommodation, transportation, and so on), local communities and the government. All parties are complementary and coordinating to be able to make an area become a tourism destination. Besides, all important components in tourism destination (attraction, accessibility, and amenities) also cannot alone and must complement each other.



Rusliana (2012) gives six characteristics of tourism destination as follows.

1. Tourism Attraction

Each tourism spot has its own characteristics that become an attraction for people. There are many tourism attractions to choose, such as nature tourism, recreational tourism, educational tours, and etc. This is determined by tourism makers who prioritize the concept of tourism as desired.

2. Facilities

Tourists who come to tourism destination will usually see the completeness of the existing facilities to make them comfortable in a tourism destination. There are public facilities that must be in a tourism destination such as toilet, places of worship, parking lots and restaurant.

3. Infrastructure

There is a lot of infrastructure that must exist in a tourism destination, for example lodging. Usually there are tourists who want to stay in the area of tourism destination to enjoy the beauty of nature. In addition, highways to tourism destination must be effective, this will make tourists to go to the location comfortably. There is also other infrastructure such as sources of electrical energy, communication networks, health services, and etc.

4. Transportation

Tourists must be able to see whether the tourism destination can be visited by transportation or not, transportation security must be maintained so that no obstacles occur to tourists who will go to tourism destination, and complete information should also be clearly explained regarding the location, cost and schedule.

5. Service System

- a. Providing satisfaction to tourists who visit tourism destination.
- b. Coordinate between institutions and agencies to develop the tourism industry.
- c. Guiding and providing direction to tourists properly.
- d. Help tourists who need help.

## 6. Have Complete Information

The complete information makes tourists easier to determine the tourism destination they want to go. The information is about all things that exist in tourism destination, like themes, facilities, and others. Information should be made as attractive as possible to make tourists interested to come to tourism destination.

In addition, Maryani (1991) mentions the requirements of tourism destination.

### 1. 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 examples like an activity, an art, tourist attraction, a scenery.

### 2. What to do

Besides, it should have something that can be shown, tourism destination should have recreation facilities that can make tourist stay for a long time in that place.

### 3. What to buy

Tourism destination should have facilities for shopping, especially like souvenir or citizen handmade as souvenir for home or for original place.

### 4. What to arrive

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

### 5. What 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.

## **b. The Potential of Tourism Destination**

According to Damardjati (2001), potency of tourism destination is everything in a state of both real and tangible, intangible, that was processed, arranged and provided, can be beneficial and realized as factors or elements in developing tourism destination, whether it is the surrounding atmosphere of tourism destination, events (attraction in tourism destination), and services (the way caretaker gives the good service in welcoming the tourists). In addition, Rufaidah (2016) states that potency of tourism destination is defined as a geographic area that have the capacity to evolve in the future that is within one or more administrative regions in which there are tourism attractions, public facilities, tourism facilities, accessibility, and community that is interrelated and complete the realization of tourism.

According to Subekti (2012), there are five requirements of potency tourism:

1. Attractions. Usually tourists are attracted to a location because of certain characteristics. The characteristics that attract tourists are:
  - a. Natural beauty
  - b. History
  - c. Accessibility (ease of walking to the place)
2. Facilities. Some facilities that must be available at tourism attractions are:
  - a. Clean toilets
  - b. Place to stay
  - c. Adequate parking lots
  - d. Restaurants or food stalls
  - e. Gift shop or souvenir
3. Infrastructure. Here is the basic infrastructure in tourism:
  - a. Irrigation system
  - b. Electricity and energy sources
  - c. Communication network
  - d. Exhaust system

- e. Health services
  - f. Easy to reach road network
4. Transportation. The transportation available at a tourism attraction are also needed by tourists to reach one location to another. Because, there are several tourism attractions that do not only provide one tourism attraction.
  5. Hospitality. Examples of hospitality in tourism attractions are:
    - a. Do not litter
    - b. Do not leave items or anything like that
    - c. Respect between tourists and local residents
    - d. Do not do things that are prohibited in that place.

Koswara (2016) says that there are five aspects about potency of tourism destination.

1. Tourism facilities  
Tourism facilities include accommodation, restaurants, retail, souvenir shops, travel agencies, tourist information centers, and etc.
2. Accessibility  
Supported by transportation systems such as terminal, airport, port, and modes of transportation.
3. Tourism attraction  
Include the potential of nature, culture, artificial attractions, events, and etc.
4. Community  
Community and public institutions as elements of stakeholders in supporting the development of tourism.
5. Public facilities  
Availability of supporting facilities used by tourists, like banks, telecommunications, postal, hospitals, and others.