

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to A.J Burkat (Damanik, 2006) Tourism is the temporary and short-term movement of people to destinations outside the places where they normally live and work and also their activities during their stay at a destination. And also according to (Pitana & Gayatri, 2005) Tourism is the activity of temporarily moving people to destinations outside their places of residence and work and carrying out activities while at the destination and also the preparation of facilities to meet their needs. (Yoeti, 1991) said tourism comes from two words namely *Pari* and *Wisata*. *Pari* can be interpreted as many, many times, round or complete. Meanwhile, tourism can be interpreted as a trip or traveling which in this case is synonymous with the word "travel" in English. On that basis, the word "tourism" can also be interpreted as a trip that is carried out many times or in circles from one place to another which in English is also called the term "Tour".

From some of the explanations that have been mentioned by experts, the writer conclude that the notion of tourism is a tourist trip that is carried out repeatedly or around, both planned and unplanned which can produce a total experience for people who travel.

2.1.1 Types of Tourism

According to (Ismayanti, 2010), based on the types of tourist objects, tourism is divided into several types, namely:

1. Beach tourism (Marine tourism). Is a tourism activity that is supported by facilities and infrastructure for swimming, fishing, diving, and other

water sports, including accommodation, eating and drinking facilities and infrastructure.

2. Ethnic tourism (Ethnic tourism).

It is a trip to observe the cultural manifestations and lifestyles of the people who are considered interesting.

3. Nature Reserve Tourism (Ecotourism).

Is a tour that is widely associated with a penchant for natural beauty, the freshness of the air in the mountains, the wonders of rare animal (wildlife) life, and plants that are rarely found in other places.

4. Hunting Tour.

This is a tour carried out in countries that do have areas or forests where hunting is justified by the government and promoted by various travel agents or agencies.

5. Sports Tourism.

This tour combines sports activities with tourist activities. Activities in this tour can be in the form of active sports activities that require tourists to do body movements directly. Other activities can be in the form of passive sports activities. Where tourists do not do body movements, but only become connoisseurs and sports lovers.

6. Culinary Tourism.

The motivation in this type of tourism is not only to fill and pamper the stomach with a variety of special dishes from tourist destinations, but an interesting experience is also the motivation. The experience of eating and cooking from a variety of special foods from each region makes the experience even more special.

7. Religious Tourism.

This tour is carried out for religious, religious, and divine activities.

8. Shopping Tour.

This tour makes shopping the main attraction.

9. Ecological Tourism.

This type of tourism is a form of tourism that attracts tourists to care about natural and social ecology.

Culture tour. Archaeological heritage and monuments, this tour includes cultural groups, national monuments, historic buildings, cities, villages, religious buildings, and other historical places.

Reporting from the Directorate of Basic Knowledge of Tourism Science at Udayana University, the classification of the types of tourism is as follows:

- Local tourism (local tourism) is a type of tourism whose scope is narrower and limited to certain places. For example, tourism in the city of Denpasar, tourism in the city of Bandung.
- Regional tourism (regional tourism) is tourism activities that are developed in a certain area, can be regional in a national environment and can also be regional in an international scope. For example, tourism in Bali, Yogyakarta, and others.
- National tourism (national tourism) is a type of tourism developed within the territory of a country, where the participants consist not only of their own citizens but also of foreigners living in that country. For example, tourism in areas within one region of Indonesia.
- Regional-international tourism is a tourism activity that develops in a limited international area, but crosses the boundaries of more than two or three countries within the region. For example, ASEAN tourism.
- International tourism is a tourism activity that exists or is developed in many countries in the world.

It can be concluded that from the explanation given by the experts there are several kinds of forms of tourism, for example Culinary tourism, shopping tourism, local tourism, and international tourism.

2.2 Tourism Destination

The definition of tourism according to (Tuohino & Konu, 2014) that a destination is a geographical area as a location that can attract tourists to stay temporarily which consists of various tourism products so that it requires various prerequisites to realize it. Meanwhile, according to (Kim & Brown, 2012) tourism products themselves consist of attractions, facilities and services to tourists. Meanwhile, according to UNWTO (2007) the definition of a destination is a physical space that has physical and administrative boundaries that include a mixture of services, products, and attractions. UNWTO (2007) also states that the attraction and experience of a destination can be shaped by various elements such as attractions, facilities, accessibility, human resources, image and price. A destination is a public place that offers the opportunity to exploit various attractions and services to subjects involved in the area of migration. Destinations are also considered as a combination of tourism products, services and experiences provided locally (Buhalis, 2000 Cooper et al 1998) or as a unit of action in which various stakeholders such as private sector and public organizations interact. Destinations are considered as traditional commodity products and therefore an agglomeration of facilities and services designed to meet the needs of tourists is necessary. Tourism according to law number 10 of 2009 is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments.

From the definitions and explanations, the experts conclude that the destination is a geographical area that has the attraction to be visited and visited by individuals while on a trip.

2.2.1 Components of Tourism System

The five vital components of tourism system are Attraction, Accessibility, Accommodation, Amenities and Activities.

a) Attraction

Tourism activity starts with the attractions. At a place or destination there has to be some attraction only then people or tourists will visit that area. Attractions are believed to be the greatest influencers of all the components. They can make or break a destination. Attractions are of two types: Natural Attractions like lakes, rivers, mountains, etc. and Man-made attractions like monuments, museums, shopping areas, etc. The ultimate motive of any tourist is to experience the attraction, though accessibility and accommodation also partake in this phenomenon. But it can be said that without attraction there shall be no tourism, however transport, hotels, activities and amenities can also act as attraction. Attractions are at the first step of tourism supply chain.

b) Accessibility

Accessibility or otherwise said as transportation is an essential component of tourism system as it creates linkage between market source and destination. If there are attractions then those has to be visited by the tourists. Transportation is not a target usually but a mandate for the conduct of tour. But in some cases, transport can also become an attraction, for example, tourist trains run by IRCTC like Maharajas' Express, Royal Rajasthan on wheels, etc. There are various modes of transportation available like roadways, airways, waterways and railways. Ideally, transport should be comfortable, reliable, affordable and appropriate for the traveller; whichever mode it may be.

c) Accomodation

Accommodation is one of the most crucial aspects of a destination. Any traveller choosing to visit any destination would firstly look for

accommodation suited to his/her needs. It should provide him/her food and beverage services, resting facilities, etc. up to his satisfaction level. Accommodation units itself act as tourist attractions for a large number of people. There are few places, which are being visited by tourists only for their hotels. Palace Hotel Chail, Umaid Bhawan Palace, Jodhpur are some of the example of hotels, where tourists have to pay just for visiting the hotel property. In this way there are several places throughout the world where accommodation units are being treated as tourism products.

d) Amenities and Activities

Every tourist travelling to a new destination desires for world class facilities and services. In order to fulfil their demand huge efforts are made by the industry. High quality facilities are important aid to every tourist destination or centre. For a coastal resort, services like swimming, boating, yachting, surf-riding and other amenities like recreation, dancing and other entertainment and amusement services are very essential for each and every tourist destination. Facilities can be of two kinds' natural, i.e. sea-bathing, beaches, possibilities of fishing, opportunities for trekking, climbing or viewing etc. and man-made, i.e. different kinds of entertainment facilities that can cater to the unique requirements of the various tourists. Outstanding beaches, sheltered from sunshine with palm and coconut trees and providing good bathing conditions makes a very good tourist centre. Various other natural facilities like large water for the purpose of cruising or the chances for hunting and fishing are equally very significant.

Hidayah (2017) states that there are five characteristics of a tourism destination

1. Visible, A tourism destination can be enjoyed if consumers visit in the area. if they want to travel to a destination, consumers must visit that destination, so that the destination must be visited by various groups. In

this case, the product component consists of three main components, namely attractiveness (attractions), convenience (accessibility) and facilities (amenities).

2. Intangible, Because tourism destinations are included in the category of service products, then like other service products, tourism products are not in physical form that can be seen and taken home by consumers. But the product is only an experience that can only be felt when and after the consumer consumes it. Therefore, tourism destinations cannot be tried before buying, unlike tangible goods
3. Inseparable, Due to the intangible nature of destination products in the form of experiences, products cannot be stored, unlike goods which if after being produced, if they do not sell, they can be stored first for later resale. Therefore, if at the time the product cannot be used, then there will be no other opportunity to use it again. For example, the capacity of a beach, in a day is prepared to be visited by 100 people, but on one day it is only visited by 50 people. Then the beach manager will not get another chance to return the operating costs on that day of 100 people
4. Diverse, Product characteristics cannot be separated because the production and consumption processes occur at the same time so that the tourist experience occurs at the time of production and consumption. Unlike goods products, products that are produced first after the new product can be consumed by consumers. Therefore, products require an interaction process between providers and consumers which is often referred to as co-creation or co-production, or in other words, the production process must be carried out by providers and consumers.
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.

2.3 The Potency of Tourism Destination

In the General Indonesian Dictionary, what is meant by potential are the abilities and qualities possessed by someone, but has not been used to its full potential. Potential is an ability possessed by humans. according to Notiva Fajarwati, in general the potential can be classified as follows:

- a. Basic Abilities, such as intelligence level, attraction ability, logic and comprehension.
- b. Work ethic, such as perseverance, thoroughness, work efficiency and endurance
against pressure.
- c. Personality, namely the overall pattern of all abilities, actions, and habits of a person, whether physical, spiritual, emotional, and social which are arranged in special events under various influences outside.

According to J.S Badudu, the potential for is an ability that has the possibility to be developed, strength, ability, ability. Meanwhile, according to kartasapoetra, potential is a something that can be used as a material or source that will managed well through engine power where in doing it the potential can also be interpreted as a resource that is around us.

According to Howard Gardner

The most important potential is intelligence, which is as follows:

- a. Linguistic intelligence, intelligence that uses and process words, both spoken and written, effectively. This intelligence, among others, is owned by writers, editors, and journalists.

- b. Mathematical-Logical Intelligence, more related abilities with the use of numbers on the sensitivity of logical patterns and calculation.
- c. Spatial Intelligence, abilities related to sensitivity recognize shapes and objects accurately and the ability capture the visual world quickly. Usual ability owned by architects, decorators and hunters.
- d. Bodily-Kinesthetic Intelligence, the ability to use motion body to express ideas and feelings, ability it is owned by actors, dancers, sculptors, athletes and surgeons.
- e. Musical Intelligence, the ability to develop, express and enjoy forms of music and sound. This ability is found in songwriters and singers.
- f. Interpersonal Intelligence, a person's ability, to understand and become sensitive to feelings, motivations and character someone else's temperament is like that of a person motivator and facilitator.
- g. Intrapersonal Intelligence, a person's ability to recognize himself. This ability is related to the ability to reflect (reflect) and self-balance.
- h. Naturalist Intelligence, the ability to recognize flora and fauna fauna performs full assessments in the natural world and use this ability productively for example for hunting, farming, or conducting biological research.

Based on the opinion above, it can be concluded that the potential is the ability or advantage possessed by humans as a power so that humans can manage and develop their abilities or already owned.

