

CHAPTER II

LITERATURE REVIEW

2.1 Tourism Definition

Muawanah (2013) tourism is derived from Sanskrit language. Tourism which consists of two syllables, pari and wisata. Pari means a lot, circling and scope meanwhile tourism is travel. Tourism is the term given when someone travels alone or with other words the activities and events that occur when someone is traveling. Another definition of tourism, according to Law number 10/2009. Tourism is a wide range of tourist activities are supported by a wide range of facilities and services provided by the public, employers, government and local government.

Dermatitis (1994, p. 25). Tourism is based on the provisions of WATA (World Association of Travel Agents Association of Travel Agencies World), is a tourist traveling around for more than three days, which is organized by a travel agency in the city and show, among others, various places or cities both at home and abroad.

Wahab (1975, p.55) suggests the definition of tourism, namely tourism industry is one of the new types capable of accelerating economic growth and job creation, increasing in income, living standards and stimulating other productive sectors. Furthermore, as a complex sector, tourism industries also realize classics such as handicraft and souvenir industry, lodging and transportation.

Therefore, based on the definitions above. The writer concludes that tourism is an activity done by an individual or a group of individuals, which lead to a motion from a place to another, from a country to another for performing a specific task, or it is a visit to a place or several places in the purpose of entertaining which lead to an awareness of other civilizations and cultures.

2.2 Definition of Museum

Directorate of Museum (2007, p.1) Museum as a repository of historical heritage objects is a potential place to improve learning, especially the learning of history in schools.

Kebudayaan (1992, p. 3) state that museum is an institution that is permanent, serve the interests of society and progress, open to the public, does not aim for profit collecting, maintaining, researching, exhibiting and communicating evidentiary material objects humans and the environment, to the purposes of study, education, and recreation

Therefore, it can be concluded that museum is a non-profit organization, serving the community and its progress and open to the public by collecting, treating, researching, communicating and showing off, for the purposes of education and enjoyment learning as material evidence of the existence of humans and the environment.

2.3 Function Of Msueum

Based on Government Regulation No. 19 Year 1995 on Guidelines Indoneisa Museum (2008). museums have the task of storing, maintaining, securing and utilizing museum collections in the form of objects of cultural heritage. Thus the museum has two major functions, namely:

- a. As a place of preservation, museums must carry out the following activities:
 1. Storage, which includes the collection of objects to be a collection, recording collection, numbering and arrangement of the collection system.
 2. Care, which includes activities to prevent and cope with damage to the collection.
 3. Security, which includes the collection of protection to keep the disruption or destruction by natural factors and human activity.
- b. As a source of information, the museum conducts utilization through research and presentation.

1. The study was conducted to develop a national culture, science and technology.
2. The presentation must still consider the aspect of preservation and security.

2.4 Potential Tourism Object

Yoeti (1983) argues the potential tourism is everything that contained in tourist destinations and an attraction for people who want to visit the object. The development of alternative tourism area is expected to encourage both economic potential and conservation efforts. Development of tourist areas performed with various potential restructure and natural resources and biological integrated.

Association of Museum (1995, p. 784) defines potential as the ability to have the possibility to developed, strength, ability, ability power. Tourism potential are ability, strength, and power to develop everything associated with travel, ramble, or other tourism activities in developing the object of product tourism and tourist attraction.

Yoeti (1997: 165) argues that the success of a tourist spot until achievement of the tourism industry is highly dependent (3A) the attraction, accessibility and amenities.

1. Attraction

In a yoeti (1997:172) everything contained in the tourist destination which is an attraction that people would come to visit a tourist destination of which is

1.1 Natural amenities

- A. Climate includes rainfall, sunlight, heat, rain, and snow.
- B. Landform and scenery includes mountains, hills, beaches, waterfalls, and volcanoes.
- C. Flora and fauna, which is available in the nature reserve and hunting area.
- D. Centers of health includes water sources minerals, hot springs

1.2. Man made supply

- A. Historical monuments and the rest of ancient civilizations (artifact)
- B. Museum, art gallery, library, folk art and crafts.
- C. Traditional events includes exhibitions, festival, ceremonies, pilgrimage, weddings, circumcisions, and others.
- D. Houses of worship, includes mosques, temples, churches, and temples.

2. Accesibility

Tourism activity depends a lot on transportation and communication because of the distance and time which greatly affect one's desire to travel. The most important element in is the accessibility of transport, how long to reach the object destination

3. Amenities

Tourism facilities will not be separated by As tourism hospitality accommodation will never developed without lodging.

Therefore, it can be concluded that potential tourism object is a place that contains in tourist destinations. Moreover, the writer wants to let the society know that museum is a place which gives many informations about historical values.

2.5 The aspects of Potential Museum

A. The aspect from inside

According to Pashapradi (2010, p.20) Principles and requirements of an object into a collection, among others:

- It has historical value and scientific value
- It can be identified on the form, style, meaning, or the period.
- It Must be able to be used as a document, in the sense of reality and existence as evidence for scientific research.

Swain (2007, p.5) state that archaeollogical collection includes the skull. It will find anywhere in the next time at museum because it is a part of important for researcher who does a research about the skull.

According to ODTW (2011, p.2) object and tourists attraction are divided into three kinds. One of them is attractions, not only traditional ceremonies but also historical heritage (traditional house) is a part of attraction.

B. The aspect from outside

Zulaiha (2006, p.36) states that a museum can be called as a potential object if it has several requirements. It can be divided into two parts, those are :

- The location should be strategy, it means that the location must not in the center of city but it can be reached by visitors easily.
- The location should be far from industry area and it avoid an air pollution
- The surface of area should be good situation, it is free flooding situation.

Therefore, based on two definitions above. The writer takes a conclusion that there are two aspects potential to be a museum. The first, the inside aspects of potential museum includes inscription, skull, traditional house. The second, the outside aspect of potential to be a museum is the strategic location.

2.6 History of Balaputra Dewa Museum

Balaputra Dewa museum was built in 1877 over an area of 23 565 square meters and was inaugurated on 5 November 1984, the museum was originally named Museum of South Sumatra Province of the country, by decree of the Minister of Education and Culture No. 1223/1999 on April 4th 1990. Museum this was named the State Museum of South Sumatra Province "Balaputra Dewa" the museum is also host various types of collections are classified into 10 types. One of them Archeological collection.

Balaputra Dewa museum has some collections that draw about kinds of culture and nature about Sriwijaya kingdom . One of them is archeological, it has some inscriptions that explain about Sriwijaya kingdom. Such as Kedukan bukit inscription, telaga batu inscription, talang tuo inscription, etc. So the writer wants to inform for society in Palembang that Balaputradewa museum has various collections about Sriwijaya kingdom.

The Archeological collection periodization can be classified into three periods. The first, the pre history period. It has some collections, such as megalithic statues, Oval ax, ax Clasp, Tornado Square, and Homo Erectus Skull. The second, the pre Sriwijaya period. It has several part of collections about archeological, those are kinds of beads remains of the Great Reef site. The last, one is the Sriwijaya period, that is part of the collections archeological, such as inscription, Hindu and Buddhist statues, clay tablets and beads Flower Unglen.

2.7 Three Periods Collection of relic of Sriwijaya Kingdom

2.7.1 The Collections in The Period Of Pre-History

Definition of Pre History is the past of human life before the relics of writing. To study the life history of the Pre period in South Sumatra region of archaeological study is needed to examine the existing sites. At this time, in the interior of Sumatra, especially in upstream rivers that empty in Palembang has no community of people who live in the highlands, and at the foot of the slope of the mountains, digua-caves and recesses of nature or the banks of the river. Human life during hunting and gathering food simple or paleolithic period was influenced by natural factors, such as climate, soil fertility and the state of the animals. Their lives still depend entirely on the natural environment. Dependence on nature and the environment are so great, cause humans during the paleolithic life by way of groups and equip themselves with the ability to deal with the natural surroundings.

In the pre history period, trade is done by exchange the items required of each itself. The existence of the ways megalithic carved with bronze nekara Pasemah several sites in the region, has showed the trade with Southeast Asia mainland. Archaeological on perundagian Pasemah in upland areas, which include megalithic statues, Menhir, Dolmen, Dakon Stone, Stone Mortar, Mortar Rock, Stone Chair, Tomb Stone, Ornament Stone rock and Scratch. The remains of the remains shows how the dimensions of life that can be sculpted, both associated with the trust, the necessities of life, technology and art and culture. All this shows that we have had a grandmother outstanding local genius.

2.7.2 The Collections in The Period Of Pre-Sriwijaya

To illustrate the cultural patterns during the Pre Sriwijaya (before the 7th century AD) has been done by the archeological researchers in the Great Reef Site Banyuasin district and site water Sugihan Banyuasin district. Both of these areas showed the same pattern hunia, namely residential house on stilts with wooden poles and Nibung. It is estimated the water of sugihan site also comes from the same period, perhaps a little young.

The similarity of the findings of the site and the Great Reef Water Sugihan with findings OC-eo (Vietnam), among others, in the form of beads Kacsa and objects of lead (lead the Dark) may be evidence of contact between the eastern coast of South Sumatra Southeast Asia region mainland. It also became evident that the South Sumatra has had an important role in trade relations with the mainland regions of Southeast Asia, in the early centuries.

Empire was well-established, continues until the advent of Srivijaya in the 7th century. The emergence of the kingdom of Sriwijaya as an institution has mastered some of the western part of Indonesia.

2.7.3 The Collections in The Period Of Sriwijaya

A Inscription

Inscription is a source of writing the history of media objects or shaped three-dimensional artifacts, such as stone, metal, wood and so on. Inscription compared to Chinese chronicles and Arabic historical sources whose validity is more trustworthy.

Until now, there are 8 pieces of inscriptions that have been identified in Balaputra Dewa museum Palembang. While the number of Srivijaya inscriptions found in South Sumatra region account for about 31 pieces. Most of the inscriptions found in the region of Palembang, which is 23 pieces.

Inscriptions which are collections of Balaputra Dewa museum, those are Kedukan bukit inscription, telaga batu inscription, kota kapur inscription, talang tuo inscription, boom baru inscription.

Besides in South Sumatra, Kota Kapur's inscription was discovered in Bangka island, Onion's inscription was discovered in North Lampung, Ligor's inscriptions was found in the Malay Peninsula and Nalanda's inscription was found in India.

2.8 Supporting Factors Of Tourism

There are five factors to support tourism based on Spillane (1957, p.8), those are:

A. Attractions

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

B. Facilities (Facilities that required)

Facilities is toward on attractions in a location because facilities must be closed to the market. For living in a tourism destination, tourists need sleeping, food and beverage, etc. Therefore in a tourism destination is needed lodging. Beside that, it also need to support industries. Such as souvenir shop, laundry, guide, festival place, and recreation place.

C. Infrastructure

Attraction 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. Therefore, it has benefit for non tourists. The fixation of infrastructure is a way to create a good situation for development of tourism.

D. Transportations

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

E. Hospitality

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