

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to A.J Burkat (2006), tourism is the temporary and short-term movement of people to destinations outside their usual place and also their activities during their stay at a destination. In addition, Zebua (2016) states tourism is a variety of tourist activities (travel activities carried out by a person or group of people) and supported by various facilities and services provided by the community, businessmen, government, and local governments. Moreover, Parks (2001), as cited in Hartati (2015), defines tourism as a collection of activities, services, and industries that delivers a travel experience, including transportation, accommodations, eating and entertainment business. It can also be due to interests related to sports activities for health, conventions, religion, and other business purposes (Suwanto, 2004).

From the above definition the author states that tourism is a journey undertaken by someone or more with the aim of getting pleasure and want to know something. There are 7 Types of Tourism :

According to Ismayanti (2010) types of tourism can be divided into several types, namely:

1. Ecological Tourism

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

2. Culinary Tour

This type of tourism is not only motivating to fill and pamper the stomach with a variety of special foods from tourist destinations, but interesting experiences such as cooking from a variety of foods that are unique to each region are factors that make the experience special.

3. Religious Tourism

This tour is carried out for religious, religious, and divine activities by visiting places that have religious values.

4. Shopping Tour

This type of tourism makes shopping center places its main attraction.

5. Agro Tourism

This tourism utilizes agro-business as a tourist attraction with the aim of expanding knowledge, experience, and recreation. Where agro-businesses are utilized such as agriculture, plantations, forestry, and fisheries.

6. Sports Tourism

This type of tourism combines sports activities with tourist activities. This type of tourism activity can be in the form of active activities that involve tourists doing it directly or other activities can be in the form of passive activities that make tourists become connoisseurs and sports lovers.

7. Cave Tour

This tour is an exploration activity into the cave to see and enjoy the scenery in the cave

Wibowo (2008) explains that types of tourism based on geographical location can be distinguished into five.

1. Local tourism. Local tourism which has a relatively narrow scope and limited in certain places only. For example, city tourism Bandung, Jogjakarta, and others.
2. Regional tourism. Tourism that develops in a place or area of space the scope is wider when compared to local tourism, but narrower when compared to national tourism. For example, tourism South Sumatera, East Nusa Tenggara, and others.
3. National tourism. National tourism can be divided into two: a) National tourism in the narrow sense. Tourism activities that develop within the territory of a country. This definition is the same as domestic tourism, where the emphasis is on people who do tourist trips are citizens of the country itself and foreigners who are domiciled in the country. b) National tourism

in a broad sense. Tourism activities that develop within the territory of a country, apart from domestic tourism activities have also developed foreign tourism, where in it includes in bound tourism and outgoing tourism. So, apart there is tourist traffic in their own country, there is also traffic tourists from abroad, as well as from within the country to abroad.

4. Regional-international tourism. Tourism activities that develop in an international area limited, but crosses the boundaries of more than two or three countries within the region. For example, tourism in the ASEAN region, the Middle East, South America, Western Europe, and others.
5. International tourism. Tourism activities that are developing in all countries around the world including regional-international tourism and national tourism.

It can be concluded that there are several types tourism of according to experts. These components include ecological tourism, religious tourism, local tourism, and international tourism.

2.2 Tourism Destination

According to Kotler (2010: 29), those tourism destinations are places with forms that have real or perceptual boundaries, whether in the form of physical, physical, or market-based boundaries. The definition of tourism according to Law No. 10 of 2009 is a geographical area that is in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism.

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.

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

1. Accessibility

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

2. Accommodations

Accommodation is a group of rooms, or building which someone may live or stay and is important to any tourists who want to travel to another destination or on a trip as you are always going to need a place to stay such as hotels, caravan parks, camp sites e

3. Attractions

Attractions are (obviously) a central part of your destination's identity, and marketing them appropriately is important for maximizing tourism and travel's impact on the economy of your place.

4. Activities

What activities it has offer the tourist during their stay,what they can do while visiting a destination, what experience are they going to walk away with and share with friends and family ,and how visitor perceptions of a tourism destination

5. Amenities

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, etc

Tourism destination can be interesting to be visited by visitors must meet the requirements for development of its area, according to Maryani (1991) the requirements are:

1. What to see

In tourism places, there must be attractions that are different from other regions. In other words, the area should have special attractions that can be made "entertainment" for tourists. What to see includes natural scenery, art activities, etc.

2. What to do

Besides many that can be seen and witnessed, must be provided recreational facilities that can make tourists be content to stay for a long time in that place.

3. What to buy

Tourist destination should be available facilities to shop especially souvenirs and crafts to be brought back to the place of origin.

4. What to arrived

In it include accessibility, how we visit this attraction, what vehicles will be used, and how long to arrive at the tourist destination.

5. What to stay

How tourist will stay for a while during his vacation at the destination. Required lodging either starred or non-star hotels and so forth.

Based on the three opinions above, it can be concluded that tourism destination explain about characteristic tourism destination, elements tourism destination and tourism destination can be interesting to be visited by visitors must meet the requirements for development of its area . Having public speaking skills will also make a person more advanced than others. Public speaking has many benefits for a person, career, and society.

2.3 The Potency of Tourism Destination

The tourism potential According to Marioti cited in Yoeti (1983) is everything that is in a tourist destination and is an attraction for people to come visit the place. Tourism potential is all things and conditions that are regulated and provided so that they can be utilized as capabilities, factors, and elements needed in business and development Pendit (2006). Sukardi (1998) also expressed the same

understanding of tourism potential, as everything that is owned by a tourist attraction and is useful for developing the tourism industry. Meanwhile Rufaidah (2016) states that potential tourism destination is defined as a geographic area that can evolve in the future that is within one or more administrative regions in which there are tourism attraction, public facilities, tourism facilities, accessibility, and community that are interrelated and complete the realization of tourism.

According to Utama (2015), there are four (4) aspect that must be considered in tourism potential. Those aspects are as follow :

1. Aspects of destination attraction is an attribute of a tourist destination in the form of anything that can attract tourists and every tourist destination must have an attraction, both natural attraction and community and cultural attraction.
2. The aspect of transportation or often called accessibility ; is an attribute of access for domestic and foreign tourists so that they can easily reach their destination to tourist attractions, both international and access to tourist attractions in a destination.
3. Aspects of main and supporting facilities; is an amenity attribute which is one of the requirements of a tourist destination so that tourists can stay longer in a destination.
4. Institutional aspects ; attributes of human resources, systems, and institutions in the form of tourism institutions that will support a destination worth visiting, institutional aspects can be in the form of support from security agencies, tourism institutions as destination managers, and other supporting institutions that can create tourist comfort.

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 aspect about the potency of tourism destination.

1. Tourism Facilities

tourism facilities include accommodation ,restaurant, retail, souvenir shops, travel agencies, tourist information centers, and etc

2. Accessibility

Can be supported by transportation system such as terminal facilities, airports, and modes of transportation

3. Tourism Attraction

Tourism attraction includes the potential of synthetic/artificial attraction, events, etc.

4. Community

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

5. Public Facilities

Supporting facilities used by tourism, include, banks, telecommunications, hospitals, and so on.

From the explanation above, it can be concluded that main potential is something that can be developed into the attraction of tourist attraction.