

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism**

Tourism is a journey of a person or group of people from one place to another place in a short period or temporarily to fulfill their needs. Muljadi (2009), as cited in Yusuf *et al.*, (2020,p.2) stated that tourism is a series of travel activities carried out by individuals or groups from their original place of residence to various other places to make tourist visits and not to work or earn income at their destination. Moreover, Tourism is the movement of the tourists from one place to another place. It is the temporary short-term movement of people to destinations outside the place where they normally live & work includes the activities they indulge in at the destination as well as all facilities and services specially created to meet their needs (Arunmozhi and Panneerselvam : 2013).

According to Spillane (1987) there are 6 kinds of tourism based on the motive of visiting a destination. They are pleasure tourism, recreational tourism, cultural tourism, sports tourism, business tourism and convention tourism. The definitions are as follows :

##### **1. Pleasure tourism**

This type of tourism is conducted by people who leave their homes for a vacation, get some fresh air, relax, fulfill the curiosity, see something new, enjoy the beauty of nature, get information about folk tale, and quietness.

##### **2. Recreational tourism**

Recreational tourism is the type of tourism which is conducted with the purposes of relaxing minds, recovering the physical and spiritual fitness, refreshing the fatigue and exhaustion. This type of tourism can be done at the destination like the foreshore, mountain, health center or resort. Tourism has recognized that many visitors specifically attracted by recreational offerings. In support of recreational activities government has taken an important role in a

creation, maintenance, and organization and whole industries have developed merchandise or service.

### **3. Cultural tourism**

This type of tourism is signed by a set of motivation, such as learning at teaching and research center, learning the mores, foundation or institutions, and the different way of life of the society, visiting the historical monument, the artifacts of the past, culture and religion center, music festival, theater, folk dance, etc.

### **4. Sports tourism**

This tourism is divided into two as follows : a. Big sports event is the biggest sport events like Olympiade Games, World Ski Championship, Boxing Championship and other events to attract the visitors or fans. b. Sporting tourism of the Practitioners is sport tourism for people who wants to learn and practe by themselves like climbing the mountain, riding the horses, hunting, fishing, etc.

### **5. Business tourism**

According to the experts, this tourism is kind of professional travel because it is related to the job or position of someone who cannot changed to choose the purpose or the time.

### **6. Convention tourism**

This tourism is the most choosen by the countries because when a convention or a meeting is held, so the visitiors will come more than before to stay along in that country. The most visitable country will build the supporting building for convention tourism.

## **2.2 Tourism destination**

Tourism destination is an area which offers a package of tourism product. Sudiarta et al. (2014) defined tourism destination as a place or geographical unit where various tourism stakeholders are present. Meanwhile, Framke (2001) as

cited in Zemla (2016) states that tourism destination is a geographical area, which contains landscape and cultural characteristics and which is in the position to offer a tourism product, which means a broad wave of facilities in transport - accommodation food and at least one outstanding activity or experience. Equally, Hu & Ritchie (1993) define a tourism destination as a package of tourism facilities and services, which, like any other consumer product or service, is composed of a number of multidimensional. In addition, Hashim et al. (2019, p. 22) stated that tourism destination is a place or area where a collection of tourism related products and attractions are offered.

### **2.3 The Elements of Tourism Destination**

Elements of tourism destination are important things that must be had by a tourism destination. Hsu et al. (2008) affirmed that the elements tourism destination consists of destination attractions, destination facilities, destination accessibility, and image. Moreover, Mill and Morrison (2009: 18) state that there are five elements of tourism destinations such as attractions, facilities, infrastructure, transportation, and hospitality. Furthermore, World Tourism Organization (2007) explains that the basic elements of a tourism destination composed of 6 elements of attraction, image, accessibility, facilities, human resources, and price.

Belton (2019) gives 5 key elements of a tourism destination as follows:

#### **1) Accessibility**

Most often when access is discussed with 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 seeking new experiences in the accommodations they're staying in.

### **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 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 visitors' 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, etc.

Moreover, Muljadi (2012: 89) gives 3 factors to support tourism as follows:

#### **1) Attractions**

Attraction is the center of the tourism industry. That means attractions can attract tourists who want to visit it. Usually they are attracted to a location because of their distinctive characteristics certain.

The characteristics that attract tourists are:

- a) The beauty of nature
- b) Climate and weather
- c) Culture

#### **2) Amenities**

Amenities are various facilities that help tourists travel to a tourist destination in comfort and satisfaction. This includes convenient accommodations, restaurants,

bars, information services, tour guides, local community attitudes, security, and so on.

### **3) Accessibility**

Accessibility is associated with all modes of transportation, distance, and the ease with which a tourist destination can be reached as well as other supporters (tourism industry, community and development institutions) that work together to create motivation for tourists to visit.

## **2.4 The Potential Tourism Destination**

A potential tourism destination is a tourism area that can be developed and bring good impacts to fulfill tourists' needs and desires. Pendit (2002) as cited in Prantawan & Sunarta (2015) says that the potential tourism destination is an area which has something that can be developed into a tourist attraction. Furthermore, Yoeti (2008) as cited in Suryanto and Kurniati (2020). She affirmed that tourism potential is everything found in a tourist destination, which is an attraction for people to visit the place.

The followings are 6 elements about potential tourism destination (Novitaningtyas et al., 2019).

### **1. Attraction**

Attraction describes as the focus of the appeal and motivates tourists to visit a tourist destination

Muksin (2016) gives the requirements for tourist attraction areas as follows:

*a) What to see.*

In that place there must be objects and tourist attractions that are different from those of other regions. In other words, the area must have a special attraction and cultural attraction that can be used as "entertainment" for tourists. What to see

includes natural scenery, activities, arts and tourist attractions. It means something interesting to see

*b) What to do.*

In that place, apart from many things that can be seen and witnessed, recreational facilities must be provided that can make tourists feel at home for a long time in that place. It means something that can be done in that place.

*c) What to buy.*

Tourist destinations must have facilities for shopping, especially souvenirs and folk crafts as souvenirs to take back to their place of origin.

*d) How to arrive.*

This includes accessibility, how we visit the tourist attraction, what vehicle will be used and how long it will take to arrive at the tourist destination.

*e) Where to stay.*

How tourists will stay for a while while he is on vacation. Lodgings are needed, either star hotels or non-star hotels and so on.

Furthermore, Muksin (2016) also describes the characteristics that must be had by an area with a tourist attraction as follow:

- a. Uniqueness, a characteristic or something that is different from the others
- b. Authenticity, nature and customs that are carried out everyday, in dress and family life
- c. Scarcity, hard to find in other regions/countries
- d. Foster enthusiasm and provide value for tourism

## **2. Image**

The image of tourist destinations is a picture of the tourist destinations in the perception of tourists. Travel destinations offer a certain impression to tourists who are perceived by tourists as a picture of the tourist destinations. The image of

a destination has a positive impact on tourist satisfaction and loyalty impact on travelers (Novitaningtyas, 2017).

### **3. Accessibility**

It is supported by transportation systems such as terminal, airport, port, and modes of transportation. The accessibility described as a tourist destination covering transport system, routes or paths, and modes of transport available (Sunaryo, 2013).

### **4. Amenities**

Facilities available at tourism destinations become one of the elements that must be met. Facilities to be one of the reasons underlying the intention of visiting tourists to a destination. The examples of facilities or amenities are toilets, parking areas, facilities for worship, food stalls, and lodgings.

### **5. Human Resources**

The examples of human resources are the organization, government, or community living in the destination. These communities control and manage the development of tourism destinations by taking care of the tourism destination.

### **6. Price**

Elements of the price become a consideration of the tourists when visiting tourism destinations. The examples of elements of the price are the price of tourism packages, the room rate for accommodation, the entrance fee, souvenir and food beverage prices, etc.

Moreover, Marpaung (2002) states that the factors that make a potential tourism destination are as follows:

1. The tourist need a place for eating and drinking, and also the place for staying like accomodation which has a lot of choices from the simple facilities until the complete facilities, for example hotel and restaurant.
2. Natural objects are the tourism objects which are available in nature or created by God, for example lakes, mountains, beach, and historical place.

3. Infrastructure is the element of tourism which make easier tourism activity, like airport.
4. Transportation is the elements used to go to the destination tourist need the infrastructure, such as car, train, and plan.
5. General source is the element of tourism which can make the tourist be more complete. For example human, technological, culture, the potential of leadership.

Furthermore, Cooper, et al. (1993), as cited in Suwena (2010) give four main components to support a tourism destination as follows:

### **1. Attraction**

Attractions are a significant component in attracting tourists. There are many reasons why people travel to an area. Some of the most common is to see the daily life of the locals, enjoy the natural beauty, witness the uniqueness of a culture, or learn about the history of an area. In essence, tourists come to enjoy things they cannot find in their daily lives.

### **2. Amenities**

In general, the definition of amenities is all kinds of infrastructure and facilities needed by tourists while in tourist destinations. Examples of amenities are accommodation, restaurants, transportation, and travel agents.

### **3. Accessibility**

The main entrance to a tourist destination is important to access in tourism activities. Airports, ports, terminals, and all kinds of other transportation services are important accesses in tourism. This access is identified with transferability, namely the ease of moving from one area to another.



#### **4. Ancillary services**

This relates to the existence of an organization such as a government organization in a tourist destination that provides additional services including marketing, physical development, and coordination of all kinds of activities at the destination.

Asmoro and Aziz (2020) identify the potential of a tourism destination by observing the following indicators:

##### **1. Attraction**

Attractions are related to what can be seen and what can be done by tourist in a tourism destination.

##### **2. Accessibility**

Accessibility is about the ease of getting to tourism destinations starting from the available roads or routes to transportation that can be used to arrive at a tourism destination.

##### **3. Amenities**

Tourism facilities or amenities in a tourism destination play an important role in forming the visitor experience. The examples of amenities are the tourist information center, tour guide services, eating and drinking facilities, internet connectivity, visitor rest areas, toilets, operational vehicles, parking lots for visitor vehicles, prayer rooms, souvenir shops, and interpretation of directions to the location.

##### **4. Available packages**

Tour packages are packages that are packaged with a combination of providing facilities or activities in the destination area. For example, a package that combines ticket combinations with meal coupons at culinary markets or by combining admission tickets with tourist activities.

## **5. Activities**

A tourism destination built to fulfill visitors' desires for tourism activities such as taking pictures, enjoying the scenery, relaxing, picnicking, eating and drinking, spiritual tourism, and children's play activities.

## **6. Ancillary services**

Ancillary services are related to the availability of supporting services/additional services for the completeness of tourism activities. The examples of additional services in a tourism destination are the availability of health services such as hospitals or health centers and banking facilities.

## **7. Tourist route**

It's about how visitors can get to the destination. For example, how many routes can tourists choose to get to that destination.

## **8. Visitor mix**

The visitor mix relates to the types of tourists who come to a destination and about the number of tourists visiting the destination which is influenced by the promotion of tourism destinations.

## **9. Public attitude**

It is about how people in or near a tourism destination behave and play a role in the development of the tourism destination. For example, public attitudes that can increase the level of visits in a tourist destination.

## **10. Management Service**

Management service relates to how the services provided by the manager or staff at the destination.