

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism**

According to Meyers (2009), 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. Meanwhile, according to Wahid (2015), “*pariwisata adalah perjalanan dari satu tempat ke tempat lain, bersifat sementara, dilakukan perorangan maupun kelompok, sebagai usaha mencari keseimbangan atau keserasian dan kebahagiaan dengan lingkungan hidup dalam dimensi sosial, budaya, alam, dan ilmu*”. Moreover, Walton (2018) adds that 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. From these understanding, it can be concluded that tourism is an activity done by a person or a group by visiting the certain destination in a short time.

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

There are so many kinds of tourism. According to Soebagyo (2012), there are six kinds of tourism based on the motives of travel. The first is 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, to get peace. The second is tourism for recreation (Tourism Recreation). Tourism which is done to use the days off to rest, recover the freshness of body and soul, and refresh 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. The third is 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, etc. The fourth kinds is tourism for sports (Sports Tourism). This type of tourism has two kinds of types, they are Big sports event, such a large sporting event like the Olympic Games, the Ski World Championship, World Championship Boxing, etc. and Sporting tourism of the practitioners is sports tourism for those who want to learn and practice by themselves, such as mountaineering, sport horseback riding, hunting, fishing, etc. Then, the fifth of kinds of tourism is tourism for convention (Convention Tourism). Tourism is much in demand by countries because when it held a convention or a meeting, there will be many participants to stay within a certain period in the country that hold the convention. The last kind is 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.

Moreover, according to Muljadi (2009), "*pariwisata adalah serangkaian kegiatan perjalanan yang dilakukan oleh perorangan atau keluarga atau kelompok dari tempat tinggal asalnya ke berbagai tempat lain dengan tujuan melakukan kunjungan wisata dan bukan untuk bekerja atau mencari penghasilan di tempat tujuan. Kunjungan yang dimaksud bersifat sementara dan pada waktunya akan kembali ke tempat tinggal semula.*" It means that tourism is an activity which done by a person or group to go to a certain place with different purpose for a short time.

There are six kinds of tourism stated by Muljadi (2009), "(1) according to the traveller, (2) according to travel motivation, (3) according to visiting time, (4) according to the object, (5) according to the transportation, (6) according to age.

1. According to the traveller. There are two types of tourism according to the traveller, they are individual tourism, 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 and 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. There are six types of tourism according to travel motivation. The first is recreational tourism, a kind of tourism to rest in order to restore physical and spiritual freshness and relieve fatigue. The second is 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. The third is 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, etc. The fourth is sport tourism, this kind of tourism can be divided into two categories, they are Big Sport Events, major sporting events that attract the attention of both sportsmen and supporters and 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. Then the fifth is 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. The last kind of tourism is 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. There are two types of tourism according to visiting time, they are seasonal tourism, the type of tourism whose

activities take place at certain seasons like summer tourism and winter tourism and 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. According to the object, there are some kinds of tourism, such as cultural tourism, recuperational tourism, commercial tourism, and political tourism. The first is cultural tourism. It is 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. The second is recuperational tourism including people who travel on a tour aiming to cure a disease. The third is commercial tourism, travel related to trade such as organizing expo, fair, exhibition, and so on. The last is 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. There are several types of this kind of tourism, such as land tourism, sea or river tourism, and air tourism. Land tourism is a type of tourism which in carrying out the activities uses land vehicles such as bus, train, private car or taxi and other land vehicles. Sea or river tourism, tourism activities that use water transportation such as ship, ferry, and so on. Air tourism is tourism activities that use air transportation such as airplane helicopter, and so on.
6. According to age. There are two kinds of tourism according to age, they are youth tourism and adult tourism. Youth tourism is the type of tourism developed for teenagers and generally relatively cheap prices and using youth hostel accommodation facilities. Adult tourism is tourism activities attended by elder people. In generally the people who make this trip are those who are retiring.

### 2.3 Tourism Destination

Tourism destination is a place with the attraction for tourists to visit to spend their time for a short time. According to Jamaluddin (2019), “*destinasi pariwisata adalah tempat atau kawasan dimana koleksi produk dan daya tarik wisata ditawarkan*”. In addition, Tuohino and Konu (2014) stated that tourism destination is a geographical area as a location that can attract tourists to stay temporarily which consists of various tourism products, thus requiring various prerequisites to realize it. From these understanding, it can be concluded that tourism destination is a place or area which has tourism products to attract tourists to visit.

There are several characteristic which make a place can be called as tourism destination. According to Hidayah (2017), there are five characteristic of a tourism destination. The first is visitable, means that the destination should has some reason to be visited by tourists. The destination can be visited if it has three important components, they are called as 3A (attractions, accessibility, and amenities). These three important components are the reasons for the tourists to visit the destination. The second is intangible. Tourism destination is not tangible physical things 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 sold but only can be felt. The third is inseparable, means that the production and consumption of tourism destination cannot be separated because the production and consumption processes occur at the same time. The next is diverse. Because of it is intangible and inseparable, the tourism destination products will never be the same or identical. There always will be differences in the quality of experiences. This is due to the tourism destination products that cannot be repeated because of the differences in production time. The last is cannot stand alone. Tourism destination cannot stand alone by itself. It can be success if it is supported by several parts, such as business people providing services like accommodation and transportation, local communities, and the

government. These all parts are complementary and coordinating to be able to make a certain place become a tourism destination.

#### **2.4 The Potential of Tourism Destination**

According to Yoeti (1996), “*Potensi wisata adalah segala sesuatu yang dapat diolah dan dikembangkan menjadi objek dan daya tarik wisata untuk menarik minat masyarakat untuk berkunjung ke tempat tersebut*”. Meanwhile Sukardi (1998) says that “*Potensi pariwisata adalah segala sesuatu yang dimiliki suatu daerah untuk daya tarik wisatawan dan berguna untuk pengembangan industri pariwisata di daerah tersebut*”. In addition, Sujali (1989) in Amdani (2008) said that “*Potensi wisata adalah kemampuan dalam suatu wilayah yang mungkin dapat dimanfaatkan untuk pembangunan, mencakup alam dan manusia serta hasil karya manusia itu sendiri*”. In other words, the potential of tourism is something that every place or destination must have to attract the visitors or tourists to visit the place.

#### **2.5 The Elements of Tourism Destination**

Every tourism destination must have several elements to be a potential tourism destination. According to Cooper (1993), the tourist destination elements are made up of four, frequently referred to as 4A such as a) Access, b) Amenities, c) Attraction, d) Ancillary.

- a) Access, such as local transportation and the existence of terminal.
- b) Amenities are the availability of accommodation, restaurants, and travel agents.
- c) Attractions are something to show off to the visitors, such as natural attraction, charming regional, and performing arts.
- d) Ancillary is a tourism organizations, needed for tourist services such as marketing management organizations travel.

Furthermore, the success of a tourism to become a potential as a tourism destination was very dependent on the 3A elements stated by Yoeti (1997), “(1) Attraction, (2) Accessibility, (3) Amenities.

1. Attractions, tourism attractions are something that is prepared in advance to be seen and enjoyed by the tourists. There is natural attraction or built resources used for tourism product development. There are three main types of attractions. Those are natural attractions, cultural attractions, and special attractions. Natural attractions are nature provided public utilities like oceans, lakes, mountains, beaches, climate, wildlife, rivers etc. Cultural attractions are secondary elements of attractions comprising the way of life of indigenous community in a particular area (natural setting) having not been highly affected by modernization. The cultural elements include rural village, remote setting, architecture, dress, art, handicraft, beliefs, religion, language, local food etc. And special attractions are tertiary element of attraction consisting of built environment by man e.g. museums, entertainment centers, aquariums, athletic stadiums, theme parks, casinos and gambling centers, zoos and orphanages. They add value to cultural and natural attractions. Hotels and camping sites can also be categorized here.
2. Accessibility was all about how to access the destination. Tourism activities depend heavily on transportation and communication due to the distance and time factors that greatly affect a person's desire to travel. The most important element of accessibility is transportation, which means that in terms of frequency of use, its speed can cause distances to appear to be close. In addition to transportation related to accessibility, infrastructure includes roads, bridges, terminals, stations, and airports. This infrastructure works to connect precisely with other places. The existence of transportation infrastructure will affect the rate of transport itself. Good infrastructure can make optimal transportation rate.

3. Amenities were all about the supporting facilities that provided in or near the destination for tourists. Tourism facilities will not be separated with hospitality accommodation because tourism will never develop without hotels or lodging. Tourism facilities are things that support the creation of tourist comfort to be able to come and visit a tourism destination. The important facilities related to the development of tourism are: hotel accommodation, restaurants, clean water, communications, entertainment, and security.

In addition, According to Maryani (1991), there were several requirements of tourism destinations, “(1) what to see, (2) what to do, (3) what to buy, (4) what to arrive, (5) what to stay”.

The first is “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 example the temples, bridges, traditional clothes, islands, mountains, arts, etc.

The second is “what to do”. Besides it should have something that can be show, tourism destination should have recreation facilities that can make tourist stay for along in that place.

The third is “what to buy”. Tourism destinations should have facilities for shopping especially like souvenirs or citizen handmade as souvenirs for home or for original places.

The fourth is “what to arrive”. It is about accessibility, how to visit the tourism destination, what kind of transportations that can be used to go there and how long to arrive there.

And the last is “what to stay”. It is about how to stay while the tourists are traveling. They will need a home stay or five stars hotel, one star or non-star hotel and others.