

CHAPTER II

LITERATURE REVIEW

In this chapter the writer will explain about the definition of tourism, Bukit siguntang.

2.1 Tourism definition

According to UU No. 9 Tahun 1990 tourism is something that is associated with attractions including enterprise, attraction and tourist attractions as well as businesses related to tourism operation.

Tourism is travelling for predominantly recreational or leisure purpose, and also refers to the provision of service in support this act. Tourism is a process of personal or group of the journey to go to another place outside their residence. The urge the departure was due to a variety of interests, economic interests, social, cultural, political, religious, health and other interests such as just want to know, or even add experience (Suwantoro 2004:3).

According to Yoeti (1991:103), tourism is derived from two words, namely *Pari* and *Wisata*. *Pari* can be interpreted as the many, many times, circling or complete. While *Wisata* can be interpreted as a trip or traveling which in this case is synonymous with the word "travel" in English. Therefore, the word "Tourism" can be interpreted as a journey made many times or circling from one place to another, which in English is called the "Tour".

According to Sihite in Marpaung and Bahar (2000:46-47) a journey that is done for a while, which was held from one place to another leaving the original position, with a plan and with the main purpose is not to business or earning money in the places visited, but simply to enjoy leisure activities.

From those explanation, it can be concluded that tourism is a travelling from their original place to go to the other cities undertaken individually or in groups with the main purpose to enjoy the attractions of the place.

According to Yoeti (1996:120-124) in terms of the economy, giving the classification of the type of tourism that is considered important, because in that way we will be able to determine how much foreign exchange income received from a kind of tourism that is developed in a place. The following kinds of tourism that was known such as:

1. Based on location, there are:

a. Local Tourism

Local tourism is a place which has small space and is limited only in certain places.

b. Regional Tourism

Regional Tourism is activities of tourism business which are develop in a place area and has a bigger space than Local Tourism.

c. National tourism

- Based on the narrow sense the meaning is the activities of tourism which is developed in a region of country. This meaning has synonym with “Domestic Tourism”, where people do a journey in their country.
- Based on broad sense, the meaning is the activity tourism which are developed in the country. Besides the activities of “Domestic Tourism”, it is also developed “Foreign Tourism” included “In Bound Tourism” and “Out Going Tourism”.

d. Regional-International Tourism

Regional-International Tourism is the activities of tourism which is developed in a limited international region, but passed by more than two countries in that region.

e. International Tourism

International Tourism is similar to World Tourism Business. It means that tourism business which is developed in whole country

in the world. It includes “Regional-International Tourism” and “National Tourism”.

2. Based on the Object:

a. Cultural Tourism

It is a kind of tourism in which the motivation of people to do the journey is caused by the fascination of cultural art in that area.

b. Commercial Tourism

It is also called trade of tourism because this journey is related to the national or international commercial activities like Expo, Fair, Exhibition, and the others.

c. Receptational Tourism

It is called Health Tourism. The purpose of this journey is to cure a disease.

d. Sport Tourism

It is a journey where people aim at seeing or witnessing the sport fair in an area, such as Olympiad.

e. Political Tourism

It is a journey in which the aims of people who do this journey are to see or to witness an event or occurrence which is connected with the activity of a state.

f. Social Tourism

It is a kind of journey, representing one kind of tourism which do not emphasize to get advantage such as study tour.

g. Religion Tourism

It is a kind of tourism which the purpose of thus journey is to witness the religious activities.

According to Medlik and Meddleton in Yoeti (1996;165) states that the success of a tourism spot until the achievement of the tourism industry is highly dependent on the three A (3A):

1. Attraction

According to Marioti in Yoeti (1996:172-174) referred as “Attractive spontance”, it means that everything that is contained in a tourist destination is an attraction for people who come to visit a tourist destination such as natural objects like environment and man-made supply like cultural. Attraction are divided into two types, they are man-made and natural attraction.

2. Accessibility (easily reachable)

Tourism activity depends a lot on transport and communication for distance and time factors that greatly affect person’s desire to do a tour. The most important element is the accessibility infrastructure includes roads, bridges, terminals, stations, and airports. Good infrastructure conditions will make optimal transport rate.

3. Amenities (Facilities)

Facilities are needed for qualify a tourist destination such as lodging and restaurants at the center for tourists. Tourist facilities it is something that used at the center for tourists. Tourist facilities it is something that used to support tourist convenience to be able to visit a tourist destination. All of the important media that related to the development of tourism are: hotel, restaurant, water supply, communication, entertainment, security.

According to UU No. 9 1990 about tourism states that tourism attraction is something that are tourism target consist of:

1. Tourism attraction of God creation are nature, flora and fauna
2. Tourism attraction of man-made are museum, heritage, art and culture, agro-tourism, nature adventure tourism,
3. Tourism attractions of special interest are hunting, mountain climbing, industry and crafts, shopping, places of worship, a place of pilgrimage and others.

According to Pendit (1994), tourism can be distinguished based on tourist motif to visit a place. The kinds of tourism are:

1. Culture Tourism

Culture tourism is a journey undertaken on the basis of a desire to expand view of life to go to another place or to another country, learn the state of the people, their habits customs, their way of life, their culture and the arts.

2. Maritim Tourism

This kind of tourism is associated with sport activities in water, in the lake, beach, or sea like fishing, diving, and sailing.

3. Conservancy Area Tourism

This kind usually held by agent or travel agency to travel to other place or area nature reserves, conservation parks, and mountains.

4. Agrowisata Tourism

Agrowisata culture is a journey undertaken to agriculture projects, farming that tourist can visit to the purpose of study.

5. Pilgrimage Tourism

This type of tour associated with religion, history, customs and beliefs people or groups in society. Pilgrimage tourism done by individual or group to shrine, heroes tombs, mountain or hill is considered sacred.

2.2 Bukit Siguntang

Bukit Siguntang is the name of the plateau which is located in west of Palembang with a height of 27 meters above sea level. It has been known since ancient society as a famous place in the VII century, namely the Buddhist holy sites in the era of Sriwijaya. From this place, it also ever found a Buddha statue Amarawati who are now placed in the museum courtyard Sultan Machmud Badaruddin II Palembang.

Here, there are also some tombs which are considered sacred by the Palembang society:

1. Radja Segentar Alam, his real name is Iskandar Zulkarnain Alamsyah originating from the Kingdom of Mataram. Based on the reports from

kuncen of Bukit Siguntang, Radja Sigentar Alam first time went to Palembang brought 3 Yellow Current flagged ship but during on the way the ship sank. From all the ships that sank, there was one ship caried Radja Segentar Alam stranded in Bukit Siguntang. Another ship was destroyed in the ocean and some are destroyed then dragged in Karang Anyar,

2. Putri Kembang Dadar, her real name is Siti Shaleha.
3. Panglima Bagus Kuning came from Mataram who came to Palembang to escort Raja Segentar Alam.
4. Panglima DjungDjungan is a scholar from Arab who came to Melayu to spread Islam.
5. Putri Rambut Selako, her real name is Putri Damar Kencana Wungsu. Based on the story, she originated from Yogyakarta Palace son of Prabu Prawijaya
6. Panglima Bagus Karang came from Mataram with Panglima Bagus Kuning to escort Raja Sigentar Alam.
7. Panglima Batu Api is a scholar who came from Jeddah to spread Islam religion

Bukit Siguntang has become a sacred place and sacred at the Sriwijaya Kingdom. Bukit Siguntang is a historical place where it used to be a place of worship at the Sriwijaya age. Then, when the collapse of Sriwijaya kingdom in the 13th century and appeared the kingdom of Palembang Darussalam Bukit Siguntang is one of tourism destinations that believed by the government to attract foreign and local tourists to visit Palembang. Now, Bukit Siguntang has been built to become historical park with a total area of 12.8 hectares has several shelters, monuments Sriwijaya, viewing tower, parking areas, and restrooms.