

## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Tourism

Tourism is temporary activity to come to some places. According to Nugroho (2015), tourism is a human activity that travels from a place of residence (only a temporary stay) to the place to be visited to relax, have fun, release stress, buy souvenirs, and others. Spillane (1987) cited in Maryam (2011), states that tourism is an activity or journey from one place to another that are temporary and carried.

Yoeti (1997), gives the following types of tourism that are classified based on the distance traveled, economically, the length of time, the organization of the trip, geographical location, purpose of the trip, visiting time, the tourism object, the number of people traveler, the age group of traveler, and price of the destination object.

##### *1. Based on the Distance Traveled*

- a. Foreign (international) tourism, namely tourism that involves traveling to areas other than the tourist's country of origin.
- b. Domestic tourism, namely tourism that involves only within the boundaries of their own country.

##### *2. Based on Economically*

- a. Passive tourism, namely foreign tourism or the arrival of tourists from abroad that will generate foreign exchange income or PAD (Regional Original Income) for the country and the tourist area visited.
- b. Active Tourism, namely the trip of citizens abroad. When people talk about tourism in general or in the context of tourism development

### *3. Based on the Length of Time People Travel*

- a. Small Tours, namely short-term tours, which take one day without staying overnight are called excursions.
- b. Big Tours, namely tours that take more than one day.

### *4. Based on the Organization of the Trip*

- a. Individual Tours, i.e. tour arrangement activities are carried out alone without being handed over to the travel company.
- b. Organized tourism, namely tourism activities for groups of tourists whose tourism activities are arranged by travel companies.

### *5. Based on Geographic Location*

- a. Local tourism is local tourism with a scope that is limited to certain places. Example: tourism in Bandung, Denpasar, Padang and so on.
- b. Regional tourism is tourism that includes some local tourism in an area. Example: Bali, West Sumatra, West Java, and so on.
- c. National tourism, is the scope of tourism that develops in one country.
  - a. A Regional international tourism is tourism that develops in an area that is a combination of several adjacent countries. Example: ASEAN.
  - d. International tourism is tourism that is developing to cover all countries in the world.

### *6. Based on the Purpose of the Trip*

- a. Business tourism is a type of tourism in which people who go on tourist trips consist of people who aim to trade or who are related to their work. Example: congress, symposium, seminar, and so on.
- b. Vacational tourism, is tourism to take a vacation or take advantage of vacation time.
- c. Educational tourism, is tourism with the aim of learning.

### *7. Based on Visiting Time*

- a. Seasonal tourism is tourism whose activities take place in certain seasons, for example, summer tourism and winter tourism.

- b. Tourism by event (Occasional tourism), is tourism organized in connection with certain events, such as the Galungan and Kuningan ceremonies in Bali, the sekaten ceremonies in Yogyakarta, and Surakarta.

#### 8. *By Object*

- a. Cultural tourism is a type of tourism caused by the attraction of art and culture in an area or place, such as relics of ancestors, ancient objects, and so on.
- b. Healing tourism (Recuperational tourism), is a type of tourism that is caused by the existence of a facility for healing disease.
- c. Commercial tourism is a trip that is associated with trade activities such as organizing expos, exhibitions, and, so on.
- d. Political tourism is a trip carried out to see or witness events or events related to the activities of a country.
- e. Sports tourism, is a type of tourism activity to witness a sports party held in one place.
- f. Social tourism is tourism that stands alone. This understanding is that tourism activities that are held are not aimed at making profits.
- g. Religious tourism is a type of tourism where the purpose of the trip is to see or witness religious ceremonies, such as visits to Lourdes for Catholics, or to Muntilan, the center for the development of Christianity in Central Java, as well as going on Umrah. for Muslims or also Balinese Hindu religious ceremonies in Sakenan, Bali.

#### 9. *Based on the Number of People Traveling*

- a. A individual tourism (Individual tourism), is a trip carried out by a person or family who organizes a trip together.
  - b. Group tourism, is a type of tourism carried out by a group of people who join a group with the same goal.
10. *Based on the access used*
- a. Land tourism is a type of tourism that in carrying out its activities uses land vehicles such as buses, trains, private cars or taxis, and other land vehicles.

- b. Sea or river tourism, is a tourism activity that uses water transportation facilities such as ships, ferries, and so on.
- c. Air tourism is tourism activities that use air transportation facilities such as airplanes, helicopters, and so on.

10. *Based on the Age of the Traveler*

- a. Youth tourism, is a type of tourism activity developed for youth and in general at a relatively cheap price and using youth hostel accommodation facilities.
- b. Adult tourism is a tourism activity that is followed by elderly people. In general, the people who make this trip are those who are in retirement.

11. *Based on Price and Social Level*

- a. Luxury tourism (Deluxe tourism), is a tourist trip that uses standard lux facilities, both means of transportation, hotels, and attractions to be witnessed.
- b. Middle-class tourism, is a tour that is intended for those who want facilities with prices and facilities that are not too expensive, but also not too bad in service.
- c. Cheap Tourism (Social tourism), which is a type of tourism whose implementation is carried out together at a cost that is calculated as cheaply as possible with adequate facilities during the trip.

## **2.2 Potential Tourism Destinations**

Law of the Republic of Indonesia No. 10 of 2009 concerning tourism states that tourism destinations are geographical areas located in one or more administrative areas in which there are tourism attractions, public facilities, tourism facilities accessibility, and communities that are interrelated and complement the realization of tourism. Tourism potential is the attraction contained in an area to be developed into an attractive tourist attraction so that from there it can attract tourist visits to come to the area and is usually still not managed properly (Pitana, 2009). In addition, Sujali cited in Amdani (2008) states that tourism potential is an ability

in an area that may be utilized for development, such as nature, humans, and the work of humans themselves. Furthermore, Nawangsari (2018:32) states that tourism potential is a variety of resources owned by an area or place that can be developed into a tourist attraction that can be put to good use for the sake of the economy while still paying attention to other aspects.

According to Sujali (1989), tourism potential is divided into two types as follows:

#### *1. Natural Tourism Potential*

Natural tourism potential is the condition, type of flora or fauna of an area, landscapes such as beaches, forests, mountains, hills, and so on (the physical condition of an area).

#### *2. Human Tourism Potential*

Human tourism potential is also a tourist attraction, everything that comes from human work, and can be used as a tourist attraction as well as human procedures.

### **2.3 Elements of Potential Tourism Destinations**

The potential of tourism destinations is influenced by the existence of 4 approaches which are usually called 4A, namely attractions, accessibility, amenities, and ancillaries (Cooper et al., 2005). In addition, Inskeep (1991) states that the components that must also be present in a tourism destination are accommodation and infrastructure.

#### *1. Attractions*

It means everything that can be enjoyed by tourists at the destination which is the target of the tourists when they come to visit. According to Pendit (2002), a tourist attraction is defined as everything something interesting and worth visiting and seeing.

Furthermore, Fandeli (1995:3) states that tourism attractions could be divided into 3 parts, namely:

### *1. Natural Attractions Tourism*

Natural attractions tourism means visiting tourist destinations that have its unique natural charms, such as the sea, the coast, the mountains, valleys, waterfalls, forests, and objects unspoiled tourism.

### *2. Cultural Attractions Tourism*

Cultural attraction tourism is a tour done with visiting places that have unique or distinct cultures, such as dragon village, Toraja land, traditional village of Banten, Kasepuhan Kraton Cirebon, Kraton Yogyakarta, and other cultural attractions.

### *3. Attractions of Special Interest Tourism*

This is tourism that is done by visiting tourist attraction that suits interests such as sports tourism, spiritual tourism, culinary tourism, tourism shopping, and so on. In tourism activities, there is something called tourism subject which is people who travel to the tourist destination and attractions.

Soekadijo (2003) revealed that a good tourist attraction also could bring in as many tourists as possible, keep them in attractions for a long time and provide satisfaction to visiting tourists. A good tourist attraction has several conditions that must be owned by a tourist place. Soekadijo (1997) explains several conditions for a good tourist attraction as follows:

1. Activities (acts) and objects (artifacts) that are attractions themselves must be in good condition.
2. The presentation method must be appropriate because tourist attractions must be presented in front of tourists.
3. Tourist attractions are the terminals of spatial mobility of an area journey. Therefore it must satisfy all the determinants of accommodation, transportation, and promotion;
4. Circumstances at the attraction must be able to hold tourists long enough.

5. The impression that tourists get when watching tourist attractions must last as long as possible.

## 2. Accessibility

Accessibility means that makes it easy to reach tourist destinations. Suryadana and Octavia (2015:56) states that accessibility is one of the main elements in the tourism product because it encourages potential markets to become real markets, accessibility includes transportation into the country, inter and intra regions as well as within the region, and the ease of obtaining information about destinations. In addition, Susantono and Wijanarko (2004:24) says that accessibility is a measure of the potential or ease of people to achieve goals on a trip.

Hainim (1999) cited in Oktavianita (2019) states that the component of accessibility is categorized into two basic accessibility, namely *physical* and *non-physical accessibility*. *Physical accessibility* could be categorized into the form of available facilities regarding the availability of transportation, network infrastructure, and facilities that connect one tourist destination to the tourist origin area, either in the form of scheduled transportation or non-scheduled transportation. While *non-physical accessibility* involves a form of ease of achievement through licensing or permits, usually accessibility in this non-physical category is intended for protected tourist destinations and is limited in the frequency and quantity of visits.

Good access must be accompanied by the availability of *transportation facilities* and *ease of information* about the destination. Cross (2016) cited in Alim (2018) describes *public transportation* as a passenger transportation service used by the general public such as buses, trains, airplanes, and ships. While the *ease of information* is devoted to social media. Andreas and Michael (2010) state that social media is online media in the form of an application or site where anyone can create a personal page, and connect with individuals or groups to share information and communicate with each other. In addition, Umami (2015) cited in Alim (2018) classifies social media as a new marketing tool that can create interactive

communication between tourists and tourism products which in itself can increase awareness.

### 3. *Amenity*

Amenity is the availability of supporting facilities at tourist destinations to facilitate tourists. Irma, Wuisang, and Supardjo (2016) states that every tourist destination must have supporting facilities that can be used to meet the needs and desires of tourists while in tourist areas, such as lodging facilities for residence, places of worship, restaurants or places to eat, parking lots, and toilets or bathrooms. Some tourists expect that all food and drinks, homestays, and toilets are kept clean and healthy.

According to Yoeti (2005), a tourist destination must consist of several kinds of tourism facilities, which complement each other. In a tourism activity, the existing facilities in tourist attractions are important in making tourists feel comfortable which makes tourists have a good perception and will linger in these tourist attractions. The followings are the tourism facilities in tourism destinations:

- a. *Main tourism superstructure*, whose function is to provide basic facilities that can provide services for tourist arrivals. The main tourism facilities consist of:
  - Receptive tourist plants are means companies that prepare trips and organize tours, (agents and tour operators) and tourist transportation (tourist buses, taxis, coach buses, rent-a-cars, and so on).
  - Residential tourist plants, namely companies that provide services for overnight stays, provide food and beverages in tourist destinations, such as hotels, motels, youth hostels, cottages, camping areas, caravanning taverns, and catering establishments.
- b. *Supplementing tourism superstructure*, namely facilities that can complement the basic facilities in such a way, so that their function can make tourists stay longer in the place or area they visit. Which consists of recreational and sports facilities, such as a golf course, tennis court, swimming pool, boating facilities, and hunting safari with all the equipment.



- c. *Supporting tourism superstructure* is a facility needed by tourists (especially business tourists), whose function is not only to complement the basic facilities and complementary facilities, but its more important function is to make tourists spend more money in the places they visit. Included in this group are nightclubs, steam baths, casinos, souvenir shops, cinemas, and operas.

Suwantoro (2004) states that the components of travel facilities consist of elements of transportation equipment, accommodation facilities, food-beverage facilities, and other facilities according to travel needs. The facilities are divided as follows:

*1. Accommodation*

Accommodation is needed by tourists who are visiting tourist attractions for temporary residence so that they can rest before carrying out the next tourist activity. The existence of accommodation makes tourists stay for a long period to enjoy tourist objects and attractions. Matters related to tourist accommodation greatly influence tourists to visit such as accommodation choices, types of facilities and services provided, price levels, and the number of rooms available.

*2. Places to eat and drink*

Tourists who come to some destinations places need to eat and drink so it is necessary to provide food and drink services. This is anticipated for tourists who do not bring supplies when traveling. The typical food of the pub tourist area can be an attraction for tourists who come. Things to consider, namely the type of food and drink, hygiene, service, price, and even location are factors to increase tourist visits.

*3. Public facilities at tourist sites*

The development of tourist facilities in tourist destinations and tourist objects must be adjusted to the needs of tourists both quantitatively and qualitatively. Tourism facilities quantitatively refer to the number of tourist facilities that must be provided and qualitatively indicate the quality of services provided and are reflected in tourist satisfaction. The public facilities for tourists in tourism sites such as public toilets, parking lots, prayer rooms, etc.

In addition, Soekadijo (1997) states additional requirements in the amenities component that must be owned by a tourist place. The terms of the good facilities are as follows:

1. The form of the facility must be recognizable.
2. The utilization of the facility must be by its function.
3. Facilities must be strategic, where visitors can find them easily.
4. The quality of the facility itself must be in accordance with the applicable standards in tourism.

#### *4. Ancillary*

Ancillary is a tourism organization needed for tourism services such as a destination marketing organization. Sugiama (2011) explains that ancillary includes the existence of various organizations to facilitate and encourage the development and marketing of tourism in the destination concerned. A good relationship between the local community and the government (management) in building a good tourist experience among visitors is needed to increase tourism satisfaction and loyalty. Ismail and Rohman (2019) states that the existence of a tourism (supporting) institution that manages all facilities and develops tourist objects can exude a sense of security (protection) for tourists. In addition, the convenience of a tourist attraction also depends on the policies and management of local institutions. Management parties involved in this case include the government such as the tourism office, the community supporting tourism activities, tourism associations such as hoteliers associations, travel agencies, tour guides, and other stakeholders who could also play a role in tourism.

#### *5. Accommodation*

Accommodation in general is the provision of services for tourism activities both in the provision of buildings for lodging, supporting facilities such as restaurants, entertainment, and other facilities that are managed commercially (Sugiharto and Sulartiningrum, 2001). According to Anugraehini (2020)

accommodation includes the distance and number of lodging places around the tourist attraction. The accommodation is the variety of hotels and various other types of facilities related to services for tourists who intend to spend the night during their tour.

In addition, Khodiat (1994) explained that types of accommodation can be viewed from the location of the hotel and in terms of the hotel shape. From the location of the hotel, it can be divided into three types, namely city hotel, resort hotel, and transit hotel. Meanwhile, if viewed in the terms of shape, the hotel is divided into three basic forms, namely the convention/multi-story building form, the cottage/building form, and the form of a combination of cottage and convention form.

## *6. Infrastructure*

An ideal tourism destination must have adequate infrastructure availability to stimulate tourists to make repeat visits and encourage the quality of tourism as well as the surrounding environment (Matulesy et al., 2020). According to Adebayo and Iweka, (2014) tourism infrastructure is defined as physical elements designed and prepared to meet the needs of tourists. In addition, Abdullah (2014) states that public infrastructure is generally classified into four categories, namely: (1) Water and sanitation; (2) Telecommunications; (3) Electricity; and (4) Road.

### **2.4 Heritage Tourism Destinations**

Stilts house or called *Rumah Panggung* is one of the traditional building typologies in South Sumatra. It is well known as a local identity and easily found in some places of Palembang city, the capital of Southern Sumatera Province. Rumah Limas or Limas houses are wooden building structures.

Many Palembang culture heritages could be found along Musi River Banks (Lusetyowati, 2015). Musi River is the main source of people's lives and the city's

growth relies on it, especially for the transportation system connecting one area to the other between Seberang Ulu and Seberang Ilir.

Most of the heritage buildings are traditional housing complexes and public facilities such as mosques and temples characterized by multi-ethnic cultures and architectures of Malay, Arabic and Chinese. Kampung Arab, Kampung Kapitan, and 3-4 Ulu are few examples of ethnic communities that can be identified as the origin of settlements in Palembang. The architectural style and authenticity of the ethnic community buildings along the Musi riverbank have attracted many visitors to enjoy the cultural heritage destinations. been brought over by the Arab community to be adopted. Similarly, the Chinese settlements have been established in Chinese architecture style that also differs from local architecture. Some old houses have a roof of traditional limas house combined with European columns and decorated with Chinese ornaments.