

CHAPTER II

LITERATURE REVIEW

2.1 Tourism destination

Law No. 9 of 1990 on tourism stated that the object and attractions are all the things that were subjected to be the construction of object and attraction, which has done in a way to promote, manage and create new objects as objects and tourist attraction. It's consisting of Objects and Tourist attraction Almighty God's creation, in the form of natural circumstances, as well as flora and fauna, attractions and tourist attraction in the form of human handiwork such as museums, heritage archaeological, historical heritage, arts and culture, agro tourism, water tourism, tourist hunting, nature adventure tours, recreation parks, and entertainment venues. Marpaung (2002, p.78) stated that object and attraction is a derivative of the activity and related facilities, which can attract tourists or visitors to come to an area or a specific place. Object and tourist attractions are very closely related to the travel motivation, because tourists want to visit and get a certain experience during their visit. The attraction is not yet developed or merely a potential resource and can't be called a tourist attraction, until the existence of a particular type of development, for example the provision of accessibility or facilities. So it can be concluded that the object and attractions in this part is a good think that Almighty God's creation and human's work that has an unqiqness to be visited by tourists.

From the explanation above the writer concludes that tourism destination is everything that exists and which is provided by tourism destination itself. The regulation of Government No.24/1979 explains that the attraction is embodiment of human creation, life planning, cultural arts and history of the nation and where natural conditions that have an attraction to be visited. SK.MENPARPOSTEL No.KM. 98 / PW.102 / MPPT-87 explains that attraction is a place or state of nature that has tourism resources and developed to have appeal and sought as a place that visited by tourists.

Tourism destinations are influenced by several factors such as tourism's product, attraction, amenities, accessibility, and hospitality (Robert Christie mill, 1990). Bellows are the explanations about the factors:

2.1.1 Tourism's product

Tourism's Product is a real shape (tangible products) and not real (intangible products), packaged in a whole series of trips that can be enjoyed only if the whole set of these trips can provide a good experience for people who travel and use these products. So the shape of the tourism product is essentially unreal, in a series of trips there are various elements that complement each other, depending on the type of trips made by tourists. For example, travelers will take a trip to an island with the aim of enjoying the beauty of marine parks around the island, travelers must require supporting facilities, such as a boat to cross over to the island, the facilities of the vehicle that brought them home to the island destination and travelers upon arrival in the island need accommodation facilities equipped with eating and drinking while on the island, as well as diving course completion.

Based on the illustration above it is clear that a series of tourist trip to an island requires a holistic tourism product components and can not stand on their own, which means that the support facilities, transportation, accommodation, eating and drinking as well as diving equipment and even a tourist attraction in the island is an integral and binding and complement each other in order to create satisfaction recreation experiences for tourists. There are so many other components of the tourism product that does not appear in the illustrations, which are generally referred to as service components, as happened at the time of service to travelers officer when travelers are used in a wide range of facilities. Based on the above understanding, it is said that the tourism product compared with other types of goods and other services have different characteristics and to understand the shape of tourism products, then some of the following definitions should be understood.

Medlik and Middleton explain that tourism products consist of a variety of elements and an inseparable package as well as meet the needs of tourists from

leaving their homes to their places of destination and back again to the place of origin. Gamal Suwanto (2007, p.75) stated that services overall of tourism products that can be obtained and perceived or enjoyed by tourists since he left his home up to the tourist destination of his choice and to return home where he set previously. Gooddall (1991, p.63) stated that starting from the availability of tourism products are intangible resources to intangibles and the totality is more inclined to the category of intangible services. Burns and Holden (1989, p.172) expressed as a tourism products are everything that can be sold and manufactured by combining the factors of production, consumers are attracted to places that are interesting, original culture and cultural festivals. Kotler and Armstrong (1989, p.463) stated that tourism product as something that is offered to the consumer or market share to satisfy what is the human's need and desire included in physical objects, services, human resources involved in the organization and breakthrough or new ideas. Bukart and Medlik in Yoeti (1986, p.151) describes the composition of the tourism product as an integrated product, which consists of a tourist attraction, transport services, accommodation and entertainment in which each element is prepared by individual companies and offered separately.

2.1.2 Attraction

An attraction is any object, person, place, or concept that draws people either geographically or through remote electronic means so that they might have an experience. The experience can be recreational, spiritual, or otherwise. The elements in a tourist attraction that is widely determining consumer choice and motivation influence prospective buyers include nature tourism attractions, covering landscapes, beaches, climate and other geographical formations of a destination and other natural resources. Artificial tourism attractions or patronage of man, covering building and tourism infrastructure, including historic and modern architecture, monuments, sidewalks, parks and gardens, convention center, marina, ski, archeological places, golf courses, specialty shops and themed areas. Tourist attractions culture, covering the history and folklore (legends), religion and the arts, music theater, dance and other performances, and museums.

Some of these things can be supported by special events, festivals, and carnivals. Tourist attractions social, an area encompassing view of life, native, language, and social gathering activities.

2.1.3 Amenities

Besides tourist attraction, in tourism activities tourists also requires facilities that support the existence of such a trip. To meet the travel needs, there must be a variety of facilities, ranging from meeting the needs of a place to stay since departing travelers, while in tourism destinations and back into place. "Attractions bring people to the destination with facilities that will service them when they get there, because they are away from their home, the visitor requires certain things and place to stay, something to eat and drink" (Robert Christie Mill, 1990, p.24).

The facilities to fill out the human needs in the trips of tourists made of in a unified interrelated and complement each other, resulting in a sightseeing trip, all components used can't be separated, depending on the characteristics and shape of trips undertaken by tourists. The component of the facilities and travel services usually consist of representatives from transportation, accommodation facilities, food and drink facilities and other facilities that are specific and tailored to the needs of the trip. The components can't be separated from the absence of infrastructure, which is a component that ensures the availability of complete facilities, such as new transportation can be provided if there is a guarantee that the road infrastructure is already available, as well as telecommunication facilities can be provided when connecting to the network infrastructures of tourism destination is already available.

2.1.4 Accessibility

In a tour, there is an important factor in influencing tourist satisfaction, it is an accessibility factor, which means the available amenity to achieve a tourist destination, which is often overlooked by tourists in planning trips, so in general can affect the travel budget. These elements are affecting the cost, smoothness and comfort to a tourist who will take an attraction. These elements are infrastructures,

roads, airports, railways, seaports, marinas, equipment, including size, speed, range of means of public transport, operational factors such as path or route operation, frequency of service, and the prices charged, government regulation which includes oversight of the implementation of the transport regulations.

2.1.5 Hospitality

Robert Christie Mill (1990) stated that the hospitality of an area is the general feeling of welcoming tourists while visiting the area. People do not want to go to a place where they don't feel welcome. In conducting tourism development, it would not be separated from the role of tourism organizations, especially for the Governments of Tourism Organizations or Department of Tourism and Culture which has the duty and the authority and obligation to develop and utilize local assets to be tourist object form. As an organization that is authorized in tourism development territory, then it should run to be the most favorable policies for the region because the functions and tasks of the organization of tourism in general is trying to give satisfaction to the tourists who come to visit with all the facilities and the potencies of the area, perform coordination among the various businesses, institutions, agencies and existing department and aims to develop the tourism industry, ensuring promote understanding of tourism on the lot, so they know the advantages and disadvantages when it was developed as a tourism industry, conducting research program that aims to improve tourism products and development of new products in order to dominate the market at a time when that time will come, provide all equipments and facilities for tourism marketing activities, to set a marketing strategy throughout the region, formulate policies on the development of tourism based on the research that has been done regularly and plans.

Therefore, the role of Governments of Tourism Organization or Department of Tourism and Culture is one of the main things in the development of tourism. In addition it should be prepared by available resources, as well as the readiness of the community to prepare other supporting, because the tourists want the outstanding services.

2.2 Standard and characteristic of tourism destination

Tourism destination should be developed by three things to make the area become an interesting place to visited, they are (a) the existence of something to see, it means there's something interesting to look at for example is scenery, (b) the existence of something to buy, it means there's something that appealing and distinctive to be purchased, for example is a souvenir, (c) the existence of something to do, it means there's an activity that can be done in that place, for example is flying fox.

Three things above are strong elements of a tourism destination, while for the development of a tourism destination there must be something that should be considered, among others, they are able to compete with attractions that are similar to existing and attractions elsewhere, they are able to fixed on, unchanging and not moving except from the field construction and development, they are able to adequate facilities and infrastructure with having its own characteristics, and they should be interesting in perpetually common sense and local tourism awareness (Yoeti, 1996, p.178).

2.3 Sapta charm

Besides that, objects and attractions should be developed as a tourist spot insightful sapta charm, it's as basic tourism awareness training consists of seven elements, they are safe, a condition that makes a person feel better protected life, body and his property. Insecurity will cause tourists are reluctant to visit. Therefore, to achieve a sense of security, need to contribute to the understanding that tourist arrivals can provide benefits to the community, responsive to signs or symptoms that indicate insecurity and immediately report it to the officer, provide information to tourists about places that are not safe, informing the type of behavior that can be accepted by society, inviting the community to ensure the safety of travelers in order to feel safe.

Orderly, which reflects the state of the atmosphere regularly in various facets of life, to realize an orderly state efforts are needed to implant and grow

high discipline to yourself, complying with all applicable regulations, not destroying the environment and facilities, fulfilling the promise.

Net, which is a state of the environment that displays shades of cleanliness, neatness, and health is reflected in the cleanliness of the environment, food and beverage hygiene, cleanliness of utensils and drinking, as well as personal hygiene.

Cool, means comfort, supported by shades of green, clean and tidy. It required an effort to improve reforestation and sustainment environment.

Beautiful, which are closely associated with the state of environmental harmony, good color, shape, layout, style and movement causing unsightly impression.

Hospitality is an attitude and behavior that indicate familiarity, politeness and respect are reasonable, which is generally reflected in the smile, words, and behavior.

Memories, it is an impression that is attached to a person's memories and feelings caused by the experience gained when traveling, it can be an enjoyable experience or it is not an enjoyable experience (Central Java Provincial Tourism Office (2000).

2.4 Tourist

Tourist is a major element of tourism itself, according to International's Webster, the word of tourist is from the word tour, which means a journey where the traveler will return to the starting point, a circular journey that usually done for business, fun, education and proficiency level will be visited during the trip. According to the Oxford English Dictionary (1993, p.190) the definition of a tourist is a person who travels, especially to do it for recreation, those who travel for pleasure and culture, people who visited a number of places to see the sights with interesting sights or other things with the same purpose. Ogilvie (1993) was the first person that conduct scientific research social. He explained that a tourist is a person who travels that fulfill two conditions, such as the person was not at his residence during the period that given a relatively short time and Money that spent for not being in his residence is money that was taken away from his place

and it is not earned at the destination that the tourist visited. Cohen (1974, p.529) stated that tourists are people who travel for leisure or pleasure to the economic forms as consumers.

There are two types of tourists, first is temporary visitors, they stay at least 24 hours in the country that visited and the purpose of the trip can be classified under several categories such as for fun (recreation, holiday, health, study, religion and sports, business, family, mission, meeting). Second is excursionist, they stay less than 24 hours in any country or region that visited by the perpetrators trips that use cruise ships (International Union of Official Travel Organization or IUOTO, 1963, p.14).

2.5 Types of tourism

According to Dalen, (1989) the motives and purposes of tourism journey can be divided into several types, first is pleasure tourism, it is done by those who leave their homes for a vacation, looking for a new fresh air, loosen the tension nervous, see something new, enjoy the beauty of nature, get peace and tranquility in the countryside, or even to enjoy entertainment in big cities and participate in the hustle tourist centers. This tourist type involves many different elements of nature as the sense of satisfying pleasure that has different levels according to the character, taste, walks of life and temperament of each individual.

Second is tourism for recreation, it has done by those who want to use his day to rest, restore physical fitness and spiritual, refreshing exhaustion. Usually they stay as long as possible in places that are considered absolutely guarantee the recreational purposes. In other words they are more like health resort. Included in this category are those for reasons of health and healing must live in special places to recuperate such as hot springs area.

Third is cultural tourism, it is characterized by the presence of a series of motivations such as the desire to learn in centers of teaching and research, to learn the customs, institutions and way of life of people in other countries, to visit the historic monuments, relics of past civilizations or otherwise to visit the great discoveries of today, art centers, religious centers, or also to participate in art festivals of music, theater, folk dance and so on.

Fourth is cultural tourism, it is characterized by the presence of a series of motivations such as the desire to learn in centers of teaching and research, to learn the customs, institutions and way of life of people in other countries, to visit the historic monuments, relics of past civilizations or otherwise to visit the great discoveries of today, art centers, religious centers or also to participate in art festivals of music, theater, folk dance and so on.

Fifth is tourism for trading business (business tourism), it is called a business trip or professional travel because there's a relation with the job or position that does not give the culprit either local or preferred choice of travel time. Implied not only the professionals who do the trip entrepreneurs or industrialists but also includes all visits to exhibitions, technical installations to attract even those outside the profession. It should be noted that the employers are not only behave and act as consumers, but in time freely, often act as ordinary travelers in the sociological sense and utilize for taking the advantages of the attractions that provided in the country.

Sixth is convention tourism, its various tourist resort or tourist areas that volunteered to serve as a conference venue, considered important as a means to achieve a decent level of filling rooms at their hotels, especially in the winter - season decline in the number of tourists coming into the country. Many countries realize the magnitude of the economic potential of this type of conference tourism, so they are trying to prepare and erect buildings specifically equipped for this purpose or to build conference center complete with cutting edge facilities to ensure an efficient operation of the conference.