

CHAPTER II

LITERATURE REVIEW

2.1 Perception

According Wirawan and Sarlito (1976) perception is the ability of a person to organize an observation. The ability includes the ability to distinguish, the ability to group and the ability to focus. Therefore, one may have different perceptions, although the object is the same. This is possible because of differences in the value system and individual personality traits concerned. While Stephen (1996) says perception is the impression obtained by the individual through the five senses and then analyzed or organized, interpreted and then evaluated, so that individuals gain meaning.

Toba (2003), perception is essentially a cognitive process experienced by everyone in understanding every information about the environment either through sight, hearing, appreciation, feeling and smell. Therefore, Jallaludin (1990) defines the notion of perception as “experience of objects, events or relationships obtained by inferring information and interpreting messages”. The researcher concludes that Perception is the process of receiving, differentiating and giving meaning to the stimulus received by the sense device, so that it can give conclusions and interpret to the particular object observed.

2.2 Visitors

According to Heher (2003) Visitors have a variety of motives, interests, expectations, social characteristics, economics, culture, and so on with different motive and backgrounds they become the party that creates demand for tourism products and services. This role is very decisive and often positioned as the heart of tourism activity itself. A visitor is a person who travels from his residence without setting in the place he approached or just for a while to live in the place he approached. World Tourism Organization (WTO), calling visitors as travelers who travel to a region or a foreign country and stay at least 24 hours or a maximum of six month in the place (Soekadijo, 2000). Visitors are customers or

users of products and services. The changes that occur in their lives have a direct impact on the needs of tourism, which in this case the demand for tourism.

Based on the statement above, the researcher concludes that visitors are people who travel from his or her residence without setting to visit a place.

2.2.1 Visitors Characteristics

Visitor characteristics can be divided into two types, namely socioeconomic characteristics and travel characteristics as suggested by Smith (1989). In this case the characteristics of visitors give an indirect influence on tourism development. Indirect influence cannot be applied directly just view from the characteristics of visitors, but it needs to see the relevance of visitor perceptions. Visitors to a tourism attraction have the characteristics and patterns, needs or reasons to make visit to a different attraction each of these things need a consideration for the provider of tourism so that in providing products to suit the interests and needs of visitors. The characteristics of visitors include:

1. Genders are grouped into male and female;
2. Age is the age of the respondent at the time of the survey;
3. City or region of origin is the area of residence of the respondent;
4. Educational level;
5. Working status;
6. Marital status and;
7. Monthly income

2.3 Tourism

According to Wahab (2003), tourism is a temporary movement of organizations from various shelters, faiths and religions that have different lifestyles, diverse expectations and motivations that can not be standardized because they are all expressions of purity and precipitation feelings and behaviors that change in the long-term by place and time. While Karyono (1997) provides the definition of general technical on tourism. In general, the definition of tourism is the overall activity of government, business and society to manage and serve the needs of tourists. While the definition of technical on tourism is a series

activities performed by human beings both individually as well as groups within the territory of their own country or overseas. These activities are using convenience, services and other supporting factors held by the government or society in order to realize the desire traveler. According to Suwanto (1997), the term of tourism closely related to the sense of travel, as a change of trying or earning a living a place visited but solely to enjoy the journey and to satisfy the diverse desires.

Based on the statements above, it can be concluded that tourism is an activity that is temporary done by individuals and groups to enjoy the journey and to fulfill the diverse desires variety.

2.3.1 Tourism Attraction

Based on 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. According to Richardson and Fluker (2004) tourism is comprises the activities or persons, travelling to and staying in place outside their usual environment for not more than one consecutive year for leisure, business, and other purpose. While, Mathieson and Wall (1982) says tourism as the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs. Based on the statements above, it can be concluded that tourism is associated with attractions including enterprise, attraction tourist attractions and a journey that is for business or pleasure purposes for more than 24 hours.

A tourist has different motivations that reflected in various kinds of tourism. It must be learned by a tourism object places because motives related to facilities that need to be prepared and its promotional programs. Pendit (1994) says there are 8 kinds of tourism. There are: cultural tourism, nature tourism, business tourism, educational tourism, health or medical tourism, religious tourism, shopping tourism, sport and recreation tourism.

a. Cultural tourism

In Cultural tourism, the tourist's motivation is based on their desire to expand

knowledge about the people habits, culture, the way of life, and the arts.

b. Nature tourism

Nature tourism is the tourism based on the natural attractions of an area. For examples include camping in the forest, hiking the mountain, hunting, fishing, and visiting parks. These experiential tourists are interested in a diversity of natural and cultural resources. They want what is real, and they want to be immersed in a rich natural.

c. Business tourism

Business tourism is related to business and the world of work. It stands for meetings, exhibitions and special events. These are all part of the business world. All major cities have conference centers that cater for the needs of business tourists. An example of a business tourist would be a salesman who travels to another city to attend a trade show and promote the products he sells.

d. Education tourism

In Education tourism, the travelers attend the places to learn in another town, city, or country, in order to study for or improve a qualification. They may also be people that attend workshops to learn new skills or improve existing ones. A clinic nurse who travels to another province to attend a workshop about infectious diseases is an example of an educational tourist.

e. Health or medical tourism

In Health or medical tourism, the traveling motivation is getting the needs of medical special treatment that is only available away from home, undergo procedures that are cheaper in another country, or are recovering from an illness in a healthier climate. For example: many tourist come from overseas countries to South Africa to have plastic surgery.

f. Religious tourism

In this kind of tourism, the visitor motivation is to see and experience the value of religion. There are many religious destinations in the world such as the Hajj in Mecca, Jerusalem in Israel, Varanasi in India, and the Vatican in Rome.

g. Shopping tourism

The traveler motivations is to shopping in malls, shopping centers, factory shops, crafts market, festivals, and touring shopping routes such as the Midlands in KwaZulu-Natal. Their main purpose is to buy items.

h. Sport and recreation tourism

The traveler is participating or watching the sport events. Popular events include the Soccer World Cup, Marathon, Surfing, mountain climbing, swimming, golf and tennis are popular sports.

Based on UU. No. X Tahun 2009 tourism attraction is anything that has uniqueness, beauty, value of natural diversity, cultural and man-made that were targeted or destination of tourists to visit. While Inskip (1991) cited in Suryadana (2014) says tourism attractions is the most important elements of tourist destination as they provide the main reason or motivation for tourists to visit a destination.

The researcher concludes that tourism attraction is a place of interest or potential place, which can attract visitor to visit the destination. In short, tourism attraction is the main reason for tourist in visiting a destination that has uniqueness, beauty, value of natural diversity, cultural and man-made.

2.3.2 Kinds of Tourism Attractions

According to Inskip (1991) cited in Suryadana (2014) there are three kinds of tourism attraction. Those are natural attractions, cultural attractions and man-made attractions

1. Natural attractions, are the attractions that are based on features of natural environment. For examples: Mountain, River, Beaches, and water fall
2. Cultural attractions, are the attractions that based on the man's activities. For examples: traditional village, cultural events, and cultural performance.
3. Man-made attractions, are the attractions that artificially created by human. For examples: Water Park, safari park, museum & art gallery and recreation park.

2.4 Public Facilities

According to Gamal (2004) says that public facility is the completeness of tourist destination that is required to serve the needs of tourist in enjoying a tourist trip. The construction of public facilities in tourism destinations and attractions certain to be adapted to needs of tourists both quantitatively and qualitatively. In line with Spiliane (1994), public facilities are operational facilities and infrastructure that supporting tourism attraction to accommodate all the needs of tourist. Public facilities are such as toilet, parking area, mosque, and restaurant. Then, Arikunto (2002), public facilities can be defined as anything that can facilities the implementation of business, so in this case facilities can be equated with the existing facilities in the destination.

Based on the explanation above the researcher concludes that public facilities are anything that can facilitate implementation of business or operational facilities that supporting tourism attractions to accommodate all the needs of tourist.

2.5 *Sapta Pesona*

“*Sapta Pesona*” was made by the government of Indonesia to improve the quality of tourism in Indonesia. *Sapta* means seven and *Pesona* means charm, altogether means seven charms that must be realized in order to attract visitors in a tourism place. Chalic (1994) states that *Sapta Pesona* is a condition to be realized in order to attract tourist to visit an area or region in the country and also create beautiful and enchanting atmosphere especially in places frequently visited by visitors to stay longer and feel satisfied while visiting the region. While, based on the Decree of Ministry of Tourism, Post and Telecommunication No.5/UM.209/MPPT/-89 concerning Guidelines for the Implementation of *Sapta Pesona* as a condition that must be realized in order to attract tourists to visit an area or origin in the country of Indonesia. It is also mentioned that *Sapta Pesona* consists of seven elements. Tourism Awareness of Department of Tourism, Post and Telecommunications of Directorate General of Tourism 1993, there are seven elements of “*Sapta Pesona*” that are useful to operate and improve Indonesia Tourism. Those elements are:

1. Safety

This element is a condition or circumstance that provides a calm atmosphere and sense of peace for tourists. Safety also means to be free from fear and worry about the salvation of the visitors' souls, bodies and properties luggage and attachment to visitors' bodies. It also means free from threats, harassment and violence or crime.

2. Orderliness

This element is a condition or circumstance that reflects an orderliness atmosphere and discipline in all people's life. The orderliness state or atmosphere in facing the tourists is more directed in terms of regulations, time, quality of service, and in terms of information.

3. Cleanliness

This element is a condition or circumstance that displays a cleanliness and healthy environment. The cleanliness environment should always be reflected in cleanliness and neat environment and tourism facilities. The use of service equipment that is always well maintained, cleanliness, and free from bacteria and pets. As well as the appearance of cleanliness and physical service personnel. Cleanliness in terms of environment where visitors will find a cleanliness environment from garbage, sewage, and dirt.

4. Cool Atmosphere

This element is a condition or state of the environment that provides a fresh, comfortable atmosphere. Such environmental conditions are created by the effort to create a good atmosphere of environment, gardening and replant the tourist track. Inside the room, it can be created with the provision of potted plants, and if possible, make an indoor garden.

5. Beauty

This element is a condition or circumstance that reflects a regular, orderliness and harmonious arrangement.

6. Friendliness

This element is the nature and behavior of people who are familiar in the association, respectful and polite in communicating, likes to smile, likes to say hello, likes to give service and likes to help without expecting any rewards, both given by offices which directly serve the tourist.

7. Memorable

This element is that tourists can get beautiful and deep memories of the places they have visited. They also get a clean and comfortable accommodation with friendliness attendants, high value of cultural art performances, and the ability of enticing visitors to return.

Based on the statement above, it can be concluded that *Sapta Pesona* has a function to create the conducive environment and good atmosphere, which has to be fulfilled to every destination for attracting visitors to visit. The government of Indonesia is certainly for fulfilling *Sapta Pesona* in every destination in Indonesia, there will be many visitors visit the destination by seven elements, those are safety, orderliness, cleanliness, cool atmosphere, beauty, friendliness, and memorable. Thus, by fulfilling *Sapta Pesona*, the visitors will be comfortable to stay longer in the destination and will be satisfied with the destination.

Mudyastomo (2015) states that the purpose of the *Sapta Pesona* are to improve the understanding all components of society to be a good host in creating a conducive environment for the growth and development of tourism and to Promote and motivate the ability and opportunity society as tourists to explore and love the homeland. The way how to create the *Sapta Pesona* as the attitude of society:

1. There must be an awareness of the balance between rights and obligations.

We must always be aware that each of our behavior in dealing with tourists in the tourist area of what is bound to cause the rights and obligations of each that must be executed with balanced and aligned.

2. Building the strong security system. The security system can be built and planned ranging from small and from small scope, too, for example the attitude of discipline in many ways
3. Legal Compliance. Obey the law means that our country is a country of laws, and we must uphold and maintain the existing legal system in order to protect the existence of rights and obligations travelers
4. Discipline of doing things. Each community is expected to discipline either individually or in interaction with other people especially tourists elsewhere so it will foster a sense of mutual respect that indirectly provide security for tourists

Therefore, the researcher concludes that the purposes of *Sapta Pesona* are to improve the understanding of the society and to promote and motivate the ability and opportunity society as tourists to explore and love the homeland.