

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1. Tourism**

According to Wibowo (1990, p.24), tourism is a travel which is done by someone or more people to have fun and know something new. It can also for certain activities such as sport, health, convention, religious, and etc.

Meanwhile, Marpaung (2000, p.13) defines tourism as a movement which is done by human to get out of routine jobs and leaving their home. Their activities are made to get needs of them.

Moreover, Rivai (2013, p.03) also gives a definition of tourism as a travel with motivation to have fun on holiday, visit recreation place or tourism object and etc. And also, they do this activities usually by wearing various clothes and bring some tour equipments such as camera, cap, colourful glasses, handphone, small bag including map and brochure, medicine, and cosmetic.

Based on UU No.9 tahun 1990, tourism is everything that relates to tour included with businessman and attractions along with efforts which has corelation to that field.

From definition about, writer concludes that tourism is a travel or activity by leaving their home to other place with purpose to get fun and to do something different from their place, along with bringing some tour equipments.'

## 2.2 Tourism Object

Government regulation no. 24 1979 states that tourism object is a creation of man, of life, cultural and nations history and place or state of nature that have the attraction to be visited by tourists.

Yoeti ( 1983, p.158) defined tourism as everything that become attraction for people to visit a particular region. From the description above writer concluded that the meaning of tourist attraction was somewhere having natural beauty or artificial that makes interest people to go visit it.

## 2.3. Kind of Tourism Object

- Nature tourism object, According to Soekadiji (1996, p.28), nature tourism object is a tourism which has attractions from its beauty and natural resources. It also includes symptompts of nature that becomes attractions for tourists to visit. Tourism object included mountain, valley, lake, beach, sunset and sunrise, Plant and animal, and etc.
- Cultural tourism object, According to Soekadiji (1996, p.38), cultural tourism object is a tourism object that has form such a monumental results of human civilization in the pastand cultural activities or attractions of human.

Based on the description above, Tanah Mas lake is grouped into Nature tourism object.

## 2.4 Tourism Industry

Yoeti (1994, p.38) defines tourism industry as all efforts including kinds of production and sevice that are needed by tourists. Meanwhile, Darmaji (1996, p.154) also defined tourism industry as a group or collections of various business that produce products and services that needed directly by travellers or tourists in their trip.

On the other hand, the writer concludes that tourism industry is a group of some companies which produce goods and service that especially needed by tourists and commonly for travel.

## **2.5 Tourism Supports**

There are five factors to support tourism based on Spillane (1987, p.8)

### a. Attractions

Attraction can be classified into site attraction and event attraction. Site attraction is a permanent physical attraction by fixed location, are places in tourism destination such as zoo, keraton, museum and etc. Meanwhile event attractions are attractions are held temporary and the location can be changed and moved easily such as festivals, exhibitions, and traditional arts show.

### b. Facilities ( facilities that needed )

Facility which orient to attractions in destination place. For living in a destination place, tourists need sleeping, food and beverage and etc. Therefore, in a tourism destination is needed a lodging. Beside that, there are also the needs of Support Industries such as souvenir shop, laundry, guide, festival place, and recreation place.

### c. Infrastructure

Attractions and facilities can not be reached easily if a destination place has no basic road infrastructure. The development of road infrastructure in a region can be enjoyed by tourists and residents that live there. Therefore, it has benefit for non tourists. The fixation of infrastructure is a way in developing a tourism.

#### d. Transportations

In tourism, progress of the world transportation is really needed because it determines distance and time in a trip. Transportation in the land, air, and sea is main elements in tourism development.

#### e. Hospitality

Tourists in a destination place need a hospitality of tourism staff to make tourist feel safe and comfort in their trip.

who are in the environment that they do not require certain security guarantees especially to foreign tourists that requires a sense of place a tourist destination they would be right. Then basic needs for security and protection must be provided and also tenacity and conviviality labor wisata needs to be considered that tourists feel safe and comfortable during a tour.

### **2.6 Sapta Pesona**

There are 7 sapta pesona according to journal of North Sumatera University. They are :

1. Security is a condition where travelers can feel safe, which means their safety and physically.
2. Order is a condition that reflects atmosphere foods, neat and smoothly and shows discipline high in all facets society.
3. Cleanliness is a state of environmental conditions featuring atmosphere free from impurities, trash waste, disease and pollution.

4. Coolness is situation providing coolness, comfortable safety, neat, with the restoration.

5. Beauty is a condition or atmosphere featuring environment being attractive and unsightly eyes.

6. Hospitality attitudes and behaviour of someone that shows propinquity, love to help, love to smile and kindhearted.

7. Memories is attached to the strong impression on the memory and the feeling of one caused by experience who procures.

To embody sapta pesona the policy should be done is by given understanding to all levels of society and the business world that sapta pesona is very important in developing an attraction.

## **2.7 Tourism Motive**

Rivai ( 2013,p.21) states that tourism has 3 motives, they are :

- Curiosity, the main factor that caused someone doing a tour is to know something. This feeling which encourage people to make a tour by leaving their home to go to another place, even going abroad.
- The development of technology, the development of technology in transportations will make visiting of tourist smoothly. The transportations that bring tourists from place to another place is a main factor in tourism world. For example, the development of technology of train is a transportation which are cheap and safe in this era. The route of a train now is not only usual route, but also for tourism sector.
- Event of tourism, another reason that encourage people do a tour is the various of great event. Many people do travels from a country to another country to held great event. For example, world cup that has ever held in Spain.

## **2.8 Requirements of tourism object**

According to Maryani (1991, p.11) explained the requirement of tourism object as follows :

1. What to see, in a tourism object must have different attractions than other tourism objects. "What to see" including view, activity of art, and tourist attraction.
2. What to do, beside looking the the activities in a tourism object. A tourism object is required to provide good facilities or tourists to make tourists do some activities in a tourism object.
3. What to arrived, it means accessibility to tourism object easilily to reach, what transport to use, and how long the tourists arrive in a tourism object.

## **2.9 The Various of Tour Activities**

According to Rivai (2013, p.4), the various of tour acitivities are below :

1. Picnic, is a tour that done for one day by visiting tourism object, this activity is usually done by students or youth organization in spending holiday.
2. Sight-Seeing, is a short tour without going out from transportation to know place that is visited by tourist. It is usually done by travel agent to serve tourists which have just arrived.
3. Package- Tour, is a sequence of tour planning which is completed by informations of tourism object, transportations and accommodations, length of time in doing a tour, and cost of tour. This package-tour has arranged by travel agent, therefore tourists are only choose what package they want. For the package tour has an unique itself such as, Bali Tour, Komodo Tour, Danau Tour, Sriwijaya Tour, Tokyo Tour, European Tour, Dempo Tour and etc.

4. Regular tour, is a routine tour that held every day, object and cost has fixed by travel agent. This regular tour is not depended on quantity of tourists, it is usually named One day Tour, Two Day Tour, Jakarta City Tour, Musi Tour, and etc.

5. Study tour, is a tour which has education theme to learn something in certain field. It is usually followed by students. By visiting an object that has relation to science to become a study comparison such as, history building, art, animals, vegetation, and etc.

6. Social tour, is a tour that held by attention to economy factor so that tour cost can be reached by participant. This activity is usually done by schools and organization without getting benefit.

7. Independent tour, is a tour based on requested from tourists. This activity is not depend on schedule.

8. Optional tour, is an extra tour for tourists that has bought tour-package but they want to go to other place that unavailable in package-tour. For this activity, tourists usually pay extra charge.

## **2.10 Image of destination Place**

Laws ( 1995,p.112) states “Image can establish a meaningful position for the destination in the public’s mind as being a place different from other destinations offering similar primary attraction.”

Another expert Pitana and Gayatri (2005, p.64) also argued that “image which is formed in market is a combination of factors in a destination place such weather, view, safety, healthy, and sanitation, hospitality, and etc.”

From the explanation above, the writer concludes that image of destination place is very important because it makes people come to a destination.

## **2.11 Tourism Promotion**

According to Marpaung (2002, p.103), promotion is an effort which is done to adjust product of tourism with tourism demand so the product becomes more attractive. The attraction that become keyword of a tourism promotion which is become attraction for tourist to buy or come.

Another expert Yoeti (1990, p.14) define promotion as an activity in marketing. Promotion must also be created to make sure that tourists in certain target of market and it can know precisely what tourism object offer.

By explanation above the writer concludes that promotion as a marketing mix company, which provides information to the public or consumers about products or services offered by the company to make sure tourists come to tourism object.

### **2.11.1 Promotion Media**

At present, technological advances and globalization create each element in economic activity experienced a shift in each activity. Consumers want fulfillment pattern that is effective and efficient and manufacturers produce products of innovation that may never have existed in the minds of others. The advancement of technology looks like a growing number of cell phones, the increasing use of the internet and the emergence of a business that had not taken into account and suddenly dominate the market like yahoo, google or Amazon.com, e-bay. Everyone has a notebook or netbook, as well as the emergence of smartphones equipped by internet acces, e-mail service, facebook, twitter etc. (Situmorang,2011, p. 3).