

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism**

According to Buchli in Yoeti (1983, p. 107) tourism is any temporary transition place of a person or group, with purpose of obtaining services. Then, Morgenroth cited in Yoeti (1983, p. 107) says tourism in the narrower sense is the traffic of people who leave their own place for a while, to cruise somewhere else, merely as consumers of the economic result and culture in order to provide the needs or desires of life and culture of the diverse personality. Furthermore, Wahab cited in Yoeti (1983, p. 106) suggests that tourism should show anatomical limits of the symptoms of the three elements, namely: (1) human (man), that is, those who travel tours; (2) space, which is the area or scope of places to travel: and (3) time, the time spent during the trip and stay in tourist destinations. Based on the above tourism definition, it appears that tourism is a trip taken for a while, which is held from a place to another, not to work or earn money in the places visited, but to enjoy the ride (recreation) to fulfill the diverse that wished by tourists.

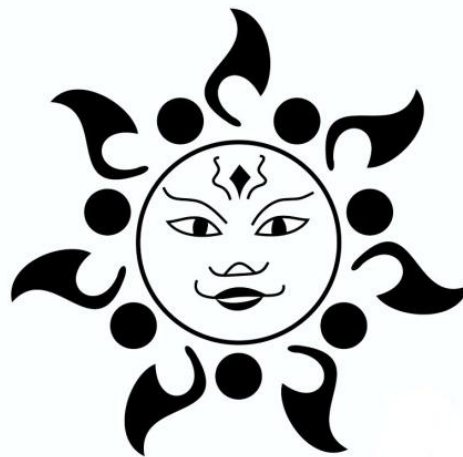
Elements that determine the development of the tourism industries are the tourism objects and tourist attractions. Tourism objects are all interesting things to be seen and felt by travelers that come from nature, whereas the tourist attraction is something interesting to be seen, enjoyed and experienced by travelers created by humans that require preparation. Both of these elements are one of the reasons why visitors travel, or in other words everything in tourism object is targeted by the tourists.

In order to increase the interest of tourism objects, government and administrators need to construct and develop the tourism objects. There are always negative effects of development, especially in tourism objects. For example, the occurrence of environmental damage due to the development of tourism infrastructure and damage is also caused by the tourists or people nearby,

so that to decrease the negative effects, the government and representative need to implement Sapta Pesona.

## 2.2 Sapta Pesona

Sapta Pesona is a condition that must be realized in order to attract tourists to an area or region in our country. Sapta Pesona consists of seven elements, namely security, order, cleanliness, coolness, beauty, hospitality and memories (Chalik, 1994, p.26). We need to create beautiful and enchanting atmosphere, anywhere and anytime, especially in places frequently visited by tourists and travelers at serving time. With the attractive and comfortable atmosphere, tourists would like to stay longer, feel satisfied with the visit and provide wonderful memories of their lives.



Sapta Pesona is symbolized by the sun which has seven lights. The meanings of seven pieces of light are consisting of seven elements. The Logo of Sapta Pesona is set by the Ministry of Tourism, Post and Telecommunication Number: KM.5/UM.209/MPPT-89 on Guidelines for the Implementation of Sapta Pesona. According to [budpar.go.id](http://budpar.go.id), the purpose of this program is to increase awareness, sense of responsibility of all levels of society, including government, private and public to be able to act and make it happen in everyday life.

Sapta Pesona is an element that must be occurred in every tourism product and used as the benchmark of quality improvement of tourism product. The

development process should run along with the increase of tourism awareness. Similarly, the process of Sapta Pesona should run along with the regional development and general national development.

### **2. 2. 1 The Elements of Sapta Pesona**

Sapta Pesona is seven conditions that must be realized and acculturated in people's daily lives in an effort to increase the attractiveness and competitiveness of Indonesian tourism. The Ministry of Tourism, Post and Telecommunications (1994) states the seven elements of Sapta Pesona are security, order, cleanliness, coolness, beauty, hospitality and memories.

#### **1. Security**

Travelers will be pleased to visit a place where they feel safe, peaceful, no fear, protective and free from crime, disease, accident and disturbance. Here are the examples of problem that deal with the security:

- a. Crime, violence, threats, such as theft, extortion, hold-up, fraud and so forth.
- b. Communicable diseases and other ailment.
- c. Accidents caused by the equipment and facilities that are not good, such as vehicles, equipment, food and drink, elevators, recreational or sports equipment.
- d. Disturbance by people, among others, by the imposition of hands hawkers', words and actions and hostile behavior and so forth. Therefore, safe means mental and physical safety guaranteed, including tourists' belonging.

Security and safety is an integral part of tourism. Any interference of security and safety, whether occurring inside or outside the country will effect on tourism (Bakri, 2011).

#### **2. Order**

Orderly condition is something that is highly coveted by everyone including tourists. Orderly atmosphere can lead to peace of heart. People's lives are organized, neat, and disciplined to make everything to go smoothly (Ariani &

Putri, 2007, p.91). The Ministry of Tourism, Post and Telecommunications (1994) explains that these are some things that include the order:

- a. Traffic is orderly, regular and smooth. The transportation equipment comes and leaves on time.
- b. There are no people who scramble to get or to buy something that is needed (orderly in line).
- c. Building and environment are neatly laid out.
- d. Services are performed well and smoothly.
- e. Information is correct and unambiguous

### **3. Cleanliness**

Cleanliness is a situation or environment that displays an atmosphere free from dirt, rubbish, waste, disease and pollution. Cleanliness also refers to the maintenance of hygienic conditions, through services such as garbage collection and wastewater disposal (WHO, 2014). Travelers will feel welcome and comfortable when positioned in places which are clean, healthy, and well sanitized. Clean environment is both at home and in public places, such as hotels, restaurants, public transportation, recreation, the rest area, clean from trash, dirt, graffiti and so forth. The Ministry of Tourism, Post and Telecommunications (1994) says these are the meanings of clean environment:

- a. The tourism objects, hotels, restaurants and the transportation facilities clean from trash, dirt, graffiti, pollution and others.
- b. The hygiene and comfortable toilets.

These are the standard of cleanliness for meal and drinks:

- a. Serving clean and healthy meals.
- b. The use and presentation of tools such as spoons, dishes, bedding, sports equipment, etc.
- c. Officers' clothing and appearance which are clean, tidy and the odorless and so forth.

#### **4. Coolness**

The green, fresh and neat atmosphere is giving a cool, comfortable, and peaceful environment. Coolness expected by tourists is not only has to be outside the room or building, but also in the room, for example, work or study room, dining room, bed room and so forth. To make it come true, The Ministry of Tourism, Post and Telecommunications (1994) suggests anyone to:

- a. Actively participate in maintaining the environmental sustainability and reforestation results that have been made by public and the government.
- b. Actively contribute to advocate and pioneer the local communities in order to implement reforestation activities, maintain cleanliness, plant variety of plants in their yard for both decoration and plants that give any benefit for households. Also, they can plant leafy trees along the road in their neighborhood, in the school yard and so forth.
- c. Form associations whose purpose maintaining environmental sustainability.
- d. Decorating the study/ work room, living room, bedrooms and other places with a variety of plants in order to decorate or make it cool.
- e. Initiate various activities and other efforts that can make our environment cool, clean, fresh and comfortable.

#### **5. Beauty**

Beauty is circumstances or atmosphere that shows an attractive and harmonious environment. Beauty can be viewed from various aspects, such as in terms of color layout, spatial planning or style shape and movement, and in harmony, thus giving a good and beautiful impression to be seen and felt. According to Gie cited in Suryana (2013), beauty is an abstract quality, it cannot be seen physically, but the value of the beauty can be felt.

Beauty is always in line with cleanliness and order, the same as an integral part of the environment in the form of creation of Almighty God and the work of man. Therefore, we are obliged to preserve the environment for sustainability and can be enjoyed by mankind.

## **6. Hospitality**

A hospitality attitude is a behavior that indicates familiarity, politeness, helpfulness, like to smile and engage. According to Prasetyaningsih (2013), hospitality is an embodiment of an expression of warmth in accepting other people, respect, and friendship and brotherhood to other people, especially to the guests who come. The residents of tourism object destination has important role in accelerating the tourism development (Wironto, 2014). Hospitality does not mean that we should lose our personality or indecision in determining a decision or attitude. In other words, hospitality is the nature and culture of Indonesian people in general who always respect his guests and can be a good host. This amenity is an attraction for tourists, therefore, it must be maintained continuously.

## **7. Memories**

The Ministry of Tourism, Post and Telecommunications (1994) says memories are attached with a strong impression on the memories and feelings that are caused by the experience gained. Memories may be beautiful and fun, but also can be unpleasant. These beautiful memories can be also created, through accommodation, attraction, food and drinks, and tiny souvenirs as described below.

- a. The accommodation is comfortable, clean and healthy. The service is also fast, precise and friendly. The atmosphere reflects the characteristic of the region in form and style of the building and its decoration.
- b. The cultural attractions must be unique and fascinating in form of dances, songs and various ceremonies.
- c. The food and drinks are delicious in regional specialties, with an attractive appearance and presentation. Food and drink are one of the strong appeals and can be used as identity of the place.
- d. Tiny souvenirs reflect the local characteristics of high quality, they are easy to carry and at an affordable price and they have a special meaning or memories as evidence of a person's visit to a place, region or a country.

Sapta Pesona and implementation goals are so broad and not merely for the sake of tourism. Socializing and cultivating Sapta Pesona in everyday life have a much broader purpose, namely to increase the national discipline and national identity which will also enhance the image of both the nation and the State.

### **2.3 Previous Studies on Sapta Pesona**

Some previous studies have identified the implementation of Sapta Pesona in some tourism objects in Indonesia. Those researches discuss the importance of the implementation of Sapta Pesona as the aspects that have to be owned by a tourism object to make tourists feel at home and want to keep going back to the tourism objects. As the elements that must be occurred in every tourism product, Sapta Pesona becomes the important things in developing tourism objects.

First, Maryati, Bakaruddin, and Suarto (2013) from Geography Education STKIP PGRI West Sumatra conducted a study entitled *Sapta Pesona of The Belibis Island Tourism Object: Kecamatan Tanjung Harapan, Solok*. (Sapta Pesona Objek Wisata Pulau Belibis Kecamatan Tanjung Harapan Kota Solok). This study aims to obtain data or information, discuss and analyze the application of the Sapta Pesona namely, security, order, cleanliness, coolness, beauty, hospitality, memories of the Belibis Island tourism object at Kecamatan Tanjung Harapan, Solok. Based on the observation done by the researchers, the implementation of Sapta Pesona in Belibis Island was good. Security and order in Belibis Island tourism object were orderly and well controlled. Tourism Department has assigned some people to keep the security of Belibis Island. Also, the playground in Belibis Island was neatly laid out. In addition, Belibis Island was clean from trash and air pollution. Moreover, there are many trees and plants that planted, that makes the weather become cool and comfortable. The scenery of Belibis Island is also beautiful, supported by playground, fishing arena and outbound. People in Belibis Island are also friendly. They serve the tourists well. For example, they gave clear direction or answer on every question and information needed. Unfortunately, there were not hand gifts that tourist can buy from Belibis Island.

Second, Musa (2013) from Culture and Literature Faculty, majoring Tourism, Gorontalo University did a study entitled *The Implementation of Sapta Pesona at Torosiaje Tourism Village in order to Support the Tourism in Pohuwato Regency*. In this study, the researcher wanted to know how Sapta Pesona at Torosiaje tourism village in order to support the tourism in Pohuwato been implemented. Based on the observation done by the researcher, Sapta Pesona at Torosiaje tourism village has been optimally implemented. As seen, almost all elements of Sapta Pesona had been applied by people nearby. First, the security was handled by Transportation and Tourism Department of Gorontalo. Citizen of Torosiaje village and government has well-coordinated in keeping the security of Torosiaje tourism village. Second, the waste disposal has been controlled by government and people in Torosiaje. However, there were some tourists who still put rubbish in improper places although the administrator of Torosiaje tourism village has placed many trash cans at the tourism object. Third, the ticketing of tourism object was not order. The administrator only took the money and did not give the ticket to the tourists. Also, sometimes there were no people who in charge in the ticket box. Fourth, Torosiaje tourism village was quite cool. Eventhough this village built above the sea, the weather was cool because there was much wind that blows. Fifth, this village was very beautiful. Built above the sea, that made tourists come to there and of course it has very good scenery. Sixth, people in Torosiaje had very good hospitality to every guest who came to their village. They realize that tourists were very important for the viability of their life. Last, tourist who came to Torosiaje really love the way people served them. It made them feel special. That became a very good memory of tourists and made them want to come again someday. The researcher concludes that each part of Sapta Pesona was very important in order to support the quality of tourism object.

The last is the study entitled *The Study of Sapta Pesona in Sialang Buah Beach Tourism Object Kecamatan Teluk Mengkudu Serdang Bedagai Regency* conducted by Sirait (2013) from Social Faculty majoring Geography Education, Medan University, Medan. In this study, the researcher wanted to know the implementation of Sapta Pesona in Sialang Buah Beach. The result of this study



showed that the implementation of Sapta Pesona was on the average. As seen on the security, the tourists who visited Sialang Buah Beach felt uncomfortable because there were many unregistered ticket seller, parking ticket, and hut rented. For example, the tourist did not feel free while choosing the hut they wanted. Then, the hospitality of the administrator was far from enough. Some of them did not give any direction and information to tourists. Last, this tourism object gave memories for tourists. This was because the beauty of Sialang Buah Beach. However, there were no hand gifts that tourists could buy in this tourism object.

Those three studies have stated that the implementation of Sapta Pesona in tourism object is very important in order to increase the quality of the tourism objects and the visits of tourists. By implementing Sapta Pesona, the tourism object has fulfilled the aspects that must be owned.