

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to Suwanto (2002, p.3), tourism is the process of the trip to one place for a while. The trip is caused by importance of economics, socialism, politics, religion, health, etc. Meanwhile, Yoeti (1983, p.109) defines tourism is a trip that is done for a while from one place to another place; the trip is not for business or looking the basic necessities of life in the place that is visited, but for enjoying the trip to recreation or filling kinds of necessity. Musanef (1995, p.8) states that tourism is derived from Sansekerta that consists of two syllables "*pari*" and "*wisata*". *Pari* is repeatedly. Then, *wisata* is the trip. In other word, tourism is the trip that is done repeatedly. The person who does the trip is called a traveler, whereas person who does the trip for tour is called a tourist.

Based on the explanation above, the writer concludes that tourism is the trip that is done by person to visit some places for enjoying the trip.

2.2 Elements of Tourism

According to Marpaung (2002, p.87), factors which can make a place potential to be a tourism object are as follows:

1. Places have facilities needed by tourists for eating, drinking, and staying likes accomodation which has a lot of choices from the simple facilities until the complete facilities such as motel, hotel and restaurant.
2. Natural resources are the tourism objects which are available in nature or created by God such as lake, mountain, beach, historical place, etc.
3. Infrastructure is the element of tourism which can make the tourism activity be easy such as road, port and airport.

4. Transportation is the element used to go to the tourism object. Tourist need the vehicles to go the tourism object such as ship, car, train and plane.
5. General sources are the element of tourism that consists of guide, technology, culture, and the potency of leadership.

Subroto (1997, p.28) states that elements of tourism need to be developed in the tourism objects are:

1. Attraction and activities – tourism objects represent something that can be seen and conducted by the tourists.
2. Hospitality facilities and services – tourism objects should have the place that can make the tourists stay during conducting the trip.
3. Transportation – the facility which used by the tourists as an access to tourism objects and also to conduct the travelling.
4. Basic community infrastructure – the facility consist of clean water, electrics, garbage, and telecommunication.
5. Travel arrangement – it consists of the travel agent and guide for tourists.

On the whole, elements of tourism are something that can be seen and felt by the tourists during the tourism activity such as transportation, accomodation and infrastructure, etc.

2.3 Kinds of Tourism

According to Yoeti (1993, p.114), here is the kinds of tourism.

1. Cultural Tourism

Cultural tourism is a kind of tourism which encourages tourists to come to tourism objects because of the attraction of acultural art in a place. The tourism objects are museum, an art attraction that has the history of culture.

2. Recuperriatonal Tourism

Recuperriatonal tourism is called healthy tourism because the purpose of the tourists come to the tourism object is for cure the disease. For example the tourist has the activity for bathing in hot springs, mud, etc.

3. Commercial Tourism

Commercial tourism is the trip that associated by the commerce activity both national and international such as exhibition, seminar, etc.

4. Sport Tourism

Sport tourism is the trip done by the tourist to see the sport festivy in one place such as Olympiad, All England, and the competition of boxing.

5. Political Tourism

Political tourism is the trip that has purpose to see the event related to the activity in a country. For example the event of Hari Angkatan Perang Indonesia, and Parade May 1, in Tiongkok.

6. Social Tourism

Social tourism is organizing a cheap and easy trip to give an opportunity to the society of weak economically such as laborer, farmer and student.

7. Religion Tourism

Religion Tourism is the trip that has purpose to see the religious event. For instance, the event of pilgrimage for Islam, visiting the Lourdes for Catholic, visiting the Muntilan that is the center developing Christian in Jawa Tengah.

2.4 Tourism Objects

Tourism object is the realization of human creation, life system, art of culture, history of nation, and panorama that has the attraction to be visited by the tourists (Karyono, 1997, p.27). Based on *Undang-Undang No 9 Bab III Pasal 10 Tahun 1990*, tourism object can be divided into two parts; 1. tourism objects created by the God such as nature, flora and fauna. 2. tourism objects created by the human such as museum, cultural art, tirta tourism, etc. Meanwhile, Yoeti (1983, p.158) defines a tourism object is everything that is being the fascination for the people to visit one of the tourism objects. The tourism object should attract the attention of tourists to visit. Therefore, the tourism objects should fulfill the requirements, as described below:

1. Something to see - an object must have the tourism object and tourism attraction that can be seen by the tourists.
2. Something to do - tourism objects must have the place that can give the convenience for the tourists so that they will feel comfort in tourism object.
3. Something to buy - tourism objects must have and provide the facilities for shopping. For example, the organizer of tourism object should provide the souvenir for the tourists who come to the tourism object.

In addition, tourism object is one place that has the beautiful scenery that can make the tourists are interested in visiting it. The function of nature in tourism object is very important because it has high potentiality to support the tourism object, so that the tourists are interested in visiting the tourism object.

2.5 Tourism Attraction

According to Yoeti (2002, p.5), tourism attraction is something that can attract the tourists to visit the tourism objects. The tourism attraction consists of (a) natural attraction: landscape, seascape, beaches, climate and other geographical features of the destinations, (b) cultural attraction: history and folklore, religion, art and special events, festivals, (c) social attractions:

the way of life, the resident populations, languages, opportunities for social encounters, and(d) built attraction: building, historic and modern architecture, monument, parks, gardens, marinas, etc. Thus, tourism attraction is something that has a unique, beauty, the diversity value of natural wealth and culture that can attract the tourists come to the tourism objects.

2.6 Tourism Marketing

Tourism marketing is an activity that aims to influence, urge, and seduce the potential tourist as a consumer to take the decision to hold a tour (Soekadijo, 1996, p.217). According to Wahab (1997, p.228), tourism marketing can be limited by the systematic effort by the national tourism organization or business entity of national and local tourism to the satisfaction of tourists both corporately and individually. Each one has purpose to increase the growth of tourism. Meanwhile, Marpaung (2002, p.118) states that tourism marketing is a process from analyzing, planning, developing, doing, and controlling a program which is done by promoting, and distributing the product and also the service for creating and adding beneficial exchanges from the market segments for reaching the goal of organization.

According to Yoeti (1996, p.18), marketing mix strategy consists of many strategies, as described below:

1. Advertising

Advertising is media that are used for promoting the product or service.

2. Print and Distribution

Print and distribution are promotional literature such as, consumer brochures, shell folders, maps, and many others

3. Consumer promotion

Consumer promotion is a program or activity that is used for promoting and advertising the product or service directly.

4. Public relations and publicity

Public relations and publicity are educational tours that are used to promote the product or service

5. Consumer service

Consumer service is the tourist information office that is located in central area.

The writer concludes that marketing mix strategy has its own special strategy that combines some strategies which are useful for marketing and promoting the tourism sector.

2.7 Tourism Development

According to Yoeti (1983, p.56), tourism development is the conscious effort and planning to improve objects and attractions that will be and being promoted. The development of tourism object includes the improvement of object attraction and facilities that are available for the tourists, since departing from their residence to the destination until go back to their residence.

Tourism development should pay attention on the cultural and natural preservation. Then, the tourism industry should develop tourism objects for preparing places for the visitors.

Based on the *Intruksi Presiden Nomor 9 Tahun 1969 Pasal 2*, the purposes of tourism development are descriced below:

1. To increase the income of devisa especially the income of country and the society. Then, to support the industry activity that is in tourism;
2. To introduce the attraction and the cultural of Indonesia; and
3. To increase the brotherhood of national and international.

Tourism development should be comprehensive so that the government can know the potential of the tourism object. Here are the things that should be judged by the government (*Dirjen Pariwisata, 1976, p.46-51*).

1. Tourism development should be integrated into the program and the structure of economy building, physical, and social of the country because the development of tourism influence the other sectors;
2. Tourism development should have the purpose because it can give the prosperity for the society;
3. Tourism development should be aware the environment because the development shows the special characteristic of the culture and scenery of the country. The main judgment should have the purpose especially tourism sector as a facilities to keep the cultural of the country, history, and the environment so that the society can enjoy it;
4. Tourism development can show the social positif changing;
5. Tourism development should have the planning that arrange clearly based on the judgements of the skill; and
6. Tourism development should be monitoring the influence of the tourism for the society and his environment. The main orientation of the tourism development is to increase the special characteristic of cultural, scenery and the authoritarial that is in tourism object so that it can make the tourist come to the tourism object.

According to World Tourism Organization (1999, p.42), there are three important things in tourism development, namely:

1. Quality. Sustainable tourism provides a quality experience for visitor, while improving the quality of the host community and protecting the quality of environment.
2. Continuity. Sustainable tourism ensures the continuity of the natural resources upon which it based and the continuity of the cultural of the host community with satisfying experience for visitors.
3. Balance. Sustainable tourism balances the need of the tourism industry, supporters of environment, and the local community.

2.8 Tourism Facilities

Tourism facilities are the companies that provide the service to the tourists directly and indirectly as well as their life and livelihood depend on the arrival of the tourists. Tourism facilities consist of:

1. Accommodation facilities

Accommodation facilities are the main facilities that needed by the tourists to stay and take a rest in the tourism object. The length of their settled in the location based on the tourists coming such as individual, group, and family (Inskeep, 1991, p.108).

2. Restaurant

Restaurant is the facilities that provide by the companies, seems like accommodation facilities, restaurant is needed by the tourists that visit the tourism objects. Moreover, to make the distribution that done by the organizer of tourism object be easy, the organizer of tourism objects should cooperate each other with the consumption provider so that the food that will be delivered still in fresh and delicious condition (Lawson & Bound-Bovy, 1998, p.35).

3. Parking facilities

Parking facilities have the effect on the smooth movement of traffic and circulation of the tourism environment. Thus, it is necessary to provide the parking area to handle the vehicle that is in the tourism objects (Inskeep, 1991, p.317).

4. Shopping facilities

Shopping is the one of activities in the tourism objects that is done by the tourists who visit tourism objects. In the tourism objects need the shopping facilities, not only as a tourism service but also as a tourism attraction (Inskeep, 1991, p.86).

5. Transportation facilities

According to Inskip (1991, p.90), the transportation facilities that is attractive containing of historical value, and has special shape that can be used as objects and tourism attraction.

6. Public facilities

The public facilities are the facilities should be available in the tourism objects. The public facilities consist of the public toilet, place if worship, and public telephone (Inskip, 1991, p.91).

2.9 A Previous Study on Tourism

A research on tourism development has been done by Riyanto (2013). The title of his research is *Analisis Strategi Pengembangan Pariwisata Daerah (Studi pada Dinas Kebudayaan dan Pariwisata Daerah Kabupaten Nganjuk)*. The purposes of his research were to know the strategies of Dinas Kebudayaan dan Pariwisata Kabupaten Nganjuk to develop *Goa Margo tresno* and the factors that influence the improvement of tourism in Kabupaten Nganjuk. The researcher collected the data by using observation, interviews, and documentation. In his reasearch, the strategy in developing *Goa Margo Tresno Nganjuk* as a potential tourism is by improving the facilities and infrastructure. There are three parts of facilities and infrastructure, namely: main tourism infrastructure, supplement tourism infrastructure, and supporting tourism infrastructure.

The role of *Dinas Kebudayaan dan Pariwisata Daerah Kabupaten Nganjuk* in providing the facilities and infrastructures in *Kabupaten Nganjuk* are described below:

1. Main tourism infrastructure is the main facilities that is supported by the company. The facilities and infrastructure consists of 13 hotels, 17 restaurants, homestay, tour operator, the transportation such as bus, tricycle, etc.

2. Supplement tourism infrastructure is the facilities that is provided by the company that can support the activities in tourism object. The facilities consists of sport facilities such as tennis courts, golf course, and the area of hunting, sailing, and surfing.
3. Supporting tourism infrastructure is the facilities that is provided by the company. The function of this facilities is to make the tourists shopping in the tourism object. The facilities consists of souvenir shop and utility area such as tourist information center, and clean water, toilet, mosque, etc.

There are two factors that influence tourism development in Kabupaten Nganjuk, namely supporting tourism and preventive factors.

1. Supporting Factors

Supporting factors are the factors that can support the development of tourism. There are four factors that can support the tourism development in Kabupaten Nganjuk, namely:

- 1) The tourism objects that are well known and recognized by the public;
- 2) The role of the government and local community;
- 3) The coordination between the government and the local community; and
- 4) Undang-Undang No 9 Tahun 1990 tentang Kepariwisata.

2. Preventive Factors

Preventive factors are the factors that can prevent the development of tourism. There are three factors that can prevent the tourism development in Kabupaten Nganjuk, namely:

- 1) The Fund are limited;
- 2) The strategic location of tourism object; and
- 3) The land ownership status.