

CHAPTER TWO

LITERATURE REVIEW

2.1 Tourism

The etymology, tourism derived from Sanskrit words. The word *pariwisata* is composed of two syllables of "*pari*" and "*wisata*". *Pari* means many times or repeatedly, and *wisata* means trip. So tourism is a journey that undertaken repeatedly from one place to another place.

Based on the law No.9 year 1990 tourism is the travel activities that is voluntary and temporary to enjoy the tourism object. According H.Kodhyat (1983, p.4), Tourism is travel from one place to another, temporary, done individually or in groups, as an attempt to find a balance or harmony and happiness to the environment in the social, cultural, and natural sciences. Marpaung (2000, p.46-47) said that tourism is a journey that people do for a while, which was held from one place to another place, with a plan and not to try or make a living in the places visited, but simply to enjoy leisure activities and to meet the diverse desires. Soekidjo (1997, p.8), Tourism is community are all activities associated with tourists. Schmoll (1997, p.30) state that tourism is a highly decentralized industry consisting of enterprises different in size, location, function, type organization, range of service provided and method used to market and sell them. Suwanto (1997, p.3) define as "tourism is a process of traveling with a variety of interests such as economic interests, social, cultural, political, religious and health". According WTO in Kadek (2011, p.3) tourism is activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Tourism is an activity done by visiting the tourism object in the area and usually guided by a tour guide who the people know well about the area and these activities also have a period. Tourism is not always about the place, some of which could involve other factors, religious tours, cultural tours, culinary tours, etc. Tourism is a positive action because providing entertainment as well as knowledge and also financial benefits for local communities.

2.2 Kinds of Tourism

According Wahyono (1996, p7), there are several types of tourism object which is known, depending on the region or the purpose of the visit to get an experience or outcome that is expected. The types include:

a. Natural tourism

is the form of a trip to a place that is still Naturally. For example forest as protected forests, national parks, nature reserves, jungle tours, the mountains, the scenery, the cool atmosphere, even visit to the beauty of the ocean. Tourists perform certain activities for seeing and enjoying the beauty of nature and know the beauty of nature closer. But, sometimes natural tourism has a challenging activities undertaken by tourists, thus requiring physical strength, mental and courage for example exploring the woods, rock climbing or water rafting.

b. Cultural tourism

An object which is made by human being, such as Museum, heritage, art culture.

c. Study-tour

A way to learn something conducted in groups (usually school children) and visiting places that have educational value. For example, a visit to the botanical gardens, zoos, cultural centers.

d. Agricultural or agro Tourism

The tour to find out closer about farming. usually the tourists come to harvest crops or picking produced a fruit plantation. Sometimes, This tour visit some places such as farm ponds fish, shrimp besides traveled they are also learning.

Ministry of Tourism and Creative Economy (2012, p14) classifies tourism into seven kinds. They are:

a. Cultural Tourism

The tour to expand someone knowledge about other culture in the world. The tourists can learn the circumstances of the people, their habits, way of life, culture and the arts. This tour can give good chance for the tourists to take part in cultural activities, such as the exposition of art (dance, drama, music, and sound art), or historical activities and so on.

b. Maritime or Nautical Tourism

Tourists do this tour to enjoy the natural beauty associated with sports activities on water such as lake, beach, bay, or sea. The activities that can done by the tourists such as fishing, sailing, diving while taking the picture, surfing competitions, rowing races, look around the marine park with a beautiful view in the water surface. And also perform a variety of recreational waters is mostly done in the regions or maritime countries, in the Caribbean Sea, Hawaii, Tahiti, Fiji and so on. There are many places in Indonesia that has the potential of this tourism, such as the Thousand Islands in Jakarta Bay, Lake Toba, Bali beach and the small islands around it, Marine Park in the Maluku Islands and others.

c. Tourism Nature Reserves (wildlife conservation)

This tourism usually organized by a travel agency that specializes businesses arrange for a place or area of nature reserves, conservation parks, forests and mountainous areas so that its preservation is protected by law. This tourism is mostly done by nature lovers with activities such as photographing animals or wildlife colorful flowers and trees that are protected from the government and society. And also, the tourists can enjoy the beauty of nature, freshness of the air in the mountains, animal life and rare wildlife, as well as plants that are rarely found in other places.

d. Convention Tourism

This tourism same as political tourism. Nowadays, many countries build this convention tourism by providing facilities building with rooms where participants convene for a conference, meetings, deliberation, or other meetings both nationally and internationally. West Germany has the International Convention Center in Berlin, Philippines has the Philippine International Convention Center in Manila and Indonesia has Senayan in Jakarta Convention Center, the venue for a large gathering sessions with modern fixtures. Agency convention in Berlin, Manila, or Jakarta tried hard to attract organizations or national and international agencies to hold the trial in the convention center with providing accommodation, facilities infrastructure to present the attractive programs.

e. Agricultural Tourism

This tour is a journey undertaken to visit agricultural projects, plantations, nurseries fields, the tourists group can conduct sighting for the study purpose and also they can enjoy the variegated plants, and various types of vegetables and plantation crops.

f. Hunting Tourism

This tourism is mostly done in countries that have forest areas for hunting and it's justified by the government and implemented by various agencies or travel agents. This tourism is arranged in the form of safari to the areas or forests that have been established by the government of the country concerned, such as the various countries in Africa to hunting the elephants, lions, giraffe, and so on. In India, there is a special area for hunting the tigers, rhinos and so on. And in Indonesia, the government opened this tourism in the Baluran area in East Java, where tourists may shoot a bull or boar.

g. Pilgrimage Tourism

This tourism associated with religion, history, customs and beliefs of the society. Pilgrimage tourism done by an individual or group to come to the holy places, to the tombs of the great or exalted leader, to a hill or a mountain considered sacred, burial places of figures or leader as a man full of magical legends. This pilgrimage has been attributed to the intention or desire of tourists to gain approval, inner strength, firmness of faith and also for the purpose of obtaining blessings and abundant wealth. In this connection, the Catholic people make a pilgrimage tour to the Palace of the Vatican in Rome, the Islamic to the holy land (Mecca), Buddhists to the holy places of Buddhism in India, Nepal, Tibet and so on. In Indonesia many sacred places that visited by people of certain religion such as Borobudur Temple, Prambanan Temple Besakih in Bali, Sendangsono in Central Java, the tomb of Wali Songo, Gunung Kawi, Sukarno in Blitar tombs and so on.

Pendit (1999, p.115) states that there are some kinds of tourism, namely:

a. Health Tourism

Tourists do this tourism with the aim to measure the state and the neighborhood. So they can treat fatigue physically and spiritually with visit a resting place like bathing in hot springs for healing in a climate of healthy air or places that provide other health facilities.

b. Sports Tourism

Tourists do this tourism with the goal of exercise or to take an active part in the Games in a place or country, such as the Asian Games, Olympic Games, Thomas Cup, Uber Cup and others.

c. Commercial Tourism

This tourism is a trip to visit the exhibitions such as the commercial exhibition industry, trade shows, and so on. Exhibition is celebrated with a variety of attractions and performing arts.

d. Tourism industry

The tour undertaken by a group of students or the general tourists to industrial area such as the factories or large workshops, with the aim to conduct a review or investigation.

e. Political Tourism

Tourist visit or take an active part in the political activities of tourism, for example the celebration of Indonesian anniversary in Jakarta, August 17, Coronation of the Queen of England in London, and other. Usually the accommodation facilities, transportation facilities, and diverse attractions that held royally for tourists at home and abroad.

f. Social Tourism

A cheap tour and easy trip to provide an opportunity for community groups to travel the weak economy, for example labor, peasant, or a student.

g. Honeymoon tour

The trip is organized by travel agency and performed by newlyweds with special facilities or special just for honeymooners with its own special facilities and enhance the enjoyment of the trip, such as special hotel rooms and providing special equipment that is versatile.

h. Adventure Travel

The activities of this tourism such as enter the wilderness that had not yet been explored, climbing steep cliffs, plunging into a steep river, rafting down the cave and beach fringe.

2.3 Historical Tourism

According Wilson (2012, p.2) In the tourism industry, history can be used as part of tourism development. Historical attractions are part of the tourist attractions in addition to natural attractions, zoos, wildlife. Historical tourism attraction is part of the tourist attractions in addition to the natural and cultural attractions. Maintain and preserve the history of a nation is essential. One way is by linking it with tourism. This can be done by making the matters relating to the history as a tourist attraction.

Jamieson (1998, p.14) state that Historical tourism are of special interest tourism attractions, not the nature of mass tourism. If the mass tourism emphasis on pleasure, historical place more emphasis on experience and knowledge. Various studies have concluded that heritage tourism is part of the tourism industry's most advanced development

According to Adhim (2013, p.23) in historical tourism is an intellectual property in Indonesia that must be preserved , cultivated , carried from generation to generation and proved the presence of an action that leads in the field of preservation of culture and history .

In the literature of tourism, historical tourism yet to get its own definition. Historical Tourism is a part of our heritage. The World Tourism Organization defines heritage tourism as an activity to enjoy the history, nature, the human cultural heritage, art, philosophy and institutions from other regions.

Historical tourism is very closely related to the management of heritage as a cultural heritage or natural heritage of the past. In the Indonesia context, heritage stipulated in Law no. 5 of 1992 on Cultural Heritage. In the law of cultural heritage objects both man-made objects and natural objects are objects that are considered to have an important value for history, science and culture.

2.4 Monument

A monument is a structure built for commemorative or symbolic reasons rather than for any overtly functional use. According Idrus (2013, p.2) monuments are usually created for the dual function of commemorating and important event

or person while also creating an artistic object that will improve the appearance of a city or location. Older cities have monuments placed at locations that are already important or are sometimes redesigned to focus on one. In English, the word “monumental” is often used in reference to something of extraordinary size and power.

According Seru (2012, p.1) monument is the buildings are made to commemorate a historical event. The building may be a monument, large stones, walls, or other forms. Thus, a basic understanding of the monument should be attributed to its historical value. Gumira (2009, p.1) state that A monument is a statue, building, or other edifice created to commemorate a person, event or as an artistic object. They are frequently used to improve the appearance of a city or location.

Monuments are also often designed to convey historical or political information. They can be used to reinforced the primacy of contemporary political power, such as the column of Trajan or the numerous statues of Lenin in the Soviet Union. More benignly they can be used to educate the populace about important events or figures from the past. Most large monuments are built by governments, but smaller ones are still often built by individuals.

Monuments have been created for thousands of year, and they are often the most durable and famous symbols of ancient civilization. The Egyptian Pyramid, the Greek Parthenon, and the Moai of Easter Island have become symbols of their civilizations. In more recent times, monumental structures such as the Statue of Liberty and Eiffel Tower have become iconic emblems of modern nation-states. The term monumentality relates to the symbolic status and physical presence of a monument.

Monuments are also commendation to heroes of independence;

- a. A way to perpetuate the soul and spirit of value of struggle in 1945.
- b. A way to communicate with the next generation.
- c. A way to compherend to the struggle of independence in every province.

- d. A way to research the data of struggle of independence in a province especially in South Sumatera.
- e. A way to support the development of tourism in a province especially in Palembang.

From those definition above, we know that a monument is not only a structure to keep the historical things but also a place to commemorate and perpetuate the fallen heroes, to communicate with the next generation and also as the information centre to the public.

2.5 History of Monpera

MONPERA Sumatera Selatan was the wish of the elders of independence heroes in South Sumatera under The Legion of Veteran of Indonesian Republic, South Sumatera. This wish was told in a meeting of LVRI on August 2nd, 1970. But just on August 17th, 1975, the first stone was lead by Governor of South Sumatera, H. Asnawi Mangku Alam. He was also the chairman of Monument Structure Build Foundation. It was Finished in 1988 in Governor H. Sainan Sagiman era (Burhan, 2013:4). Its formal ceremony was led by H. Alamsyah Ratu Prawiranegara (Minister of ceremony and people prosperity) on February 23rd, 1988.

This structure has a motif of 5 sepal's jasmine. A white jasmine is a symbol of purity of the heroes' heart in defending the proclamation, August 17, 1945. The five sepals are also the symbol of five residence united in South Sumatera under Sub-Commandment of South Sumatera (SUBKOSS), the residence of Palembang, Lampung, Jambi, Bengkulu and Bangka-Belitung Island.

The high of this monument is 17 meters. There are 8 levels/floor in this structure with 45 columns. It is symbolized the proclamation day of Indonesia on August 17, 1945. The first floor to the top is connected by staira. They show us that if we want to get victory and independence, we must fight for it, sacrifice and use our power, body and soul (Idrus, 2013:p.4)

The Construction Of Monumen Perjuangan Rakyat Sumatera Bagian Selatan (MONPERA)

1) The main gate Monpera

The main gate was made from concrete poles stacked on three. The six poles symbolized six regions of people's struggle in South Sumatera. There are the Residence of Palembang, Lampung, Jambi, Bengkulu and Bangka Belitung Island. We can find a pair of seruni (special flower grew in Palembang) on the main poles.

2) The Elephant Tusk Monument

The single elephant tusk made from cement and sand is on a mini monument. Elephants are animals live in the jungle of Sumatera. And there are proverbs using this word:

- Gajah mati meninggalkan gading

Means that every Hero died in the battle field had left service of value to their country.

- Tak ada gading yang tak retak

Means that nobody's perfect and every mistake is a valuable experience to be better in this life.

The tusk is also an inscription of official announcement that was signed by Alamsyah Ratu Prawiranegara (Menkokesra) on February 23rd, 1988. The tusk is placed symmetrical to Garuda Pancasila on Monpera Sumbagsel's wall, it means our independence is a foundation of development.

3) Relief of Indonesian Pre-Independence Day

Dutch came to Indonesia as trader and then they colonized Indonesia for 350 years. In the time of Great Asia War, Japanese took over the land and occupied Indonesia but not more than 3,5 years. They took all of our nature resources and they also forced Indonesian people to work unpaid (Romusha) for Japanese defence in World War II.

Indonesian Youth became radical, they trained in PETA (Pembela Tanah Air), Gyugun, Heiho and other military training. They made military movement against Japan Army and took by force weapons and war stuff from Japan.

In Palembang, people heard the proclamation of independence declared on August 22, 1945 even though Japan tried to hide it. On August 25, 1945 youth people, led by exs-Gyugun and Heiho, took an action to fight the Japanese military force. In South Sumatera people rose Indonesian national flag “Merah Putih” in every place. They shouted “freedom or die” and “freedom forever”. Those words became their spirit and aim.

The spontaneous spirit was later memorized as “Corps Sriwijaya”. The relief describe spontaneous struggle on the proclamation day, August 17, 1945 in Palembang.

4) Relief of Five Days and Five Nights War in Palembang

On October 12, 1945, the Allied Forces occupied Palembang, they came to take allied forces’ internee and stripe Japanese military weapons. But they were not alone, Dutch and NICA followed them. At the time the Allied Forces left the town (October 24, 1946), they gave the authority of the land to the Dutch. In the other hand there were two governments controlled Indonesia, Indonesia Government and Netherland. Indonesia and Netherland made a deal about border line.

On December 28, 1946, the Dutch army crossed the boundary line and it caused a war between Dutch army and Indonesian. The Dutch army was urged by our army and they asked for a negotiation. They used this moment to rearrange their force and asked for military help. They forced Indonesian government and army to leave Palembang, but it was ignored. On January 1, 1947 the Dutch mobilized their tanks and artillery. They shot on our fighters from warship and boat, they also used their air force bombe. Venomous encounter happened in about Agung Mosque, Hospital Charitas, Station of Eagle Division in river Jeruju, Plaju / Sekanak. This war was occurred in almost every place in Palembang. This war took 5 days and 5 nights and destroyed 1/5 Palembang.

The collection of historical things in Monpera are:

- a. Photo collection of people's struggle, battle and events.
- b. The weapons that were used during the physical struggle against Dutch. Generally, the weapons were plundered from Japanese soldier and some of them are made by our soldiers. These collection are pistol, juki kanju, fiat, teki danto, sunan meriam, kecepek meriam, stand MK IV, double lop, sabil sword, etc.
- c. There period of money: VOC, Japanese Colonialism and Indonesian Republic (ORI)
- d. The library with some collection of books.
- e. Half body statues of South Sumatera heroes. They are dr. A.K. Gani, drg. M. Isa, H. Abdul Rozak, Bambang Utoyo (Mayjen. Purn.), Hasan Kasim (Brigjen. Purn), Harun Sohar (Letjen. Purn), H. Barlian (Kol. Purn.)
- f. The collection of painting of clothes of South Sumatera Heroes during the war against colonialism.
- g. The collection of painting of people's struggle (in big and small size).

2.6 Develop

According Saputra (2013, p.2) develop is The development is a pattern of change that begins from conception, which continues throughout the life span and increased capabilities in terms of structure and function of the body are more complex and the pattern of movement or change that lasts throughout the lifetime, and is influenced by biological processes, cognitive, and social the affect each other. The development is manageable units and follow a certain sequence-directed and continues, in a pattern that is consistent and chronological.

According Marpaung (2002, p.9) the efforts of the tourism development as follows:

- a. Maintain the natural beauty and richness of Indonesian society and culture as an attraction of tourism,

- b. Provide and maintain the transportation facilities, accommodation, entertainment, tourism and other necessary services including employee education,
- c. Organizing promoting and effectively.

2.7 The purpose of Development Tourism

According Hadinoto (1996, 27), as for the purpose of tourism development are:

1. International:

- a. Increased foreign exchange earnings.
- b. Economic development gives more job opportunities
- c. National income increases, more acceptance taxes, expansion of infrastructure.
- d. Public opinion in favor overseas and increased understanding in other countries regarding the wisdom of Indonesia.
- e. Increased appreciation abroad about the results and the contribution of Indonesian culture.

2. National

- a. National unity and identity of Indonesia.
- b. General terms and obligations of the population.
- c. Health and general welfare.
- d. Redistribusi economic growth and balanced income.
- e. General concern for the environment
- f. Preservation of traditions / customs area
- g. Protection of individual rights for a vacation.

2.8 Factors that influence the development of the tourism object

Nowdays, the tourism sector is expected to develop properly and optimally. therefore, to develop good tourism should be supported by a variety of factors or components that are directly or indirectly related to tourism activities.

According Syahadat (2002, p.3) factors that influence the development of the tourism object are:

a. *Security factor*

The level of security in the tourism objects will affect the convenience of tourists in the areas. In addition, the security factor will affect the tourist in taking decisions worthy or not these tourism object to be visited. Safety factor is closely related to the realization of comfort in tourism object. The tourists motivation was to relax and have fun. But, sometimes the activities could disturb the safety and security of other tourists in tourism object. Because of that, the staff have to keep the security in tourism object. The activities that undertaken by tourists during the tour is very diverse. Ghazali (2003, p.1) state that the role of security officers in tourism object is needed to supervise and monitor the tourists activities and existing facilities at tourist attraction. The staff who have the duty to keep security in tourism object must have knowledge and skills associated with safety and security in tourism object. Not only secure the tourism object but also the staffs has to give the information for the tourists.

b. *Infrastructure factors*

Facilities are needed by tourists during tourism activities. The tourist's activities are like to search the information and to get new knowledge about the tourism object in detail. So, it will be better if there is a library in tourism object. It can make the tourist get the information easily. It is one of the tourist activities that are supported by the infrastructure. Furthermore, the development of infrastructure in tourism object must be accordance with the needs of tourists. The tourist needs are a clean toilet, a place for take rest and bins. Therefore, the facilities in the tourism objects should be arranged in such a way that the existence of facilities does not weaken the attraction tourist attraction presented by the attraction.

Manuel (2010, p.7) state that the infrastructure is not just an issue of bad roads or congestion alone. But a number of other things such as public service

facilities, MICE buildings, and a variety of facilities and infrastructure that can support tourist activities such as toilets, cleanliness of toilets, places of worship, spacious parking lot, a small bench rest areas, restaurants, health facilities, the existence of a place trash and souvenirs figures.

c. Tourism object factor

Santoso (2009, p.18) says that tourism object is the embodiment of human creation, life planning, arts and culture, and also the history of the place or circumstances that have a natural attraction to tourists. Kadek (2011, p.4) states that cultural tourism include the ancient fortress, ancient mosques, ancient churches, museums, palaces, monuments, temples, local arts, custom homes, and traditional ceremonies.

Tourism attraction is something that can be seen through a special show that presented to tourists. Oka A. Yoeti (1997, p.10) says that A place / area that can be said as a tourism object should meet the following basic terms, first "something to see" there is something interesting that show to the tourists for example cultural arts performances like music, theater and other arts. Second "something to buy" there is something interesting to bought such as souvenirs about the tourism objects. The last "something to do" the activity that can do in the tourism object for example, tourists can enjoy the natural beauty around the tourism object and learn the unique building of the museum as a historical tourism.

d. Service quality factors

The success of a tourism activity is largely determined by the level of quality of service provided to tourists because the quality of service will affect tourist satisfaction. Rukuiziene (2009, p.136)claims that perceived service quality of tourism is affect for tourist satisfaction, and they always give the best for tourists, which in turn affects the tourist intentions to return. .Crilley (2005, p.97) state that Tourism service quality dimensions include security, comfort, atmosphere, privacy, respect, friendliness, competence, empathy, reliability, responsiveness, courtesy and honest.

The excellent service can be only provided by a professional tour guides who always oriented to the satisfaction of tourists. Deborah (2009, p.8) says that The tour guide must have experience and ability both theoretically and technically in service to tourists. The guide also must have extensive knowledge about the tourism. in addition, tour Guides are expected to give pleasure or satisfaction to tourists during tour. In other words, tour guides are required to work with the maximum because tour guides should give a good image for the tourists.