

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 The History of Bukit Siguntang Tourism Object**

According to Alna (2013) Bukit Siguntang is the most important site especially in the era of Sriwijaya Kingdom. It was a holy place for Buddhist. This area is located 4 kilometers from the city center of Palembang with a height of 27 meters above sea level. Bukit Siguntang as the highest hill in Palembang seems to have been regarded as an important place since the time of the Kingdom of Sriwijaya; Buddhist artifacts found there indicate that this place is one area of religious worship and kingdom. In the 1920s, Amarawati style Buddha statue was found on the southern slope of the hill.

Bukit Siguntang is a very important place not only in the era of Sriwijaya Kingdom but also in the era of Palembang Kingdom. Seven tombs of royal family from Palembang Kingdom can be found there. Those are the tombs of Raja Si Gentar Alam, Putri Kembang Dadar, Putri Rambut Selako, Panglima Bagus Kuning, Panglima Bagus Karang, Panglima Tuan Junjungan, Panglima Raja Baru Api, and Panglima Jago Lawang.

#### **2.2 Tourist Satisfaction**

There are five things that should be considered in supporting the development of tourist destination; they are tourism destination, infrastructure, facility, service, and environment (Suwantoro, 2004). Moreover he mentions that tourism destination is a physical space in which tourist spends his/her time for relaxing, having fun or enjoying sports; Infrastructure is the basic physical and organizational structures like buildings, roads and power supplies needed for the operation of a society or enterprise; Facility is the space or equipment necessary for doing something; and Service is the action of helping or doing work for

someone; the environment is the surroundings or conditions in which a person, animal, or plant lives or operates.

In terms of service quality, Zeithaml et al (1988) mentions five dimensions; they are tangibles, reliability, responsiveness, assurance, and empathy. Tangibles are appearance of physical facilities, equipment, personnel performance, and communication material. Reliability is the ability to perform the promised service dependably and accurately. Responsiveness is the willingness to help customers and to provide prompt services. Assurance is the knowledge and courtesy of employees and their ability to convey trust and confidence. Empathy is caring, and individualized attention the firm provides to its customers. Previous study conducted by Khuong and Ngoc (2014) mentions that there was positive correlation between service quality and the tourist satisfaction.

### **2.3 Facilities Needed in Tourism Object**

Tourist facilities are all facilities needed by tourists in tourism objects so that the tourists can enjoy their trips very well (Suwantoro, 2004). Moreover, he mentions that the development of tourist facility should be on the basis of the tourists' needs qualitatively and quantitatively. The ability of the authority in fulfilling the tourist needs in terms of tourist facility can be measured from their satisfaction.

### **2.4 The Importance of Site Plan in Tourism Object**

Tourist maps are central tourist devices, especially in urban locals for planning day activities, finding the way to different sites, identifying major tourist attractions, and so on (Farias, 2010). Based on its function, tourist map has similar meaning with the direction map or site plan in tourist object. The lack of the tourist map or direction map or site plan in tourist object can make the tourists afraid of getting lost. Moreover, the lack of tourist map or direction map or site

plan in tourist object makes the tourists difficult to find out the exact location of the toilet, shelter or other facilities they need urgently. Therefore, it can be concluded that the availability of tourist map or direction map or site plan in tourism object with its detailed information will give much help for the tourists.

## **2.5 Materials and Tools Needed to Make Site Plan**

According to Wang (1996), site plan is a type of orthographic projection. This image is almost like aerial photography, which does not only show the horizontal distance between each object but also identifies it. The materials needed to make the site plan are copies of blue print or out of dated site plan of Bukit Siguntang Tourism Object, compass, camera, notebook and stationary, the software program of AutoCAD, the software program of Microsoft office Visio, the software program of Adobe Photoshop Lightroom, and printer machine.

## **2.6 The Procedure of Making Site Plan**

The following is the procedure of making a site plan created by Wang (1996). It starts with the process of designing. The process of designing is the stage when the design has got the preliminary approval. At this time, the process of making the detailed plan and section drawing becomes very important in the decision-making plan. Often computer-aided drafting and design (CADD) is used for the needs of high accuracy, and easiness of modification. Colorful and attractive graphics do not matter anymore because of the purposes are difference.

The second step is the analysis of the drawing. Analysis of the drawing is one of the most important types of images in a common designing process. The analytical picture of the site plan includes data collection of the site plan, the condition of the site plan and the purpose of the site plan, and the blueprint of the site plan. In general, the data of the site plan includes physical and natural

information about the land, plants, the surface of the water, and ground water sources, and so on.

The third step is the drawing of the concept. Concept drawing is the embryo of designing the diagram. This is the stage in the preparation of designing the drawing of the concept.

The forth step is the drawing of the design. Design drawings are the process of drawings in the phase of planning. These images include the site plan and section of drawing, as well as the perspectives and the models. In the section drawing, Wang (1996) includes line, graphics, layout, cuts and tread.

The fifth step is the graphic of the site plan. The graphic of the site plan can be classified into four groups: architecture, plants, design aspects and supporting elements. Site Plan is the perspective of the building seen from above or two dimensions. Plant is the most important symbol in drawing the site plan of landscape architecture. The difference between site plan drawing and section drawing is based on the perspective. Site Plan drawing is a two dimensional perspectives. It shows horizontal dimension only. This two dimensional perspective uses the length and the width measurements. Meanwhile, section drawing is the three dimensional perspective. It shows both horizontal and vertical dimension. This three dimensional perspective uses the length, the width, and the height measurements.

The sixth step is computer graphs (Masson, 1999). It is the final stage of making the site plan. Computer is used to help the process of making the site plan. The names of the program used are AutoCAD, Microsoft office Visio and Adobe Photoshop Lightroom.

The first software program is Microsoft Office Visio. This software is easy to use, practice, simple and complete to make a site plan. This program is one package with Microsoft office program (version 2010-2014). For beginners it is not really hard to study. So for designing the first time, we recommend using Microsoft Office Visio. In Visio program, all the site plan maker tools and

materials are completed. Microsoft office Visio also can relate to other program such as AutoCAD.

The second software program is AutoCAD 2007. AutoCAD is selected as the equipment design because this software has completed facility of editing tools and software design if it is compared with other similar programs. Its use is also practical and not too time consuming. AutoCAD 2007 is light enough to be used because it does not require high device processor and great video card when installed. For researcher using process also simple in design 2D and 3D objects such as houses, roads and others.

The third software program is Adobe Photoshop Lightroom (Stasko et al, 1997). This software is needed to make excellent quality of the picture and details. It also important when printing process the site map picture is not broken and ruptured. This software is used to create a site plan images more crisp and clear. Some choice of color themes and dimensions of the image are also available in the main menu development. The result of the printing quality is also better.