

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Definition of Tourism and Tourism Industry**

Happy Marpaung (2002, p.13) claims that tourism is one of activity that doing by a human which have purpose to exit from the daily activity and their home or area.

According to Andrews, tourism is that act of travel that away from home, mostly for the purpose of recreation or leisure (2008, p.17). Tourism development provides the services to support this kind of travel.

Moreover, According to G.A Schmoll in Yoeti (1998, p.5) tourism industry is a highly decentralized industry consisting of enterprises different in size, location, function, type organization, range of service provided and method that used to market and sell them.

In general, the writer can conclude that tourism is one of activity that can done by people individually or in group that has purpose to refresh their mind from the daily activities which they can visit other place outside their home or area. Moreover, tourism has a relationship with the tourism industry which offers the facilities that can support the tourism sector itself.

#### **2.2 Tourism Activities and Components of Tourism Infrastructure**

We have seen that tourism is an act of travel for spending their leisure time or do recreation. According to Alma (2009, p.30), the tourism promoters get tourist with by offering the following attractions:

1. Amusement parks

Amusement parks are multi-million dollar centre amusement. For example, the Disney World and Lego Land in Los Angeles.

2. Aquaria

Aquaria are marine parks where many kinds of fish are preserved for display.

3. Art museums and galleries

Art museums and galleries are huge attractions for art lovers

4. Beaches and Lakes

Beaches and lakes are sparkling sea and a great inland water that provide boating, water support, fishing, and many others.

5. Mountains

Mountains like the Himalayas, Rockies, Alps and the Andes have always attracted tourists for both recreation and leisure.

The writer can conclude that there are so many kinds of tourism activities that can tourist do in one of tourism destination.

There are some components of tourism infrastructure for supporting the tourism itself. Andrews claims that infrastructure is largely financed by the government because it requires huge investments that only a state can budget for. While the components are self explanatory, there are briefly explained for better clarity. These are some components of tourism infrastructure: (2008;p.30)

1. Accommodations

This is an important part of tourism infrastructure because any traveler will need a bed to sleep at the end of the day. Accommodation comes in many forms such as hotels, motels, lodges, guest houses, furnished apartments, camps, and resorts.

2. Airports

Airport is one of components of tourism infrastructure. Today most countries have both domestic and international carriers. Governments indulge in having their national carrier to fly international routes even if they are unprofitable. Airports are controlled by each country's National Airports Authority. They

govern the standards of airports and their use. Governments negotiate with one another to grant certain freedoms of the air to the air carriers of the other country.

### 3. Archaeological Departments

Archaeological department is a government arm that preserves and maintains heritage sites such as ancient places, forts, mausoleums, and others. Each government may call this department by different names but their objectives remain the same.

The writers can conclude that in tourism all components of the transportation play a vital and impressive role. As far as vehicles meant for commutation are concerned, first would be the international airlines that bring people into a country. For supporting the international carriers, there are the domestic airlines of a country. Domestic airlines connect principal cities of a country through feeder services.

## 2.3 The Potential Tourism Destinations in South Sumatera

South Sumatera divided into thirteen city and regency. *Dinas Pariwisata dan Kebudayaan Provinsi Sumatera Selatan* has already determined the potential tourism in each city and regency as tourism destinations of South Sumatera. Those are tourism destinations:

### 2.3.1 Historical Place and Museum

There are so many historical place and museum which spread in city and regency of South Sumatera, those are:

- Benteng Kuto Besak in Palembang
- Bukit Siguntang in Palembang
- Kemarau Island in Palembang
- Candi Bumi Ayu and Goa Putri in Kabupaten Muara Enim

- Museum of Subkoss Garuda Sriwijaya in Kabupaten OKU Timur
- Goa Napacilin in Kabupaten Musi Rawas

### **2.3.2 Nature Tourism**

- Taman Nasional Sembilang in Kabupaten Banyuasin
- Ulak Lia Lake in Kabupaten Banyuasin
- Teluk Gelam Lake in Kabupaten OKI
- Pineapples Garden in Prabumulih
- Ranau Lake in Kabupaten OKU Selatan
- Curup Tenang Water Fall in Kabupaten Muara Enim
- Temam Wter Fall in Kabupaten OKU Timur
- Raya Lake in Kabupaten Musi Rawas
- Serelo Hill in Lahat
- Mount Dempo in Pagaralam and Lematang Water Fall in

Pagaralam

Those are the potential tourism in South Sumatera as the tourism destination is promoted by *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan*. The distance of each tourism destination is far away from the capital city of South Sumatera Province, so that *DKPPSS* coordinated with *Dinas Kebudayaan dan Pariwisata Kota/Kabupaten* in each city and regency for keeping and developing those tourism destinations.

### **2.4 The Role of a Tourism Department**

Tourism is usually driven by the federal government of each country because of many benefits. The government has responsibility to develop their tourism destination through the tourism department. According to Suwantoro (1997, p.18), the tourism department of one country can help the tourism industry and also the government to grow in a responsible and sustainable manner. The department's role in developing tourism includes:

1. Promoting around the world, a nation's tourist interest
2. Fostering improved coordination and cooperation across other government agencies to promote tourism.
3. Developing targeted tourism strategies through effective communication and consultation with the government, industry, and community stakeholders.
4. Continuing to influence the governments understanding as a priority growth sector in the government's business agenda.
5. Representing the tourism industry in various national forums
6. Encourage such educational initiatives to provide the tourism sector with talent on a continuous basis.
7. Creating an infrastructure to encourage and sustain tourism

Yoeti said that tourism department has function to promote the tourism and develop the tourism destination in their area and also provide the information center for visitors or tourists who need the information of tourism destination itself. Moreover, providing the staff at information staff which would be able to give information directly (1998, p.189)

The writer can conclude that the role of tourism department is very important, this department has responsibility to help government for promoting and developing the tourism in their area as a tourism destination which can give the profit to their area and also the society.

## ***2.5 Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan***

*Dinas Kebudayaan dan Pariwisata* is divided into two main parts, those are:

1. *Sub Bidang Kebudayaan*

This division has function for doing some activities for preserving the culture in South Sumatera

2. *Sub Bidang Pariwisata*

This division has a function for promoting the potential tourism destination in South Sumatera (*Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan*, 2013)

The writer can conclude that *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* is part of government institutions in South Sumatera Province which has each responsibility and function for introducing and promoting the culture and tourism in South Sumatera that can be enthused by the local society, and also the foreigner.

### **2.5.1 Vision and Mission of *Dinas Kebudayaan dan Pariwisata Provinsi***

#### ***Sumatera Selatan***

The vision of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* is realizing the South Sumatera Province as a potential tourism destination. It means that South Sumatera might be knew by the local society and international society as a tourism destination which has a higher potential. Moreover, it can give the service excellent for the visitors who want come to South Sumatera.

It will be reached if the missions of the organization could be run well. The missions of the *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* are:

- 3 Developing the potential product of tourism in South Sumatera
- 4 Preserving and developing the culture of South Sumatera

- 5 Developing the quality of human resources in tourism sector
- 6 Developing the image of South Sumatera as tourism destination by the marketing mix strategy.

From the explanation above, the writer can conclude that vision and mission of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* can be reached if the missions of the organization are run well. Moreover, the vision is expected that can develop competitiveness and enthusiasm of society on all tourism and culture of South Sumatera.

## **2.6 Definition of Marketing Tourism and Marketing Tourism Strategy**

According to Krippendorf (1988,p.38) in Yoeti (1998,p.45), marketing means that the systematic and coordinated execution of business policy by tourist undertaking whether private or state owned, at local, regional, national or international level, to archive the optimal satisfaction of the needs of identifiable consumer groups and doing to archive an appropriate return.

Happy Marpaung said that marketing tourism is a process from the analyses program, planning, developing, doing, and controlling which done by the mind, pricing, 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 (2002,p.118)

From the opinion above, the writer can conclude that marketing tourism is marketing concept which consists of find the market research, developing the product planning, knowing about the product which offered, and give the instruction where they can get the product or service of tourism.

Yoeti said that marketing tourism strategy consists of many strategies, those are: (1998,p.18)

### **1. Advertising**

Advertising is electronic media that used for promoting the product or service Print and Distribution

## 2. Print and distribution

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

## 3. Consumer promotion

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

## 4. Public relations and publicity

Public relations and publicity is the way that held an annual activity or event that are as an exhibition, event, conference, or meeting

## 5. Consumer servicing

Consumer servicing is provided the tourist information offices in central area.

The writer can conclude that marketing mix strategy has its own special strategy that combine some strategies which useful for marketing and promoting the tourism sector.

## **2.7 Definition of Promotion in Tourism**

Marketing activity can be succeed not only depends on quality of product that is offered, the accurate of wisdom, distribution and service, but it also depends on good promotion techniques which used.

Marpaung claims that promotion is one effort conducted for accommodating the tourism product with the tourist demand which can make more interesting (2002,p.103).

According to Riewoldt, promotion is about communication between the seller and the buyer. The seller communicates with buyer that explained about the product which is offered (1995,P.13). Those are the list about the media of promotion that can be used for building a selling program effectively:

### 1. Advertising



Advertising is a method to advertise or introduce the product or service which can get attention from the customer.

## 2. Personal selling

Personal Selling is a method that seller doing promotion directly to the customer. For the tourism industry is offer the tour package.

## 3. Consumer promotion

Consumer promotion is one of the easy promotions which doing by the consumer to their relatives or friends. It called by mouth-to-mouth promotion.

## 4. Exhibition and expo

Exhibition and expo are kinds of an annual activity or event which held for promoting the tourism

One of promotion technique that can be used that is by advertisement. According to Yoeti, there are 2 ways in advertising:

### 1. Electronic Media

The medium which can be used in this advertising are through television, radio, and internet.

### 2. Mass Media

In this techniques, the medium which can be used that are through booklet, leaflet, newspaper, guide book, brochures, and tourism map.

#### 2.1 Leaflet

Leaflet is the form of broadside containing brief information about the promoted tourism object.

#### 2.2 Brochure

Brochure representing a catalogue loading about tourist attraction in an area by mentioning about type and kinds of accommodation, room rates, facilities, and tour itineraries that can be sold to the tour operator.

### 2.3 Guide book

Guide book is contains the information about tourism objects, kinds of tourism that can be enjoyed by the visitors, and includes the information of transportation, accommodation, restaurant and public services.

### 2.4 Tourism Map

Tourism map is contains the guide of place and location of tourism destination exist in an area to facilitate the visitors for searching the location of tourism destination which will be visited.

In making the promotion planning, there are 4 principles that should be noticed before conducting the promotion activities. According to Soenarno (1997,p.57), the fourth of the principle namely:

1. Determining the goal that will be reached

Determining the goal that will be reached represent the first step which must be done as a guidance to conduct the next step that should be done to reach goals

2. Choosing the mass media and communication channel muse be effective

Choosing the mass media and communication channel must be effective. Choosing a correct media that is by using a media which can draw the consumer attention, like installation the advertisement on TV, radio, banner, and advertisement board

3. Providing a promotion budget to accelerate the promotion activities

Providing budget in promotion have to be detailed correctly because it support the tourism department to do promotion for the tourism destination in their area

4. Making program of promotion execution that will be conducted

Making or compiling program conducted in order to the promotion runs well as according the procedure that have been made, so that will yield the expected goals.

The writer can conclude that there are so many ways or media that can be used for promoting the tourism destination in South Sumatera that can be used by *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan*. Moreover, it should choose the best strategy in promotion for getting the reach the goal of the tourism segments and before that they should make a promotion plan first to know the demands of the market tourism.