

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter discusses about the theories of tourism, including definition of tourism, definition of tourist, kinds of tourism, tourism attraction, tourism facilities, and the concept of tourism development.

#### **2.1 Tourism**

There are some definitions of tourism. Gunn (1988, p. 2) said that tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to these needs. Meanwhile, based on Law No. 9 of 1990, about tourism in chapter 1 stated that tourism is an activity trip or part of these activities that voluntary and temporary objects and to enjoy tourism attraction. Besides, Marpaung (2002, p. 13) stated that tourism is a short travelling done with the goal of humanity out of the routine works, out of the residence, and the activities carried out during their stay in the intended and created to meet their needs. Meanwhile, Pendith (2006, p. 16) stated tourism is everything related to tourism, including business object and tourism attraction as well as related effort in the field.

From the explanation above, tourism included some elements. They are activities of travel, performed voluntarily, staying for a while in a place, and the main goal of this travelling is not for looking a job, but for enjoying object and tourism attractions.

Then, it can be concluded that tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

## 2.2 Definition of tourist

In behavioral terms, a tourist can be defined as a person traveling away from their normal residential region for a temporary period, staying away at least one night but not permanently, to the extent that the behavior involves a search for leisure experiences from interaction with features or environmental characteristics of the place(s) they choose to visit” (Leiper in Pitana, 2009, p.38).

United Nation Conference an International Travel and Tourism in Marpaung (2002, p.23) stated that a person who is travelling to some places from their residential, for not getting any salary, is called a visitor. Visitor includes two of travelers, they are:

- a. Tourist, a visitor who stays for a while in some places for more than 24 hours. Motivating for their travelling are for holidays ( recreation, study, religious, or sport), business, family and so on
- b. Excursionist, a visitor who visits some places less than 24 hours in tourism destination and not stay overnight in hotel, including cruise passengers.

There are some visiting motivations used in Indonesia such as business, official mission, convention, holiday, education, others (visiting family/ friend, healthy, so on)

Based on Foster (1985, p. 5), the main factors affecting the travel are as follows:

- a. Tourist profile  
Tourist profile can be divided into two categories:
  - Socio-economic characteristic that covers age, education and of income level.
  - Behavior characteristic which includes the motivation the attitudes and desire tourists
- b. Travel awareness that includes information about the tourist destination as well as the availability of facilities and services.

- c. Trip features which covers a distance of time lived in the area, objectives, costs and travel time
- d. Resources and last of destination, which includes the types of attractions, accommodation, availability and quality of service, facility, environmental conditions etc.

It can be concluded that these four factors above formulated through elements of supply and demand. The presence of these two opposing elements addressed the various types of recreational activities can be enjoyed by visitors. Factors that encourage a tour of the sights of the appeal are expected to form an image. Image tour is a picture obtained from various tourist impressions, experiences and memories that were obtained before, during and after visiting tourist attractions. Thus to form the image of a tourist area is need for a product that can affect the way a tourist. The product is formulated by displaying an interesting object and means of supporting to have the value of competition.

### **2.3 Kinds of tourism**

Based on Daelan (1989, p. 12), tourism can be classified as follows:

- a. Pleasure tourism: a journey undertaken with the purpose to vacation, see new things, gain serenity and peace in other areas.
- b. Recreation tourism: a journey undertaken with the purpose of utilizing the day off to rest, recover physical fitness and spiritual. Normally, tourists would stay longer in place such resort health to recuperate.
- c. Cultural tourism: a journey undertaken with the purposes of learning centers for teaching and research, to learn the customs, institutions and way of life of people in other countries, visiting historical monuments, relics and other civilizations
- d. Sport tourism
  - Big sport tourism: a big sport event, for example that an Olympic athlete caught the attention not only themselves, but also the thousands of people.

- Sporting Tourism of the practitioners: sporting events for those who want to practice and practice itself, such as mountain climbers, horseback riding, hunting, and so on
- e. Business tourism: a traveling that is related to business.
- f. Convention tourism: traveling that is related to the conference. Usually many countries that make up the association and gather together.

## 2.4 Tourism Attraction

Yoety (2002, p. 5) states that tourism attraction is something that can attract the tourist to visit the tourism object. On the other words, the tourism attraction is something that has unique, beauty, the diversity value of natural wealth and culture that can attract the tourist come to the tourism object.

Based on Inskip (1991, p. 27) a tourism object should have five components, they are as follows:

### a. Attraction

Tourism attraction is the main factor that can support people travelling to other places. Attractions in the object itself should be in good condition. Tourism attraction in can be said to be succesful if it gies rise to the impression to tourist and make them feel satisfied. Satisfaction is not only depends on the State of the tourism attraction itself, but also to they presented in the presence 6f tourist.

### b. Tourism infrastructure

The tourism infrastructure is needed to serve tourists during their trip. These facilities tend to be oriented to the tourism attraction in a location. Therefore, these facilities should be located close to the tourism object.

The tourism infrastructure consists of:

### ➤ Accommodation infrastructure

Accommodation infrastructure is a veru important key in tourism activities. The largest proportion of tourist spend5ng 4sua33y used

for the needs of stay, eat and drink. Providing a comfortable resting place and high aesthetics, menu suitable, attractive, and native to the tourism object is the one that determined the success or failure of the management in organizing a tourism object.

➤ Supporting infrastructure

Supporting infrastructure should be easily achieved by travelers. Travelers movement patterns should be observed or predicted for determines the optimal location considering the supporting infrastructure will used to serve them. The amount and type of infrastructure support is determined based on needs of travelers.

c. Amenities

Amenities are the completeness of the necessary tourism destination to serve the needs of tourists in enjoying their trip. Development of tourism facilities in tourism destinations and attractions should be tailored to the specific needs of tourist, both quantitatively and qualitatively. Moreover, the market appetite can determine the demand various means in question. Various tourism facilities should be provided in another tourism destination among travel agencies, transportation equipment, and tools communication, as well as other supporting facilities.

d. Infrastructure

Infrastructure is a situation that supports the function of tourism infrastructure, either in the form of physical building control system as well as on the surface of ground and below ground, such as irrigation systems, electricity and energy sources, transit lines and terminal systems, communication systems, and security systems or supervision. Adequate infrastructure and performing well in a tourism destination will help to improve the function of tourism facilities, while helping the community in improving quality of life.

e. Society, Environment, and Culture

Tourism destination that have a variety of objects and attractions will invite the presence to the tourist. The relationship between societies, the environment and culture are as below:

➤ Societies

Societies around the attractions were the one who would welcome the presence of the tourist, as well as to provide the necessary services by the tourists. Specialized services in its presentation as well as has its own peculiarities will give you a deep impression. For the communities surrounding attractions need to know the different types and quality of service required by the tourist.

➤ Environment

Besides the communities surrounding attractions, the natural environment around attraction also needs to be considered carefully to prevent damage and polluted. Human passing increased from year can cause damage to the ecosystem of fauna and flora around the object tourist. Therefore it is necessary to attempt to preserve the environment through enforcement of various rules and requirements in management of an attraction.

➤ Culture

Communities in environment in an attraction became a cultural environment pillar survival of a society. Therefore, this culture was preserved environment should not be tainted by foreign cultures, but should be improved so as to provide an impressive memory for every who visit.

Meanwhile, Inskip (1991, p. 42), divided tourism facilities into 4 categories. They are as follows:

a. Accommodation

Tourists will need a place to stay for a while during the trip to be able to rest. The existence of the facility would encourage tourists to visit and

enjoy the tourism attraction with a relatively longer time. Information on the accommodation options affect the assessment of tourist accommodation types are selected, such as the types of facilities and services provided, price level, the number of available rooms and so on.

b. Eating and drinking places

Tourists visit a tourism attraction to enjoy the tour. Therefore food and beverage service should support it. Tourists are not only come to enjoy tourism attractions, but also to enjoy the special foods that provided in tourism destination. Consideration is required in the provision of food and Beverage facilities include the type and variety of food on offer, the level of quality of food and drink, service provided, price level, the level of hygiene, and other things that can increase a person's appetite.

c. Shopping places

Shopping is one of the tourist activities and tourist spending partly distributed to shop. Shopping facilities in the provision of assessment was conducted against the availability of goods sold and services are adequate, convenient location and good access as well as a relatively affordable rate.

d. Public facilities

Public Facilities should be available in the recreation areas. They are such as parking, public toilets, a small mosque, and others. Edward Inskeep (1991, p. 44) suggests that tourism infrastructures are natural resources and human-made resources that are absolutely needed by tourists travelling in the tourist destination of basic infrastructures that serve the local population often also serve tourism activities, such as roads, electricity and energy sources, a source of water and irrigation systems, health facilities, sanitation/sewerage systems, telecommunications, transport terminals, bridges, and so on.

Inskeep argues that tourism infrastructure is natural resources and man-made resources that must be used by tourist on their way in the tourism destination of basic infrastructure serving the local population often also serve

tourism activities, such as roads, electricity and energy sources, water sources and irrigation system, health facilities, sewage system dirt/ sanitation, telecommunication, transport terminals, bridges, and so on. In carrying out the development of tourism infrastructure needs to be adapted and considering the condition and location that will increase the accessibility of an attraction which in time can improve the tourist attraction itself, but also required the coordination and support between relevant agencies.

## **2.5 Tourism Facilities**

Based on Spilane (1994, p. 25), the facilities are operational facilities and infrastructure that supporting tourism attraction to accommodate all the needs of tourists, not directly encourage growth but it is growing at the same time or after developing an attraction. As a supporting tourism destination, facilities are very important thing that should be provided. The availability of facilities such as toilet, a neat of parking area, mosque, restaurant, and so on will make the tourist feel comfortable and enjoy. A good accommodation will support the tourism destination more interesting.

Spilane stated there are three parts of facilities. They are as follows:

### **a. Public facilities**

Public facilities are tools that is very required and needed for visitors when they are in tourism destination. As the main facilities, it is divided into hygiene, the appearance of physical and wide area. Water carriage consists of security, delivery usability and display.

### **b. Supporting Facilities**

Supporting facilities are infrastructure as a complement of the main facilities that can make visitors will feel more comfort. Supporting facilities is including mosque, public toilet, security post, safety guard, canteen or restaurant, and entertainment. It also included the hygiene, kind of entertainment, physical performance, and variations of menu, price,

services, and responsibility of employees, the availability of clean water, width of park, and amount of toilet.

c. Attraction devices

Basically, it has the same function with the supporting facilities. It functioned as a facility that supports the tourism destination to be more comfort and provided all the needs of visitor during stay in the place. For example, the availability of security posts. It is very important to provide the security post because it is not only to secure the place but also to make people easier to find out some information about the place that they do not know. Besides, the responsibility, service, and good performance that showed by security are very important to make the visitor feel happy.

## **2.6 The Concept of Development**

There are several opinions of experts about the meaning of development itself. Paturusi (2001, p. 34) defined development as a strategy used to improve, refine and improve the condition of an object's tourism and tourist attraction that can be visited tourists as well as able to provide benefits to the community surrounding the object and tourist attraction as well as for the Government. Meanwhile, Suwanto (1997, p. 120) stated that the development aims to develop products and a quality service, balanced and gradual. Added by Poerwa Darminta (2002: 474) development is a process, or how to make things move forward, good, perfect, and useful. Development in this research is defined as the process of development or deed does not yet exist, of which there is already a better and from already well be better, and so on.

In addition, the development of tourism aims to provide advantages for tourists as well as host communities. With the development of tourism is expected to improve the standard of life of the community through the economic benefit brought to the area. In other words the development of tourism through the provision of infrastructure facilities, tourists and locals will be mutually benefited. The development should be very pay attention to various aspects, such as; aspects

of culture, history and economy of tourist destination. Tourism development is basically done to maximize profits and minimize problems (Mill, 2000: 168)

The development of a tourist object should be able to create a good styling product, where such

- a. The object has a fascination for witnessed or learned
- b. Has the specificity and different from other objects
- c. the availability of tourist facilities
- d. Equipped with a means of accommodation, telecommunications, transport and other supporting means

Development on tourism basically covers three things, namely

- a. Tourism product development

Tourism product development is improving the quality of services and tourism products such as elements of accommodation services, transportation services, entertainment services, tour and travel services as well as services in tourist attractions. Coaching is done

With various combinations businesses such as education and training, arrangement and direction government, granting stimuli to create climate competition healthy to push for improving quality products and services

- a. Tourism development community

The purpose of community tourism development is as follows:

- Promoting the maintenance of the ingredients positively by public that directly and indirectly that are useful for the development of tourism.
- Reduce the bad influence resulting from the development of tourism.
- Development cooperation whether to pay coaching products been marketing and building society

- integrated marketing

Tourism promotion, used the principles of the integrated marketing mix that includes

- Alloy products namely tourism products all items such as art and cultural attractions, hotels and restaurants which was spread out so it should be able to compete with other tourism products.
- The spread of despite a Chorus of tourists at tourist products that involve travel agencies, aviation, land transport and tour operators.
- Alloy communication it means necessary good communication that would give information about availability products interesting.
- Alloy the service, service given to travelers should be good so that the product numbers will good too

In the development of an area to become a tourist destination, in order to be attractive to potential tourists visited in different markets, it should have three terms (Yoeti, 1996, p. 177). They are:

- The area must have what is called “something to see”. It means that at the venue should have sights and tourist attractions that are different than what is owned by other regions.
- The area should be available with what is referred to as “something to do”. It means that every place in a lot of that can be seen and witnessed, have also provided recreation facilities that can make tourists enjoy a longer stay in the place.
- The area should be available what is referred to as “something to buy”. Does that mean at the venue must be available on-site for shopping (shopping), especially goods souvenirs and folk handicrafts as souvenirs to take home to the place of origin of tourists.

All three of these terms related with the pattern of tourism marketing objectives. The promotion is about reaching the target to make many tourists come in an area, stay longer and more pulled out his money in a place that they visit.