

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Definition of Perception**

According to Robins (2010:23) Perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment. Through the perceptual process, we gain information about properties and elements of the environment that are critical to our survival. Perception not only creates our experience of the world around us; it allows us to act within our environment. Furthermore, Walgito (1993:23) says that a person's perception is an active process that plays a role, not only about him but also stimulus individuals as a single unit with its experiences, motivations and attitudes relevant in response to a stimulus. Individual in relation to the outside world is always to be able to interpret the observations received stimulation and sensing devices used as a connection between the individual and the outside world. In order for that to happen the observation process, the necessary object observed fairly good senses and attention is as a first step in the preparation of sightings. The perception in the general sense is one's perspective on something that will make the response of how and with what a person would act. The writer concludes that perception is a sense that is felt by people. People would have their own perception about the experience which they get from their environment, and they probably have different perception about anything based on their experience.

#### **2.2 Definition of Tourism**

Tourism comes from the Latin word "*turnus*" which means journey, acting of going from one place to another place. The word "tour" is defined as journey visiting several places and usually taken pleasure. Tourism is a journey of a person that held from a place to another place, and with a planning or not mean to earn a living in a place they visited. (Suwanto, 2004:3). On the other wise, tourism is enjoying recreational activities to satisfy the desire or variegated.

According Kodhyat (1998:5) said that tourism is going from one place to another, all the way temporary in nature, conducted by individuals or groups in an effort to balance or harmony and happiness with the environment in the social dimension, culture, nature and science.

Furthermore, Freuler (1992:12) said that tourism is a phenomenon of the present era is based on the need for health and turn of Eve, conscious judgment and foster a love of natural beauty and in particular due to the increasing variety of nation and class relations of human society as a result of the development of Commerce, industry, Commerce and the refinement of the tools carriage.

On the other hand, McIntosh and Gupta in Yoeti (1992:8) defines tourism as the sum of the phenomena and relationships arising from interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourist and other visitors.

Pendit (1999:5), the meaning of the word “travel” is going on a journey to a particular place, usually by using some means of transportation. Next, the function of transportation can be explained as follows.

- a. Going from place to place or visiting various places and countries for business or pleasure.
- b. Taking the journey through around or within a particular area.
- c. Going or cover particular distance to move a particular speed or in a particular way.
- d. Going from place to place as sales person as part of a business.
- e. Retaining its quality or freshness while being transported; to be transmitted or communicated; observing to scan an object or scan in the process of observing of film.

Based on the statements above, it can be concluded that tourism is a journey from place to place for business or pleasure purposes for more than 24 hours, and it includes transportation, accommodation, and consumption.

Thus tourism includes:

1. All activities relating to the trips.

2. The Concession object and tourist attraction such as tourist areas, recreational park, the historical heritage, museums, art and cultural performances, and the life of the communities or which is natural (the beauty of nature, volcanoes, lakes, beaches)
3. Business services and tourism facilities business services namely: tourism (tour operator, travel agent, travel incentives, conventions and exhibitions, tourism consultant, tourism information). Business tourism facilities consist of accommodation, restaurants, bars, tourist transport.

Now days the scope of tourism has widened, it involves every aspect that can support the tourist to obtain the resources and the society, which the synergy among this factor will create a satisfactory service to the tourist. Due to this fact Freuler (1992:14) states that tourism was the purpose to introduction the culture, the beautiful of nature and hospitality of Indonesia people. It was also purpose increase of society and to give chance to the local tourist to understand their own culture as well.

Based on Fandeli (1995:3), tourism can be grouped into three parts:

1. Natural attraction
 

Natural attraction is a tours conducted by visiting the tourist destination which has the uniqueness of its natural places, such as sea, coastline, mountains, valleys, waterfalls, forests, parks and natural attractions.
2. Cultural Tourism
 

Cultural tourism is a tour done by visiting the places that have the uniqueness or the peculiarities of culture, such as kampung tanah toraja, kampung kraton kasepuhan banten, traditions of Cirebon, kraton Yogyakarta, and other cultural attractions.
3. Special interest attraction
 

Special interest attraction is activities that involve visiting objects tourism that match their interests such as sports tourism, spiritual tourism, culinary tourism, shopping, with the types of activities include bungee jumping.

### 2.3 Kind of Tourism

A tourist has different motivations that reflected in various kinds of tourism. It must be learnt by a tourism object places because motives related to facilities that need to be prepared and its promotional programs.

Kinds of tourism related to Pendit (1994:14) are:

- a. Cultural tourism is a tourism that done on the basis of the desire to expand one's view of life with the road made a visit to another place or to foreign countries, studying abroad, the customs, way of life from their culture and the arts.
- b. Nature tourism reserve is kind of tourism that usually held by an agent or travel Agency who specialized effort to arrange program in place or region nature reserve, conservation park, forest, mountain regions and so on which are protected preserved by the act.
- c. Business tourism is related to business and the world of work. It stands for meetings, exhibitions and special events. These are all part of the business world. All major cities have conference centers that cater for the needs of business tourists. An example of a business tourist would be a salesman who travels to another city to attend a trade show and promote the products he sells.
- d. Education tourism: travel to attend a place of learning in another town, city, or country, in order to study for or improve a qualification. They may also be people that attend workshops to learn new skills or improve existing ones. A clinic nurse who travels to another province to attend a workshop about infectious diseases is an example of an educational tourist.
- e. Health or medical tourism: travel because they want to visit a holiday spa, needs medical special treatment that is only available away from home, undergo procedures that are cheaper in another country, or are recovering from an illness in a healthier climate. Many tourist come from overseas countries to South Africa to have plastic surgery.

- f. Religious tourism: want to see and experience places of religious importance. There are many religious destinations in the world such as the Hajj in Mecca, Jerusalem in Israel, Varanasi in India, and the Vatican in Rome.
- g. Shopping tourism: travel to shopping malls, shopping centers, factory shops, crafts market, festivals, and touring shopping routes such as the Midlands in KwaZulu-Natal. Their main purpose is to buy items.
- h. Sport and recreation tourism: participate in or watch sporting events. Popular events include the Soccer World Cup, Marathon, Surfing, mountain climbing, swimming, golf and tennis are popular sports.

## **2.4 Tourism Object**

According to Pendit (1994:21), tourism object is a natural situation which has resources and tourism attractions; it can be built and developed in order to attract the tourism to come. Suwanto (2001:21) said that tourism object is potential place which can attract tourist or visitor to go there. He also states that the specifications of tourism objects are:

- a. Tourism resources make comfortable and good desire
- b. Accessibility to visit tourism object
- c. Supporting facilities to serve the tourist
- d. Natural tourism object
- e. Cultural Tourism object

## **2.5 Tourism Attractions**

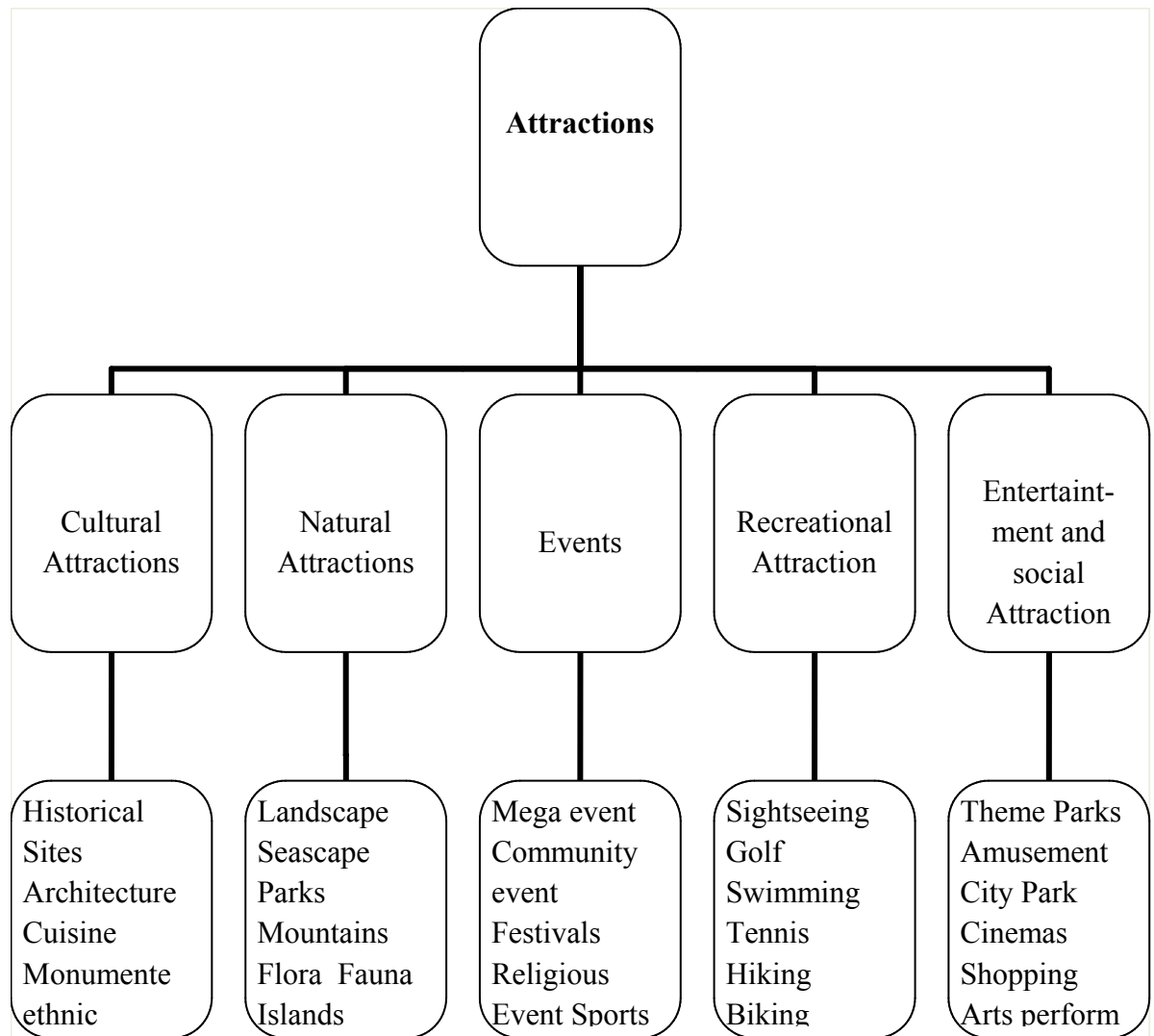
### **2.5.1 Objects and Tourism Attractions**

The attraction is a major factor that attracts tourists to visit a place, whether that can be a primary place. It is the main purpose because of his desire to see, feel, and enjoy the attractiveness of the destination. According to Inskip (1991:75) an attraction is the most important elements of tourist destination as they provide the main reason or motivation for tourists to visit a destination.

In general, a tourism attraction tends to be an individual site in a clearly defined area that is publicly accessible. The attraction motivates large numbers of people to visit it, usually for leisure, for a short, limited period of time. Any feature of a destination which attracts visitors, including places, venues or activities, can be called an attraction. Attractions usually have the following characteristics:

- a. Set out to attract visitors, including locals and tourists
- b. Provides pleasurable and enjoyable experiences for visitors to spend their time
- c. Develops to make it attractive and inviting for the use and enjoyment of visitor.
- d. Managed as an attraction to satisfy visitor.
- e. Provides facilities and services to meet and cater to the needs of visitors.

There is a large variety of tourist attractions and some of these are shown in the following chart:



*Source: Goeldner, Charles R, Ritchie, J.R. Brent, McIntosh, Robert W, Tourism –Principles, Practices.*

### **2.5.2 The Relationship between Attractions and Destinations**

Attractions are generally single unit, individual sites with easily defined geographical areas based on a single key feature. Destinations are usually larger areas that include many attractions with support services and infrastructure such as transportation networks and accommodation. There is a strong link between attractions and destinations. On one hand, a major attraction makes a destination more appealing to tourists and can stimulate the development of other tourism sectors such as hotels, tour operators and catering, as well as the destination itself. Very often, more secondary (second tier or lower level) attractions will be developed once the destination grows. On the other hand, a popular and well-known destination ensures the potential market for the attractions. Destinations with high accessibility and clear market image are usually good locations to develop and build an attraction. Maryani (1991:11) claims that there are five requirements for tourism destinations to be interested place to visit, as follows:

1. What to See

The tourism destination should provide tourism object and tourism attraction which is different from other areas. In other word, the area is needed to have typical attraction and cultural attraction which can be an entertainment for tourists. What to see includes sightseeing, art activity, and tourism attraction.

2. What to Do

The tourism destination should not only have many things to be seen, but also the facility of recreation which can influence tourists to stay longer. Thus, the facility should be provided in that place.

3. What to Buy

The tourism destination should provide facility for shopping. For example, the tourism destination should be able to provide the souvenirs and the handicraft which can be bought by visitors.



#### 4. How to Arrive

This part includes the accessibility: how can tourists visit the tourism object, what transportation can be used by tourists, and how long the tourists will arrive to the tourism destination.

#### 5. How to Stay

This part means how can tourists live for a while during their vacation in the tourism object. Therefore, hotel is needed for them to stay.

### **2.6 Understanding of Visitors and Characteristics**

Visitor is everyone who comes to a country and usually with the intent of any kind activities except to do jobs. When visitor come visit one place or country. They usually referred as the visitors with variation of motivational visits including tourists, therefore, not all visitors including tourists Visitors are classified in two categories, namely:

#### **2.6.1. The Tourist**

Tourist is a person who travels away from home for leisure, business or other purposes for longer than 24 hours but less than a year. Tourists are classified, according to their needs and their reasons for traveling, into four broad categories:

- a. Business and professional tourist Leisure and holiday tourists
- b. Tourists traveling to visit friends and relatives (VFR)
- c. Youth tourists, including backpackers and gap year travelers.
- d. The tourism industry tries to meet the needs of all types of tourists by providing suitable facilities and services for each category. The tourist category are :

Based on Act No. 10 of 2009, Tourists are people who perform activities in tourism. Whatever its purpose, the trip was not to settle and not for a living place that is visited.

There are three characteristics of tourist based on Act No.10 of 2009:

1. People who are traveling for fun, personal use or the purposes of health.
2. People who are traveling for business, meetings, conferences, discussion or as a messenger of the various agencies/organizations.
3. Government and military officials and their families are in place in other countries do not belong to this category, but if they traveled to another country, then it can be classified as tourists.

Based on Pendit (1994:39), tourists are divided into two definitions:

1. International Travelers (Overseas) is people who travel outside their country.
2. National Travelers (Domestic) is Indonesia's people who travel in areas where they live outside their domiciled in the area of Indonesia, the minimum period of 24 hours or living because has an activities in the place their visited.

Tourist is visitors living temporarily at least for 24 hours in a country they visited and the purpose of his journey can be classified into the following classifications:

1. Cruise (leisure), for the purposes of recreation, holiday, health, study, religious and sports.
2. Trade relations (business), families, conferences, missions, and so on.

### **2.6.2. Traveler (excursionist)**

Traveler is visitors who live in a country more than 24 hours. This visitor is someone who visits on the object and tourist attraction, in this case is KIF Pak as a research site. Characteristics of visitors can be divided into two types, namely socio-economic characteristics and travel characteristics (Smith, 1991:13). In this case the visitor characteristics do not directly influence to the development of tourism. They have their characteristics and traffic patterns, the need, or a reason for a visit to each attraction. It needs to be a consideration for tourism providers to provide product that match the interests and needs of visitors.

The visitor characteristics include:

1. Sex is divided into male and female
2. Age of the respondent at the time of the survey

3. City or region of respondents
4. The level education of respondents
5. Employment status of respondents
6. Marital status of respondent
7. Monthly income of the respondents

While the pattern of respondents visit is the main reason for their trip is a motive or main purpose of the trip that include:

1. The intention of the visit which is the main purpose to travel.
2. Frequency of visit ever done by the respondent.
3. Friends are people who done travel together with the respondent.
4. Time to travel is the amount of time the visit the respondent while in tourism attraction
5. Large expenditures are expenditures during the tour.

## **2.7 The Factors of Tourism**

There are some factors that affect tourism are as follows (Foster, 1985:5):

### **a. Traveler Profile (Tourist Profile)**

Traveler profiles can be grouped into 2 (two) categories, namely:

1. Socio-economic characteristics of travelers (Socio-economic characteristic) that included age, education and income levels.
2. Characteristics of behavior (behavioral Characteristic) which includes motivation, attitudes and desires of tourists.

b. Knowledge to travel (travel awareness) that includes information about the tourist destination as well as the availability of facilities and services.

c. Characteristics of the trip (trip features) which covers a distance of time lived in the area, objectives, costs and travel time.

d. Resources and the characteristics of the destination (resources and characteristic

of destination) which includes the types of attractions, accommodation, availability and quality of Facilities Services, environmental conditions and so on.

These four factors above are formulated through the elements of supply and the elements of the request (demand). The existence of these two opposing elements gave a variety of recreational activities that can be enjoyed by visitors in a tourism area. Factors that encourage a tour of tourist attraction are expected to form the image. The image is a picture tour travelers obtained from a variety of impressions, experiences and memories that come before, while and after visiting the attraction tourism. Thus to form the image of a tourist area needs a tourism product that can affect a tourist travel. The product is formulated to display objects of interest and support means so has the value of competition.