

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

The definition of tourism based on UU No. 9 tahun 1990 is an activity to visit some places in short time with purpose to enjoy the tourism object. Spillane (1982) defines tourism as an activity to visit some places with purpose to get the sport or rest, to finish the duty, etc. From two Swiss scientific experts in tourism, Henniker and Kraft (1996) tourism is the sum of phenomena relationship arising from the travel and stay of none residence, and so far they do not lead the permanent residence and are not connected with earning activity. Then the definition that is accepted by the international assosiation of scientific expert in tourism. According to Macintosh and Goeldner (1986) tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and othe hospitality services provided for individuals or groups traveling away from home. Based on the definitions from several experts above, it can be concluded tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year.

2.1.1 Kinds of tourism

According to Spillane (1982) there are 7 kinds of tourism based on tourism destination. They are pleasure tourism, recreational tourism, cultural tourism, culinary tourism, sports tourism, business tourism and convention tourism.

1. Pleasure tourism

Pleasure tourism is for people to holiday, get some fresh air, fulfill the curiosity, relax the muscles, look at something new, enjoy the beautiful scenery, get information about folk tale and quiteness.

2. Recreational tourism

Recreational tourism is using for relaxing minds, recovering the physical and spiritual fitness, refreshing the fatigue and exhaustion. This type of tourism can be done at the destination like the foreshore, mountain, health center or resort. Tourism has recognized that many visitors specifically attracted by recreational offerings. In support of recreational activities government has taken an important role in a creation, maintenance, and organization and whole industries have developed merchandise or service.

3. Cultural tourism

This type is signed by a set of motivation, such as studying at research center, learning the mores, foundation, and the different way of life of the society, visiting the historical monument, the artifacts of the past, culture and religion center music festival, theater, folk dance, etc.

4. Culinary tourism

Culinary tourism goes well beyond the dining experience. It includes a variety of culinary, agri-tourism and agri-food activities, developed expressly for tourists, that showcase food and beverages and provide an opportunity for visitors to discover dishes indigenous to each region while learning about the talent and creativity of artisans.

5. Sports tourism

This tourism is divided into two as follows :

- a. *Big sports event* is the biggest sport events like Olympiade Games, World Ski Championship, Boxing Championship and other events to attract the visitors or fans.
- b. *Sporting tourism of the Practitioners* is sport tourism for people who wants to learn and practice by themselves like climbing the mountain, riding the horses, hunting, fishing, etc.

6. Business tourism

According to the experts, this tourism is kind of professional travel or travel because it is related to the job or position of someone who cannot changed to choose the purpose or the time.

7. Convention tourism

This tourism is the most chosen by the countries because when a convention or a meeting is held, so the visitors will come more than before to stay along in that country. The most visitable country will build the supporting building for convention tourism.

2.1.2 Elements of tourism

According to Ezeani (2014), there are certain elements or ingredients of tourism and these are what tourists considers before visiting a destination area. The elements are: pleasing weather, scenic attraction, historical and cultural factors, accessibility, amenities, accomodation, aafety and security, and other factors.

1. Pleasing weather

Fine weather with warm sun shine is one of the most important attractions of any tourist place. Particularly good weather plays an important role in making a holiday pleasant or an unpleasant experience. Tourist from countries with extremes of weather Visit Sea beaches in search of fine weather and sunshine. Due to this many spas and resorts along the sea coasts come into existence. In some countries hill station resorts' have been developed to cater for the needs of tourists. The best example for this is Shimla.

2. Scenic attractions

No doubt scenic attractions are very important factors in tourism. Scenery consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, is strong forces attracting people to visit them.

3. Historical and cultural factors

Historical and cultural interest exercised tremendous influence over travelers. Large numbers of tourists are attracted every year by the great drawing power of Stratford on avon in England because of its association with Shakespeare, or the city of Agra in India because of its famous leaning tower.

4. Accessibility

Accessibility is another important factor of tourism. There should be accessibility for each and every location of tourist attractions. If their locations are inaccessible by the normal means of transport, it would be of little importance. All kinds of transport facilities are to be made available for such locations. The distance factor also plays an important role in determining a tourist's choice of a destination. Longer distance cost much than to short distances.

5. Amenities

Facilities are very essential for any tourist centre. They are considered necessary aid to the tourist centre. For a seaside resort facilities like swimming, boating, yachting surf riding and such other facilities like deeming recreations and amusements is an important feature. There are two types of amenities. natural and man made. Beaches, sea-bathing, fishing, climbing, trekking, viewing etc. are come under the former category. Various types of entertainments and facilities which cater for the special needs of the tourists come under the latter category.

6. Accommodation

The need and necessity of accommodation cannot be ignored in tourist destination. Accommodation plays a vital role in this field. Many changes have taken place in accommodation recently. New types of accommodation, particularly, holiday villages, apartment houses camping and caravan sites and tourist cottage etc, have become very popular. Usually a large number of tourists visit a particular spot simply because there is a first class hotel with excellent facilities.

7. Safety and Security

Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors

8. Other factors

Besides the above factors, other factors such as guides facilities, basic medical facilities, electricity, clean water, and good communication system become elements of tourism facilities. Guides who lead travelers or tourists and

give the information about tourism, Basic medical facilities are useful just in case when there is an accident.

2.1.3 Tourism Potency

The definition of tourism potency according to Mariotti (1983), is everything you get in the tourism destination and the attractive place of people who wants to come there. Sukardi (1998) also reveals that everything the place has and is useful to develop the tourism in the area.

According to Anoviar (2012 in Lubis, 2014), tourism potency are divided into three. They are natural potency, cultural potency, and human potency. Here some definitions of kinds of tourism potency:

1. Natural Potency

Natural potency means that the condition of flora and fauna, the landscape of the area such as forest, beach. The advantage and disadvantage of that area if it develops, it will increase the visitors to come to the object.

2. Cultural Potency

Cultural potency means that all of the outcome, feel, human initiative like mores, craft, art, the ancestor heritage like building, monument, etc. There are ten cultural elements into a tourist attraction such as craft, tradition, the history of a place/area, architecture, local food/traditional, art and music, way of life of a society, religion, language, and local clothing/traditional, (Shaw and William, 1997 in Saputra, 2014).

3. Human Potency

Human is also potentially useful to be tourism object from dance move show and cultural art show of that area.

2.2 Culinary Tourism

Gastronomic and culinary tourism can be described as tourism where an opportunity for memorable food and drink experiences contribute significantly to travel motivation and behavior (Wolf, 2006 in Minihan, 2014). Any tourism experience in which one learns about, appreciates, and/or consumes food and

drink that reflects the local, regional or national cuisine, heritage, culture, tradition or culinary techniques.

2.2.1 Culinary Tourists

Culinary tourists are travelers seeking the authenticity of the places they visit through food. Culinary tourists are concerned about origin of products, means of socializing and exchanging experiences with others, higher-than average expenditure, demanding and appreciative, high level of loyalty, revisit destinations due to gastronomy.

2.2.2 Culinary Tourism Development Concepts

According to Minihan (2014), there are 7 influential concepts in the development of culinary tourism. They are quality, physical setting, service, variety, differentiation, local culture, social media and technology.

1. Quality

Have a great eating experience through a great atmosphere and excellent food and top quality content is created satisfaction. However it still has not empirically been assess whether customers in this field primarily care of food, restaurant environment or staff's service. Since, understanding the role of subjectively perceived quality of service and mental image are important to customers in most cases that should be considered (Ryu and Lee, 2010 in Koshki, Esmailpour and Ardestan, 2014).

2. Physical Setting

Lee and Jeong (2012, in Ali, F., and Amin, M., 2013) defined physical environment as an environment created by service provider including overall layout, design, decoration, and aesthetics

3. Service

The customer experience is even more important than food quality, from the time they enter the restaurant until the time they walk out the doors. Although restaurants growing up because of sales, the sale should never be put before the

customer's needs. Customer satisfaction and loyalty are the customer perception on service quality

4. Variety

Variety in dishes has been known to be an essential element for a tourist to appreciate a local cuisine (Chang et al. 2010). Quan and Wang (2004) discuss this concept from a supply aspect by explaining how culinary entities should transform local diverse food into a touristic attraction.

5. Differentiation

According to Harrington and Ottenbacher (2010), differentiation refers to a “business strategy that creates a real or imagined perception that affirms products or services are unique and different from the competition”. The four criteria to produce differentiation in reference to the resource-based perspective include: (a) customer value, (b) rarity, (c) difficulty to imitate, and (d) few substitutions (Barney, 1991 in Wright et al., 1993).

6. Local Culture

According to Richards (2012), culinary tourist desires an experience that incorporates local and authentic foods associated to the areas he or she visits. From a supply perspective, this notion is important when thinking how to best promote a local culture and how the food is presented for tourists.

7. Social media and technology

These days, technological sophistication influential in the success of the sales, such as promotion on the internet and booking seats. Yun (2012, cited in Minihan, 2014) explains, "Compared with the printed menu, digital menu can be a considerable way to increase restaurant brand identity and help visitors to build a positive attitude towards the restaurant, which will improve their brand loyalty for better benefits"

2.3 Floating Building

Floating building is a building that is above the water. The structure of the building is different with buildings that are on the mainland. Floating structure itself is already widely used in the world and in Indonesia. At first this structure is

used by countries that have a narrow land area, with the aim of developing human activities in marine areas. Along with the times, this structure began to be used as a building support which has its own uniqueness. An example of floating building that exist in Palembang is Rumah Rakit.

2.3.1 Rumah Rakit

Rumah Rakit is the house that floats on the Musi River. The house is made of wood and bamboo with a roof awning (nypa), shingles and more recently with tin roofs (lighter material). Raft house one of traditional house of Palembang and may have existed in the time of the Kingdom of Srivijaya. In Palembang sultanate era, all foreigner must be settled on the Rumah Rakit, including Britons, Spain, the Netherlands, China, Campa, Siam, and even the first Dutch Chamber of Commerce office on the Rumah Rakit, including the storehouse. Rumah Rakit other than as a residence also serves well as an industrial warehouse craft.

2.3.2 Components of Floating building for Small Scale

According Muchsin, Purwono, and Amiuza (2011), floating building design as a floating restaurant where it is included in the category small-scale floating structures has several components that must be considered, that are: building mass, floating plat, mooring system, circulation and structuring of building mass.

1. Buildings mass

In floating building with a small scale, the mass of the building must fulfill several requirements, such as:

- a. The shape of the building should be symmetrical so that the distribution of the load on the equitable and stable floating structures. Basic geometric shapes used in this design because these formations can meet the above criteria.
- b. Using lightweight construction, it means that using materials such as wood, cladding, alumunim, etc. is intended that does not burden the floating structure itself.

2. Floating Plat

Floating Plat is the place of attachment of the building mass. Part of this floating plat is cover, plat framework and buoys. Form of floating plat will affect the configuration of buoys used.

3. Mooring System

Each floating structure requires a mooring system that is stiff and strong enough to restrict the movement of the structure to external forces either from wind, currents, waves or other. There are many mooring system either in the form a temporary system / transient or permanent. Types of mooring can be divided into mooring from the inside or the outside. Basically, there are several types of mooring:

- a. Attached Mooring System
- b. Mooring system with milestones
- c. Spread Mooring System
- d. Disconnectable Mooring System
- e. Turret Mooring System

4. Circulation and Structuring of Building Mass

In the floating buildings, building access should also be considered well. Structuring mass above the water to be considered by the ease of construction and achievement. Circulation system used will also affect existing utility systems in buildings. There are two configurations arrangement of masses on floating structures, Linier and Radial.

2.4 Restaurants

According Marsum (2001), restaurant is a place or building that is organized commercially well organized services such as food and beverages. According the decision No. KM.95 / HK.103 MPPT-87 on Business Conditions and Classification of Restaurants, the restaurant is one kind of food businesses located in some or all permanent buildings, equipped with equipment and supplies for the manufacture, storage, and comply with - the provisions of the requirements set out

in this decision. According Soekresno (2000) restaurant is a commercial venture that provides food and drink service to the public and professionally managed.

2.4.1 Kinds of Restaurant

According Soekresno (2000), seen from the management system and the system of presentation, the restaurant can be classified into three. There are formal restaurant, informal restaurant, and specialities restaurant.

1. Formal restaurant

Definition of formal restaurant is the industry of food and beverage services are managed commercially and professionally with exclusive services.

The characteristics of a formal restaurant:

- a. Customer acceptance of the system reserve a seat first.
- b. The customer is bound by using formal clothing
- c. The menu options provided are the classic menus / menu europe popular.
- d. Presentation system used is Russian Service / French Service or modification of the second table service.
- e. Supplied cocktail space in addition to the banquet room is used as a place for drinking alcohol before eat a meal.
- f. Open for dinner service and lunch, but do not provide breakfast.
- g. Provide a variety of brand drinks, especially wine bar complete and champagne from different wine-producing country in the world.
- h. Providing live music entertainment and a place to chill out with a romantic and exclusive atmosphere.
- i. Prices of food and beverages is relatively high compared to the price of food and drinks in an informal restaurant.
- j. Arrangement of benches and chairs have a broader service area to be able to pass Gueridon.

2. Informal restaurant

Definition of informal restaurant is the industry of food and beverage services are managed commercially and professionally with more priority to speed of service, practicality and customer frequency acceleration in turns.

The characteristics of informal restaurant:

- a. Prices of food and drinks are relatively cheap.
- b. Customer acceptance is without reservation systems.
- c. The customers who come must not to wear formal clothing.
- d. Food and beverage serving system is the American Service / ready plate or even a self-service counter-service.
- e. Not provide live music entertainment.
- f. The arrangement of table and chair are close between each other.
- g. List of menu was not presented to the guests or customers by the waiter but displayed on the counter or directly on each table to speed up the service process.
- h. The menu presented is very limited and only fast cooked menu.

3. Specialties restaurant

Definition of specialties restaurant is the industry of food and beverage services that run commercially and professionally by providing special food and was followed by the presentation of a typical system of a particular country.

The characteristics of specialties restaurant:

- a. Providing reservation system.
- b. Provides a distinctive menu of a particular country, popular and liked many customers in general.
- c. Presentation systems adapted to the culture of the country of origin and modified with an international culture.
- d. Only opened to provide lunch or dinner.
- e. Ala-carte menu presented by the waiter to the customer.
- f. Usually presenting music / entertainment typical of the country of origin.

- g. Food prices are relatively high compared to an informal restaurant and is lower than the formal restaurant.

2.4.2 Factors and Variables of Restaurant Products

Product is a term used in marketing that refers to a set of products that have similar characteristics. According to Dittmer (2002: 115-119) types of products in the food and beverage operations more than just the food and beverages offered for sale, but includes service (service) and ambience (atmosphere) of the facilities offered. This is because customers are attracted to come to the restaurant for various reasons. Components of products in the food and beverage operations are:

1. Food and Drink
2. Service (service) including the method of service, hospitality employees, valet parking, special attention such as birthdays, entertainment, and complimentary photos to customers.
3. Atmosphere (ambience), including: the theme, lighting, uniforms, furniture, hygiene, equipment, decoration and arrangement of the table.

According to Cousin et al (2002: 48-53) the product is determined by five restaurant factors, they are: (1) food and beverage factor consists of variable types / dishes, variety of menu options, flavor, texture, and presentation, (2) factors service (service) comprises a variable choice of type of service, facility reservation or booking a seat, availability of credit card payment, the availability of choice of portion sizes, access to health information, and the availability of seats for toddlers (Highchairs), (3) cleanliness and hygiene factors such as grooming staff, cleanliness employee uniforms, menus are clean and tidy, the temperature of the presentation of food and drinks, and the cleanliness of the whole area, (4) price factor consists of correspondence between satisfaction obtained with an amount of money issued by the customer, and (5) atmosphere / ambience factor consists of the design, decoration, lighting, air conditioning, furnishing, noise level, the behavior of guests in the restaurant, and the behavior of employees, The atmosphere in the food and beverage operations can be divided

into the atmosphere that can be seen, heard, touched, tasted, and smelled. for more details, can be seen in the table below :

Table 1.1
Factors and Variable of Restaurant Products

Factors	Variable
1. Food and Beverage	a. Variety of food and beverage menu selection
	b. the taste of food and beverages
	c. Presentation of food and beverages
	d. the size and amount of food and Beverages
2. Service	a. speed of service
	b. accuracy of service
	c. facility of reservation or seat reservation
	d. availability payments by credit card
	e. restaurant operating hours
	f. the behavior of employees who are ready to help
	g. attentive employees
3. Hygine and sanitation	a. employee appearance are clean and tidy
	b. list of food and beverage should be clean and tidy
	c. the cleanliness of the environment
4. Price	a. Value for money
	b. discount
	c. happy hour
5. Ambience	a. design and decoration of restaurant
	b. lighting
	c. table arrangement
	d. convenience of furnitures
	e. entertainment

(Cousin, 2012)

According Soekresno (2000), the resulting product is a food and beverage service totality of foods, beverages, and a set of other attributes, including taste, color, smell of food, the price, the name of the food and drinks, the restaurant's reputation, as well as services with hospitality received in order to satisfy the desires of the customer. Products produced food and drink service is a product of a total of two types of products, they are: (A) tangible product (tangible products) such as: food and drinks were delicious and quality as well as superior facilities and modern goods, and (b) intangible products (intangible products) such as: services, security, comfort, hospitality, beauty, cleanliness, reputation, hygiene and sanitation. For more details of factors - factors forming restaurants and variable products - variable products restaurant can be seen in Table above.