

CHAPTER II

LITERATURE REVIEW

2.1. The History of Taman Wisata Alam Punti Kayu

Taman Wisata Alam Punti kayu is conservation forest, which used as tourism place. The Dutch constructed it, on July 21st 1937. The width of this area is 98 hectares that cultivated by various kinds of trees such as Pinus Merkusi (pine), Acacia sp (acacia), Swietenia sp (mahoni), Parasarienthes sp (sengon), Bambusa sp (bamboo), Alstonia sp (pulai), Melaleuca leucadendron (gelam/kayu putih), Albizia sp (albizia) and Eucalyptus sp (ampupu). In 1960, the name of this destination was Taman Sari, then transformed into Taman Syailendra. Previously, Balaputera dewa museum was part of this park and became the entrance to Taman Wisata Alam Punti Kayu. Then, the land was donated and left over 50 hectares now use as Taman Wisata Alam Punti Kayu.

No one knows the meaning of the name of Punti Kayu itself. In accordance with the Ministerial Decree dated on March 7, 1985 Number: 57/KPTS/II/1985. Since then, Punti Kayu designed as forest tourist. Next, on March 15 2001, it chosen as natural tourism and it was determined in SK. Menhut Number. 76/Kpts-II/2001. Finally, it was determined as natural tourism accordance with SK Menhut No.9273/Kpts-II/2002 on October 07 2002. PT. Indosuma Citra Putra managed this destination for 30 years since 1995. The land that can affected as a recreation area is only 39,9 hectares, while the rest are difficult develop because it is the conservation area where the existence of trees inviolability.

2.2. Perception Definition

Philip Kotler (2003:10) states that Perception is a process, which individual 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. On the other hand, Fill (2003:5) argues that perception is concern with how individual see and make sense of their environment. Furthermore, Walgito (1993:23) explains that a person's perception is an active person that plays a role about him and stimulus individuals as a single unit with its experience, motivation and attitude 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 sense 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 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.

2.3. Public Facilities Definition

According to Spiliane (1994:9), the facilities are operational facilities and infrastructure that supporting tourism attraction to accommodate all the needs of tourist and as a supporting tourism destination, facilities are very important thing that should be provide. Public facilities are such as toilet, parking area, mosque, and restaurant and so on. Furthermore, Zakiah (2008:32) argues that Public facilities are infrastructure, as a complement of the main facilities that can

make visitors will feel more comfort. Public facilities are including mosque, public toilet, security post, canteen or restaurant, and entertainment. Then, Arikunto (2002) argues that Public facilities are can be defined as anything that can be facilitate the implementation of all things business, so in this case facilities can be equated with the existing facilities in the destination.

Based on the explanation above the writer conclude that Public Facilities in destination are operational facilities and infrastructure that supporting tourism attraction to accommodate all the needs of tourist and as a complement of the main facilities that can make visitors will feel more comfort. Public facilities are including mosque, public toilet, canteen or restaurant, parking area and so on.

2.4. Tourism Definition

Kesrul (2003:13) explains that Tourism is a journey of a person that held from a place to another place and mean to not living in the place that they visited. Moreover, According to Kodhyat (1998:5) 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. Yoeti (1992:27) defines that tourism as the sum of the phenomena and relationship arising from in reaction of tourist, business suppliers, host government and host communities in the process of attracting and hosting these tourist and other visitors.

Based on the explanation above the writer concludes that tourism is a journey of people that held from their place to another place in an effort to balance, harmony and happiness with the environment or the destination.

2.4.1. Kinds of Tourism

Karyono (1997:22) argue that tourism consists of three kinds of tourism based on the reason or purpose of tour. These are the following kinds of tourism:

1. Educational Tourism.

The Educational tourism is a kind tourism where visitors who do the journey for having a purpose to study or learn something in the field of education.

2. Business Tourism

The Business Tourism is a kind of tourism where the visitors come for the purpose of trade, duty, or all things that related to its work.

3. Man Made

Man Made tourism is tourism made by people to create tourism product such as theme park, galleries, recreational park and others.

Furthermore, According to Marpaung (2002:43), there are three kinds of tourism, as follow:

1. Natural Tourism

Natural Tourism is a kind of tourism where the visitor come for having the natural resources attraction both in its natural state and the cultivation efforts from people. This tourism can be divided into four areas:

- a. Flora and Fauna
- b. The uniqueness and distinctiveness of ecosystems
- c. Natural Phenomena such as creates, hot springs, waterfalls and lakes
- d. Cultivation of natural resources is such as plantation, livestock and fisheries.

2. Socio-cultural tourism

Socio-cultural tourism is can be utilized and developed as a destination includes museums, historical heritage, traditional ceremonies and others.

3. Typical interest tourism

This tourism is a kind of new tourism developed in Indonesia. This tourism is especially for tourist who has special interest. Thus, the tourist usually should be able to have expertise such as hunting, hiking, rafting and others.

Those are some kinds of tourisms, which claimed by Karyono and Marpaung who divides tourism into three kinds. The writer conclude that those kinds of tourism have different role as tourism destination, but every tourism destination still has the same purpose to attract people to visit, both from domestic and international visitors. The writer also concludes that, Taman Wisata Alam Punti Kayu is type of Manmade based on Karyono and Natural Tourism based on Marpaung statement.

2.5. Tourism Attraction

Marpaung (2000:16) states that Tourism Attraction is a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure, adventure and amusement. On the other hand, Suwanto (2001:11) argues that Tourism Attraction is potential place that can attract tourist or visitor to go there. He also states that the specifications of tourism Attraction 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

Furthermore, According to Inskip (1991:20) Tourism attraction is the most important elements of destination as they provide the main reason or motivation for tourist to visit a destination. In general, tourism attraction tends to be an individual site in a clearly defined are that is publicity accessible. The attraction motivates large members of people to visit it, usually for leisure, for a short, limited period. Any feature of a destination, which attracts visitors, including place, venues or activities, can be called an attraction. Attractions usually have the following characteristic:

- a. Set out to attract visitors, including locals and international tourist

- b. Provides pleasurable and enjoyable experience for visitors to spend their time
- c. Develop to make it attractive and inviting for the use and enjoyment of visitor.
- d. Managed as an attraction to give satisfaction to the visitor
- e. Provides facilities and services to meet and cater to the needs of visitor

The writer summarizes that Tourism attraction is a place of interest or potential place, which can attract visitor to visit the destination.

2.6. Visitors definition and their characteristics

According to Marpaung (2000:32) visitor is a person who visits to someone or somewhere as for reasons of friendship, business, duty, travel, or the like. Visitor is everyone who comes to a country and usually with intent of any kind activities except to do jobs. When visitor come visit one place or country. They usually referred as the visitor with variation of motivation visit classified on two categories, namely tourist and traveler.

2.6.1. The Tourist

According to Yoeti (1996:14) Tourist is a person who travels away from home for leisure, business or other purpose for longer than 24 hours but less than a year. There are some reasons to do traveling, into four categories:

- a. Business and professional tourist leisure and holiday tourist
- b. Tourist travelling to visit friends and relatives
- c. Youth tourists, including backpackers and gap year travelers
- d. The tourism industry tries to meet the needs of all types of tourist by providing suitable facilities and services for each category.

Based on Pendit (1994:16) , tourist are divided into two definitions:

- a. International travelers (Oversea) is people who travel outside their country

- b. National travelers (Domestic) is Indonesia's people who travel in areas where of 24 hours or living because has an activities in the place their visited.

Karyono (1997:24) states that there are three characteristic of tourist:

- a. People who are travelling for fun, or purpose of health
- b. People who are travelling for discussion, meetings, business, conferences, or as a messenger of the various agencies/ organization
- c. Government and military officials and their families are in place in order country, then it can be classified as tourist.

2.6.2. Traveler

Karyono (1997:19) states that Traveler is visitors who live in a country more than 24 hours. The visitor is someone who visits on the object and tourist attraction. Moreover, According to Smith (1991:21) characteristic of visitors can be divided into two types, namely socio-economic characteristics and travel characteristic.

In this case the visitor characteristic do not directly influence to the development of tourism. They have their characteristics and traffic pattern, or a reason for visit to each attraction or needs to be a consideration for tourism providers to provide product that match the interest and needs of visitors. The visitor characteristics include:

- a. Sex is divided into male and female
- b. Age of the respondent at the time of the survey
- c. City or region of responden
- d. The level education of respondent
- e. Marital status of respondent
- f. Monthly income of the respondents

2.7. Sapta Pesona

Sapta Pesona made by the Indonesia Government for the improvement of Indonesia tourism. Chalik (1994: 26) states that Sapta Pesona is a condition must

be realized in order to attract tourist to visit an area or region in the country itself, then create beautiful and enchanting atmosphere, anywhere and anything, especially in places frequently visited by visitors. With the attractive and comfortable atmosphere, visitors would like to stay longer, feel satisfied with the visit and provide wonderful memories of their lives. Afterward, According to Sidoarjo Government (2011:17), Sapta Pesona is the condition that should be realized in order to attract visitors to come to the certain destination. The destination should be able to create comfortable atmosphere to the visitors. Therefore, the visitors will feel endure in that destination and they will be satisfied in visiting that place. There are seven elements of Sapta Pesona that is very useful to operate and improve Indonesia Tourism. Those elements are as follow:

1. Safety

This element is condition where the visitors could feel the secure situation, free from the criminalities, threats and disturbs. The examples of this element are:

- The visitors should be free from the accident, which caused by the poor facilities such as the vehicle, cutlery for eating and drinking and others.
- The visitors should be free from the disturbance by the society.
- The visitors should be free from criminalities such as holdup, fraud, extortion and so on.

2. Orderliness

This element is the condition that can create the solicitous service in every aspect of life, even in vehicle route, facilities usage and society's behavior.

The examples of this element are:

- There are no people who are jostled to get or buy something.
- The traffic is arranged orderly.
- The architecture and environment are arranged neatly.

3. Cleanliness

This element is the condition, which exhibits the good hygienist and cleanliness, even the condition of environment, the equipment service and human service. The examples of this element are:

- Keep cleaning environment.
- The usage and supplying of the clean equipment.

- The hygienist of food and drink
4. Cool Atmosphere

This element is the condition that can create the cozy environment to make visitors will satisfy in the destination. The examples of this element are:

 - Go green by planning the trees in the tourism destination
 - Keep the cool atmosphere in the office, hotel, restaurant and others.
 5. Beauty

This element is the condition can create nice environment during the tourism activities and be able to motivate visitors to come back in the destination. The examples of this element are:

 - Keep the beauty of a destination in the natural and harmony order.
 - Keep the beauty ornamental plants, vegetation and shad as an environment aesthetic element which is natural.
 6. Friendliness

This element is behavior of the destination's operator by serving the tourist friendly and kindly. The destination operator should help the visitors without profit. The examples of this element are:

 - Helping the visitors kindly
 - The operator can show the good attitude
 - Giving the information friendlily
 7. Memorabilia

This element is great memory, which should always be remembered by visitors. Memorabilia can be good and bad, but should be created by visitors only the good memory. Thus, the operator of destination must be able to make the good memory to every visitors who visit the destination.

The examples of this element are:

 - Serve the service quickly and friendly.
 - The comfortable of accommodation.
 - The unique attraction

Based on the statement above, the writer concludes that sapta pesona has a function to create the good atmosphere, which has to be fulfilled to every destination for attracting visitors to visit. The government of Indonesia is certainly for fulfilling Sapta Pesona in every destination in Indonesia, there will be many visitors visit the destination by seven elements, those are safety, orderliness, cleanliness, cool atmosphere, beauty, friendliness, and memorabilia. Thus, by

fulfilling Sapta Pesona, the visitors will be comfortable to stay longer in the destination and will be satisfied with the destination.