

CHAPTER II

LITERATURE REVIEW

2.1 Tourism Definition

Leiper (1995) states that tourism comprises the ideas and opinions people hold which shape their decisions about going on trips, about where to go (and where not to go) and what to do or not to do, about how to relate to other tourists, locals and service personnel. And it is all the behavioural manifestations of those ideas and opinions.

Weaver and Opperman (2003:3) states that tourism is the sum total of the phenomena and relationship arising from the interaction among tourists, business suppliers, host government, host communities, origin governments, universities, community colleges and non-governmental organisation, in the process of attracting, transporting, hosting and managing these tourists and other visitors.

UNWTO (1995) points out that tourism comprises the activities of persons, travelling to and staying in place outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Pendit (2003:33) says that tourism can also give direct motivation to the development or repair of ports (air and sea), road, local transportation, hygiene or health programs, pilot project of cultural and the environmental permanence etc. All of these can give the advantage and easiness both for society in environment area of pertinent region and also for tourists or visitors from outside.

Therefore, based on the definitions above. The writer concludes that tourism is an activity done by an individual or a group of individuals, which lead to a motion from a place to another, from a country to another for performing a specific task, or it is a visit to a place or several places in purpose of entertaining which lead to an awareness of other civilizations and cultures.

2.2 Kinds of Tourism

Yoety (1990:111)" also states there are 3 types classification of tourisms as follows:

1. *Based on the location*, there are five (5) kinds of tourism :

a. Local Tourism

Local Tourism is a place which has small space and is limited only in certain places.

b. Regional Tourism

Regional Tourism is activities of tourism business which are developed in a place or area and has a bigger space than Local Tourism, but smaller than “National Tourism”

c. National Tourism

- *Definition of National Tourism in narrow sense:*
The activities of tourism which is development in a region of country. This meaning has synonym with Domestic Tourism, where people do a journey in their country.
- *Definition of National Tourism in the broad sense:*
The activities of tourism which are developed in a country. Besides the activities of “Domestic Tourism”, it is also developed as “Foreign Tourism” included “in Bound Tourism” and going out tourism.

d. Regional International Tourism

Regional-International Tourism is the activities of tourism which is developed in a limited international region, but passed by more than two or three counties in the region.

e. International Tourism

International Tourism is similar to World Tourism Business. It is the activities of tourism business which are developed in whole country in the world. It includes “Regional-International Tourism” and “National Tourism”.

2. *Based on the reason or purpose of tour* there are three (3) kinds of tourism;

a. Business Tourism

Business Tourism is one kind of tourism in which the tourist comes to work, trade have convention, and seminar, and others.

b. Vocational Tourism

Vocational tourism is kind of tourism which people do the journey for vacation, recreation, or holiday.

c. Educational Tourism

Educational Tourism is a kind of tourism which the people or visitors do the journey for the purpose studying or learning something in the field of education.

3. *Based on the objects*, tourism consists of twelve (12) kinds of tourism, namely;

a. Cultural Tourism

Cultural Tourism is a kind of tourism in which the motivation of people to do the journey is caused by the fascination of cultural art in that area.

b. Commercial Tourism

Commercial Tourism is also called trade of tourism because this journey is related to the national or international commercial activities like Expo, Fair, Exhibition, and the others.

c. Recuperation Tourism

Recuperation Tourism is called Health Tourism. The purpose on this journey is to cure a disease.

d. Sport Tourism

Sport Tourism is aimed the seeing or witnessing the sport fair in an area such as Olympiad, All England, Football and the others.

e. Political Tourism

Political Tourism is a journey in which the aims of people who do this journey are to see or to witness an event or occurrence which is connected with the activity of a state.

f. Social Tourism

Social Tourism is a kind of journey, representing one kind tourism which do not emphasize to get advantage, like study tour, picnic or youth tourism.

g. Regional Tourism

Regional Tourism is a kind of tourism which the purpose on this journey is to witness the religious activities.

h. Recreation Tourism

Recreation Tourism is almost done by most of people in our society they use their leisure time to travel to have new situation in fleshing themselves after working. The location where they want to go other places. Namely the beaches, the forests, the mountains and other entertainments.

i. Maritime Tourism

Maritime Tourism is a tourism where the sea and the river will be the destination for the tourists to have the picnic. There are some activities we can like namely sailing by boats surfing, fishing, diving and other activity.

j. Business Tourism

Business Tourism is a tourism where the tourists to other country for doing the business activity which can improve activity which can improve the economy and increasing the own money of people and society.

k. Conventional Tourism

Conventional Tourism meeting activity for example symposium, conference and congress. It is one of the factor certain group to travel.

l. Historical Tourism

Historical Tourism is tourism where the tourist will visit historical remains of the country or study about the history of other country.

According to Pendif (1994, p.02), tourism can be distinguished according to the tourist motive for visiting the place. The classification is the following:

a. Culture Tourism

Culture tourism is a journey done on the basis of a desire to broaden one's outlook on life with the way to visit or review elsewhere or abroad, to learn the condition of the people, their customs, their way of life, and their culture. Along with it, the journey has opportunities to take part in cultural

activities, such as the exposition of the arts (dance, drama, music, sound art and patterned historical activities).

b. Maritime Tourism

Maritime tourism is focusing on the activities which can be done only in certain place for example is diving which only can be done in a sea or lake. Maritime tourism usually associated with sporting activities in water, such as in the lake, beach, bay, or sea for example fishing, sailing, diving, surfing competitions, rowing races, view of marine life and any varieties of recreational waters is mostly done in areas or maritime countries such as Indonesia.

c. Nature Tourism

Nature tourism reserved also known as Wildlife Conservation, many types of tours are usually organized by agency pr travel agent to help tourist visit nature tourism object such as conservation parks, lake, forests and mountainous areas. Tourism nature reserve is mostly done by the fans and lovers of nature because of hobby like photographing wildlife animals or colorful flowers and trees which protected by government and societies.

d. Convention Tourism

Today's Various countries build this convention tourism by providing facilities building with rooms where participants attend for a conference, meetings, conventions in range of national and international.

e. Agriculture Tourism

Agriculture tourism organize trips to visits agricultural projects, such as plantation, breeding ground and so on where travelers can organize group to visits and review for the purpose of study.

f. Hunting Tourism

Hunting tourism is mostly done in countries that have areas or forests where hunting is justified by the government and the major project by the various agencies or travel agents. Travel agent arranged in the form of

hunting safari or jungle to the area that has been designated by the government of the country concerned.

g. Pilgrimage Tourism

This tourism is associated with religion, history, customs and beliefs of people or group in society. Pilgrimage tour done by an individual or group to the holy places, to the tombs of the great or exalted leader, to hills or mountains which is considered sacred, burial places as the leader of human figures, for example is Mecca in Saudi Arabia which famous for Islamic people to fulfill Haj.

2.3 Elements of Tourism

Elements of tourism is something which can be seen and felt by the tourist during the tourism activity. For example accommodation, infrastructure, transportation and etc. Elements of tourism are important factors in doing the activity of tourism, because it is related to each others.

According to Pendit (1994) elements of tourism which need to be developed in the effort of development of tourism are :

1. Accommodation, where a person to stay temporarily.
2. Catering and Restaurant, service industries in the business of providing food and beverages that are managed commercially.
3. Transport and transport services, business services industry engaged in land, sea and air.
4. Tourist Attraction, tourist activities that can attract the attention of tourists or visitors.
5. Souvenir (Souvenir), object used as a memento to be taken by tourists in returning to the place of origin.
6. Travel Agents, enterprise service all the travel process from departing until back.

2.4 The Potency of Tourism Object

Yoeti (1983: 160-162) says that tourism potential is everything that there are in a tourist destination and became an attraction to the people want to come and visit the place.

Sukardi (1998:67) points out the destination is potential if there is a useful tourist attraction to develop the tourism industry in the area.

So, tourism potential is everything that there are in a tourist destination which is the destination is potential if there is a useful tourist attraction to develop the tourism industry in the area and became an attraction to the people want to come and also visit the place.

Marpaung (2002:87) says that factors which make a place potential to be a tourism destination are as follows :

1. The tourist need a place for eating and drinking also the place for staying likes accommodation which has a lot of choices from th simple facilities until the complete facilities, for example hotel and restaurant.
2. Natural resources are the tourism objects which available in nature or created by God for example lakes, mountains, beach, historical place, etc.
3. Infrastructure is the element of tourism which can make easier tourism activity for example road, port and airport.
4. Transportation is the elements used to go to the destination tourist need the infrastructures for example hip, car, train and plan.
5. General source is the element of tourism which can make the tourism be more complete. For example human, technological, culture, the potency of leadership.

According to Kodhyat (1999:78) there are some potencies of tourism object based on culture social part:

a) The pattern of life

The pattern of life and tradition such as the custom and tradition, clothes, ceremony and religion of certain ethic group is the important of the culture component, as tourism object that will add knowledge for visitor.

There is needed the existence of the production show of traditional handicraft, traditional dance, traditional music, etc.

b) Museum and other culture facilities

This kind of tourism object is connecting with the culture with the culture aspect in the certain area. The general facilities that must provided are toilet, the place of the waste, the plank of the indicator, the information centre, look spce heard, the library, the place to entrust the thing and also provide the guide.

c) The remains of the archaeological history and monument

The remains of the archaeological history and monument is in the culture part, the monument of national, historical building, city and village, religion building (such as mosque, the church, the temple and also the other historical building like battlefields). And the general facility that must be provided are toilet, waste basket, the plank of indicator, the plank of warning, the plank of waiting, parking area, etc.

d) Religion tourism, ethnic and nostalgia

The kind of tourim object is connecting with tourist or visitor who has thesame background of culture, religion, ethnic andhistorical or the things that has ever connecting with his live. This location and kinds of facilities and also the service that needed is depend on tourism object where they visit.

e) Village of tourism

Village of tourism will connected with tourist of visitor who live in a traditional village, or near traditional village, or just to visit village of tourism location usually located in isolated area. Tourist or visitor usually did not only to show the traditional culture, but also to participate in society activity. The general facilities are accomodation, accesories, the stall, settlement of the original inhabitants with all the activity of the culture, etc.

There are five factors to support tourism based on Spillane (1957:8), as follows :

A. Attractions

Attractions can be classified to site attraction and event attraction. Site attraction is a permanent physical attraction by fixed location, the places in tourism destination such as zoo, keratin, museum, etc. Meanwhile event attractions are held temporary and the location can be changed and moved easily such as festivals, theater and traditional art show.

B. Facilities (Facilities that required)

Facilities is toward on attractions in a location because facilities must be closed to the market. For living in a tourism destination, tourists need sleeping, food and beverage, etc. Therefore in a tourism destination is needed lodging. Beside hat, it also need to support industries. Such as souvenir shop, laundry, guide, festival place and recreation place.

C. Infrastructure

Attraction and facilities can not be reached easily if has no basic infrastructure. Actually, the development of infrastructure in a region can be enjoyed by tourists and residents that live there. Therefore, it has benefit for non tourists. The fixation of infrastructure is a way to create a good situation for development of tourism.

D. Transportations

In tourism, transportation is very important because it decides distance and time in trip. These transportation includes on the land, air and sea. It is one of the important element in tourism development.

E. Hospitality

Tourists who are in the environment that they do not know the certainly requirements, foreign tourists want to enjoy their vacation when they are in object without a crime action in that place Therefore, basic needs for security and protection must be provided and also tenacity and conviviality during a tour.