

CHAPTER II

LITERATURE REVIEW

2.1 Perception

According to Grace in Dogra (2012) perception is the experience of objects, and events that are obtained by inferring information and interpret the message. The perception of each individual can be very different even though the observed thing exactly the same. According to Rahmat (2003, p.16) perception is interpretation of an object, event or information that is based on the experience of a person's life interpretation. Thus it can be said also that perception is the result of one's mind of a particular situation.

Perception is the dynamics that occur within the individual when he received the stimulus of it's environment. Society perception of tourism development in Palembang will affect tourism development, namely in the field of attraction. If the public has a positive tourism perception in Palembang, it will run smoothly with the support of the local community and surrounding areas that maintain security and cleanliness in the tourism attraction.

The perception is an integrated activity, then the whole of what is in the individual as a feeling, experience, and other aspects that exist within the individual communities will contribute to the perception (Walgito, 2000, p.54). Based on this, it can be argued that in the perception of the stimulus even though the same but because the experience is not the same, the ability to think is not the same, the possible result of the perception among individuals with other individuals are not the same.

According to Robbins (2010) Society perception can be concluded that responses or environmental knowledge of a collection of individuals interact with each other to get along because they have the values, norms, practices and procedures that is a common needed in the form of a custom system that is continuously and bound by a common identity interpretation of data obtained through the senses. It can be concluded that the perception is the process of

introduction against (objects, people, ideas, symptoms and events) through five senses that immediately give meaning and value to an object by accentuating the distinctive properties of an object and the results of perception can be in the form of response or a different assessment of the individual.

According to Walgito (2002) Society is the unity of life of human communities that interact according to certain customs systems are sustainable and bound by a sense of shared identity".

According to Syani (2012) in Tymothy (2010) defines that: Society as a community can be viewed from two perspectives; first ; community is as a static element, and meaning community formed in a container or place with certain limits. It shows part of the public entity so it can also be referred to as the local community, for example, village, or small towns. The local community is a container and the area of the life of a group of people who are characterized by their social relationships. Besides, it comes also by their social feelings, values and norms arising as a result of their social life or lives with humans. Second, the community is seen as a dynamic element and meaning that involves a process of it formed by psychological factors and human relationships, then it contains elements of interest, desires or goals that are functional.

2.2 Formation and Factors Affecting of Perception

The process of formation of perceptions is described by Walgito (2002) as meaning the observation that begins with the stimuli. After getting stimuli, the next stage of selection occurred interact with "Interpretation", as well as interact with the "closure". The selection process occurs in when someone obtaining the information, the selection process will take place message which are considered important. The Closure process occurs when the selection results will be compiled into a single entity sequential and meaningful, while the interpretation takes place when the he provided the interpretation or meaning to such information thorough. The interpretation of this phase, experience past or in advance, play an important role. The factors are determined a person's perception of functional derived from needs, past experience and other things, including what we call personal factors

(Rachmat, 1998, p.55). Furthermore Rachmat explains that perception is not specify the type or form of stimuli, but the characteristics of people who respond to stimuli. Perception includes also cognition (knowledge), which includes the interpretation of the object, signs and people from the point of experience concerned. In this study of the Personal factors are factors internal member of Governmental Group .

2.3. Tourism

Tourism is a temporary displacement with purpose out of the routine jobs, out of his residence, the activities undertaken during the stay in place in the heading, and the facilities created to meet their needs. Tourism lesson is a lesson to come out of its usual state and it is influenced by the existence of economic, physical and social well-being of tourists who will carry out tourism activities. Schulalard (1910) in Yoeti (2000, p.114).”Tourism is the sum of operations, mainly of an economic nature, which directly related to the entry, stay and movement of foreigner inside certain country, city or region”. Furthermore, Schulalard the meaning of is a number of activities, especially those of his connection with economic activities that are directly related to its entrance, there is the standing and moving his foreign people in and out of a city, region or country. Definition is as follows tourism, "tourism is a journey undertaken for a time, held her from one place to another, with the intent not to try to (business) or make a living in a visit, but solely for enjoy the trip to picnic and recreation or to satisfy diverse.

So-called community-based tourism as well as tourism is built by local communities, small-scale, local with a various elements such as employers, organizations, and local governments. Associated with small-scale tourism development. According to Jenkins in Pendit (2013) it has conducted a comparison between small-scale tourism on a large scale to determine the impact of tourism development on the local community.

2.3.1 Types of Tourism

Tourism species can be distinguished by a variety of things for example by motive travel destinations and types of tourism based on the objects offered, according to Pitana (2005) when viewed from the motive and purpose of his journey can be distinguished tourism into several types, namely as follows:

1. Vocational Tourism

This type is done by those who leave their homes for a vacation, looking for new fresh air, fulfill the will of curiosity, loosen nerve tension, see something new, enjoy the beauty of nature, knowing local folk tale, get calm and peace in the countryside, or even to enjoy entertainment in major cities and participate in the crowd central tourist-center. This tour involves many types of elements that are different, due to different levels of understanding pleasure, background and temperament respective lives of individuals.

2. Recreation Tourism

This type is done by those who wanted to use their day off rest, recover the physical and spiritual freshness, refreshing weariness. Usually they stay as long as possible in places that are considered right ensure recreational purposes. In other words, they prefer health resort. In which included in this category are health reasons and healing they should stay in special places to recuperate (such as local hot springs, etc.).

3. Cultural Tourism

This type is characterized by the presence of a series of motivations such as the desire to learn in the center for teaching and research, to learn the customs, institutions and it's people ways in other countries. They visit the historical monuments, relics past civilizations or otherwise, they visit the great inventions contemporary, art centers, religious centers, or also to participate in art festivals of music, theater, folk dance and so on.

4. Sports Tourism

Sports tourism in which have been traveled with the purposed of exercising that is intended to take an active part in the Games events in a place or country. Sport tourism is the type of travel in it's motivation to see or watch a sporting event in a certain place.

These types can be divided into two categories:

a. **Big Sport Events**

Events interesting concern not only the athletes themselves, but also the thousands of spectators or fans such as the Olympic games, sky world championship, world championship boxing and other sports.

b. **Sporting Tourism of the Practitioners** namely sports tourism for thing

which is ingoing own practice and practice like mountain climbing, horse riding sports, fishing, and others.

5. Business Tourism

Business tourism is tourism in which visitors are coming for the purpose of service, trade business related to their job such as; seminars and meetings, incentive, convention, exhibition (MICE). That business trip in the form of a travel professional or travel because their relation to the job or position it does not give a good culprit selection of areas and choice of travel time. Implied not only professional trip do the entrepreneurs or industrialists, but also includes all visit to the exhibition, technical installations to even attract people outside. It should be noted that the employers are not only being and acting like consumers, but in time freely, often the act as regular traveler in the sociological sense as taking and utilizing.

2.3.2 Tourism Development

Tourism development is a dynamic proceed and sustained towards higher values by carrying adjustments and corrections. Based on the results of monitoring evaluation and feedback. Tourism development is not a stand-alone system, but closely linked to the system another development planning are inter-sector and inter-regional. According to Fandeli (1995) Tourism must be based on the conditions and resources to support the intention of creating long-term interaction between the mutually beneficial achievement of the objectives of tourism development, improving people's local, and sustainable environmental. In the current era, the tourism industry continues to grow rapidly, because in addition to large gains or profits for the tourism industry itself can also stimulate the tourism industry in promoting tourism development of an area economy. Many countries depend a lot on the tourism industry as a source of tax and revenue for companies that sell services to tourists. Therefore tourism development is one of the strategies used by Non Government to promote a specific region as a tourist area to boost trade through the sale of goods and services to non-local Marpaung (2002).

In addition, it is referred to as industrial tourism began to flourish in Lee (2010), when it was realized that the tourism industry is a business that can provide benefits to the entrepreneur. In the tourism industry, there are two types of objects that can be used as the attractiveness of the region, such as the natural and cultural tourism. Tourism first solely interested in the natural beauty place, but now there are many tourists who are interested to see the repertoire of historical and cultural heritage in their visited. In that regard, archaeological heritage which is the cultural resources can be utilized as cultural tourism assets. Palembang is a tourist attraction that is not foreign to the eyes of South Sumatra and domestic tourists. There are many different areas of tourism is a very important, historic and it has its own uniqueness with his trademark respectively. It known as Palembang city in addition Pempek. Palembang city also known as a tourism city. Palembang as the capital of South Sumatra province, it has a lot of

potential cultural and historical assets. In a broad sense tourism is a recreational activity outside of domicile to break away from routine work or look for another atmosphere. As an activity, tourism has become an important part of modern society and the basic needs of most small communities of developing countries. According to Pitana (2004) The five key elements that needed attention in order to support the tourism development in tourism destinations that is interested of visitors, both local and foreign.

1. Tourism Object and attractions

Tourism attraction which is called the attraction is the potential that drives the presence of tourism to a tourism destination. It build an attraction should be designed in such a manner based on certain criteria.

- a. Generally, the attractiveness of an attraction based on:
 1. The existence of resources that can be the cause of pleasure, beautifully comfortable and clean.
 2. The presence of high accessibility to be able to visit it.
 3. The existence of specific features or specifications.
 4. The existences of facilities or infrastructure support to serve the tourism are presented.
 5. The cultural attractions have a high attraction a special value in the form of attractions ceremonies, noble values embodied in an object the work of humans in the past.
- b. The construction of a tourism attraction should be designed with the potential sourced it has the object with reference to the criteria of successful development covering various eligibility.

1) Financial Feasibility

The feasibility study regarding the calculation of the construction of commercial tourism attraction. Estimate of cost-benefit have expected from the beginning. How much grace period is needed to return the capital also must be foreseen.

2) Regional Socio-Economic Feasibility

The feasibility study was conducted to see if invested to build an attraction also it have a socio-economic impacts on a regional basis; can create jobs, increase foreign exchange earnings, can improve reception in other sectors such as taxation, industry, trade, agriculture and others. In connection with the consideration it is not purely commercial but also pay attention to the broader impact. For example, the rebuilding of the temple of Borobudur is not solely consider the matter of the return of capital construction of the temple through the fees entered the temple, but also pay attention to their impact, such as transportation services, accommodation services, restaurant services, craft industry, taxes and so forth.

3) Technical Feasibility

Attraction construction should be technically accountable by looking at the existing carrying capacity. It is not necessary to force myself to build an attraction if the carrying capacity of the attraction is low. The attractiveness of an attraction will be reduced or even disappear if the attraction endanger the safety of the tourists.

4) Environmental Feasibility

Environmental impact analysis can be used as a reference for development. Construction of a tourism attraction that cause damage to the environment should be stopped construction. It is not to damage the environment but simply utilize the natural resources for the good of humanns to improve the quality of human lifes so that it becomes a balance, harmony and harmonious relationship between natural environment human beings and God.

2. Tourism Infrastructure

Tourism infrastructure is a natural resources and human made resources that is absolutely needed by tourists on their way in tourism destinations, such as roads, electricity, water, telecommunications, terminals, bridges, and so forth. For read sights to be visited by tourism in the tourism destination, the tourism infrastructure needs to built with adjust to the location and condition of the relevant in attraction. In carrying out the construction of tourism infrastructure required a steady coordination between the relevant travel agencies together with society. Tourism infrastructure are necessary for the tourism development area. It coordination at the level of implementation is the main capital of tourism development are success. In the construction of tourism infrastructure is dominated by the government because the government can took the double benefit from tourism development, such as to improve the flow of information, the traffic flow of economic, human mobility which of course can boost employment and public works.

3. Means Tourism

Tourism facilities are a completed in tourism destination that is needed to serve the need of tourism to enjoy a tourism trip. Construction of tourism facilities tailored to the needs of tourists both quantitative and qualitative. More than the taste of the market was able to determine the guidance means in question. Various tourist facilities to be provided in a tourism destination such as a hotel, travel agency, transportation, restaurants. It is supported facilities, it is not all attractions require the same means or complete. Procurement of tourism facilities should be adapted to the needs of tourists. Quantitative tourism facilities show that the number of tourism facilities it must be provided, and quantitatively that shows the quality of services provided . In conjunction with quality of service tourism facilities in tourism destinations. it have been prepared in a standard raw tours, both nationally and internationally, so that the providers of tourism facilities just select or specify the type and quality will provide.

4. Facilities and Infrastructure

Infrastructure is a supported the function from facilities and infrastructure, both in the form of regulatory systems and physical structures above ground and underground such as:

1. The power source and energy as well as networks that distribute them is a vital part for the implementation of the provision of adequate tourism facilities.
2. System of transit lines and terminals are adequately and smoothly will easy for tourists to visit tourism objects.
3. The communication system that allows the traveler to get information and send information quickly and accurately.
4. The security or surveillance system that provides convenience in a variety of Sector for the tourism. There needs to steady cooperation between security officers, both private and government, because with so many people in the area of tourism and human mobility is so fast requires strict security system with the officers who are always ready at any time. Adequate infrastructure and performing well in tourist destinations will help improve the function of tourism facilities,

5. Society or Environment

It that has a variety of tourism attraction will invite the presence of touristm.

1. Society

Tourism communities around the object that will presence of the travelers and it provide the services needed by the tourists. For these communities are around the attraction needs to know the types and quality of service required by the tourists. In this case the government through relevant trvel agencies it has conducted various outreaches to the community. One is in the form of building society tourism awareness.

2. Environment

In addition to the communities around the attraction, the natural environment around the tourism attractions needs to be considered carefully so it is not damaged.

3. Culture

Community environment as a natural environment in an attraction is a cultural environment that became a pillar of survival for a society. Therefore, this culture as a preserved environment should not be polluted by foreign culture, but should be improved so as to provide memorable memories for each of the tourists who visited. The people who understand, appreciate, and practice in a tourism destination in the hope of all parties to encourage tourism development which in turn will increase the income and welfare of the society.