

CHAPTER II

LITERATURE REVIEW

2.1 Potential Tourism Object

According to Pendit (1999, p.21) Potential explain that the tourism potential is a variety of resources in a particular area that can be developed into tourism destination. In other words, tourism potential is the variety of resources owned by a place and it can be developed into a tourism destination being exploited for the benefit of economy and still paid attention to other aspects.

According to Mariotti in Yoeti (1983) tourism potential is all that they found in tourist destinations, and became an attraction to let folks willing to come visit to that place. The tourist of tourism is an alternative which is expected to encourage good economic potential and preservation efforts. The tourism of development done with re-establishing varieties of potentials and natural resources and biodiversity in an integrated way.

Yoeti (1983) said that the potential tourism is everything that contained in tourist destinations and attraction for people who want to visit the object. The development of alternative tourism area is expected to encourage both economic potential and conversation efforts. The tourism of development is performed with various potential restructure, nature resources and biological integrated.

According to Yoeti (1985) the potential in tourist destinations affect the four approaches more known with 4A between others:

A. Destination is tourist destination can be classified as

1. A natural destination
2. cultural destination
3. Man-made destination

A. The accessibility of infrastructure that provide facilities at a tourist destination. It's easy to reach the place, the necessary means tourists easily found, transport for example the purpose of all the way impassable roads

to be safe and comfortable. It must be considered deep because it really helps the easiness of tourism.

- B. Amenity the availability of facilities such as: an inn, restaurant, a place of entertainmen, local transportation, transportation equipment, falisitas banking, health facility and the rest in another.
- C. The activity done by the people to be in the tourism object. This factor influencis and attracts tourists and for their stay.

2.1.1 The Aspects of Potential Tourism

Institutional aspects of covering utilization and capacity building institutions, as a mechanism that can be different interests in an organization operational with resources and appropriate regulations have high efficiency. Institutional aspects of covering utilization and capacity building institutions, as a mechanism that can be set different interests, The aspect of having two facilities and infrastructure side interests, namely :

- a. The instrument meets the needs of tourism nature.
- b. As the control of the environment in order to maintain a balance, the construction of facilities and infrastructure so that efforts to increase capacity utilization optimally can be done.
- c. The management aspects, namely by developing professionalism and object management pattern natural attraction which was ready to support tourism activities nature and can take advantage of the potential natural tourist attractions been sustainably.
- d. The aspect of operation that offer the opportunity and regulate the use of an object natural attraction for the purpose of tourism a commercial nature to a third party and open jobs for the local community.
- e. The aspect of marketing by means of high technology and working with different party is both domestic and overseas.

- f. The aspect of the role of the community through the business opportunities that helped increase public welfare.
- g. The aspect of research development which includes the physical aspects of the environment, economic and social object of tourist nature. It is hoped will be able to provide information for the development and development area, wisdom and the direction of the utilization of natural tourist destinations.

2.1.2 Supporting Potency Tourism

An area or place can only be a tourist destination if the condition is in such a way so there is that developed into tourist destination. According to Setianingsih (2006, p.39) What can be developed as a tourist destination that is called capital or source of tourism capital of tourism that containing the potential to be developed to be tourist destination, tourist destination is that of course must be complementary with tourist travel motive. Then to find the tourism potential of an area must be guided to what is sought by tourists. According to Soekadijo in Setianingsih (2006, p.39) capital destination that draws tourists there are three of them:

- a. Capital and the potential natural, nature is one factor driving a travel tourist because there are people traveled only just enjoy the beauty of nature, natural poise, and want to enjoy the authenticity of physical, flora and fauna.
- b. Capital and the potential culture. Who referred to the potential here is culture in a wider sense not only covering like art or life keratin etc. However covering the local custom and all a custom that is alive in the midst of life people. So hopefully tourists or visitors can restrained and can spend time in the midst of society with cultural matters considered attractive.

- c. Capital and human potential. Humans can be used as tourism destination in the form of customs unique and her life but not to the dignity of human debased so that the lost dignity as human beings.

2.2 History of Taman Pelangi Sriwijaya

The government of development conducted by South Sumatra province and the government of Palembang City especially in terms the tourism of development has launched this new location a tourist destination that follows a recreation park the concept of family. Namely the use of the area local council building national craft (Dekranasda) Jakabaring South Sumatera Provincial Government in Palembang City, transformed into the entertainment community Mr. Alex Noerdin opening inaugurated and 28th September 2014. Land with broad 16 acres that there is magic in a park filled with lights iridescent colors equipped which some games are entertaining is well suited for the community Palembang gathered with the family enjoying herself a beautiful night in the Taman Pelangi Sriwijaya. The existence of Taman Pelangi Sriwijaya is somewhat Jakabaring makes the area as favorite place for Palembang to recreations. Give name the Taman Pelangi Sriwijaya family tourism is satisfied by various lampion color and the use of light of a lamp luminance corners it that made this recreation center beautiful and unique. Meanwhile, this is the largest park in between which he previously made as of Surabaya, Pekanbaru, Yogyakarta and with broad 4 hectares. In the Taman Pelangi Sriwijaya this provides a lot of entertainment and beautiful scenery as, the forest a million colors, lampion president, the lake with beautiful scenery and some other place. The government administration Sumsel cooperate the forerunner nation star opening of business center in entertainment latest Dekranasda Jakabaring, Taman Pelangi Sriwijaya, sunday (28/9) Thousands of visitors poured into the Taman Pelangi Sriwijaya standing on the area as large as the 16 acres From 24 the spacecraft entertainment of the Taman Pelangi Sriwijaya love trees in the

park of romantic be an attraction people who come and take a picture. Trees that which is decorated with lights lampion colorful and pictures the heart becomes swarms of bloodsucking gadflies resources for those who let alone tree picture love free available for visitors. The space craft game in the Taman Pelangi Sriwijaya consisting of six individual objects games for children from two until ten years, 10 the spacecraft game categories together and nine for a game challenge. The house of a balloon, scooters or paddle boat for game individual. While the games together like fun bike, helicak car bombs and bomb (Sriwijaya post, 2014).

2.3 Tourism

According to Yoeti (1983, p.109) tourism is a journey done in the meantime being held from a place to another with a view not to strive (bussines) or earn a living in a place visited, but solely to enjoy the journey to recreation or to satisfy the desire being multiform.

According to Kodhyat (1983, p.4) tourism is the journey from one place to another, temporary, conducted an individual or group, as an effort to balance or harmony and happiness with the environment in the social dimension, culture, nature and science. Richardson and Fluker (2004) said that tourism is the activities or persons, travelling to and staying in place outside their usual environment for not more than one consecutive year for leisure, bussines and other purpose. Franklin (2003) said that tourism becomes absolutely everything associable with acts of touristor put into it's proper tautological form tourism is tourist.

According to Wahab in Yoeti (1994, p.116) tourism is a human activities done consciously who received services alternately among people in a country itself or outside the country, covering an indwelling people from other regions for a while looking for the satisfaction of being multiform and different to what happened, where he got a job stay.

According Robert with Gupta in Yoeti (1992, p.8) tourism is joint symptoms and relations arising from the interaction of tourists, business, the host of the government as well as the host in the process of interesting and serve tourists and the another visitor.

Tourists are object tourism activities. Tourist called as an object because tourism cannot in spite of the service for tourists or people as object of service. Definition about tourists also highlighted by IUOTO (International Union of Official Travel Organization) Pitana (2005, p.43) said that, tourists is only valid for international tourists, but in analogical can also apply to domestic tourists. Next tourists have been divided into two kinds, namely (1) travelers (tourist is those who are visiting an area more than 24 hours and (2) travelers/visitors (excursionists) namely those who are living in a tourist destination less than 24 hours. According to Medlik (1993) Tourists are elements of the tourist product which attract visitors and determine the choice to visit one place rather than another.

According to Spillane (1987, p.36) tourists in general can be defined as people who travel from their residence somewhere not to settle. Tourists is everyone who travels from a home for a visit to another place to enjoy the ride of his inspection.

2.3.1 Kinds of Tourism

Kinds of tourism according to Spillane (1987, p.29-31) based on motive the purpose of travel can be divided into some kindsof special tourism, such as:

1. Pleasure Tourism

A kind of tourism carried out by people who leave their residence and are on break, get some air-meet the want information, come across something new, to enjoy the beauty nature knowing local people to get calmness.

2. Recreation Tourism

Tourism is done to the utilization of the days of holiday to rest, bring back the freshness of physical, spiritual, and refresh themselves from exhaustion and fatigue. It can be done in a place that guarantees and offers the enjoyment of recreational purposes that is required as the beach, the mountains, and the centers of resort and health centers.

3. Cultural Tourism

Characterized by the presence of a series of kind motivation, as a desire to learn in teaching and research centers, studies customs, institutional, the community and different way of life, visited historic monuments, a relic of the past, art and religious centers, the art of music festival the theater, a folk dance and others.

4. Sports Tourism

Tourism can be divided into two categories:

a. big sports of events

sport events as big as an olympic games, the world ski championships, the world boxing championships, and others that attract attention for spectators.

b. sporting tourism of the practitioners

tourism sport for those who want to practise and put their own as mountain climbing, the sport of riding horses, hunting, fishing and others. This is marked by the presence of a series of motivation, as a desire to learn in teaching and research centers, studies customs, institutional, the community and different way of life, visited historic monuments, a relic of the past, art and religious centers, the art of music festival, the theater, a folk dance and others.

5. Business Tourism

According to the experts the theory, this is the shape of professional travel tourism travel or due course has to do with work or a tenure by which not to give to someone to choose the purpose of the trip.

6. Convention Tourism

Tourism is much in demand by countries because when held a convention or a meeting it will be a number of participants there to stay in a particular period in the country that conducted the convention. The state which often hold convention will construct buildings that support tourism convention deeds of treason.

2.3.2 Supporting Factors of Tourism

According to Spillance (1987, p.8) There are five factors to support tourism those are:

A. Destination

Destination can be classified to site and event destination. Site destination is a permanent physical destination by fixed location, the places in tourism destination such as zoo, keratin, museum, etc. While event destination 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)

A facility is toward on attraction in a location because facilities must be closed to the market, for living in a tourism destination, tourists need sleep, food and beverage, etc. Therefore a tourism destination needs lodging. Besides, it also needs to support industries. Such as souvenir shops, laundries, guides, festival places, and recreation places.

C. Infrastructure

Destination 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 tourism.

D. Transportation

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

E. Hospitality

Tourists who are in the environment that they do not know the certain 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, protection, also tenacity and conviviality are required during a tour.

2.4 Tourism Destination

Tourism Destination is a place visited by a significant time during the course of a person compare to other places recognized during the trip. A place definitely has certain limits, either actual or legal. Kotler (2010) said that tourism destination is traveling towards a destination (goal) a place that has a limit both physical and non-physical. The definition of what can be geographical boundaries or limits of perception to a place that is shaped by marketing activities. Coltman (1989, p.4) said that describes tourism destination, an area with different natural attributes, features, or attractions that Appeal to nonlocal visitors - that is tourists and excursionists.

Leiper (1995) said that have studied the tourism Destination from a demand perspective, identify a destination as a set of products, services, natural and artificial Attractions Able to draw tourists to a specific place, where the geographical location is simply one of the factors that comprises a destination. Tamma (2001) said that define destination as a supply system correlated with a specific area. Some destinations are artificially determined by political jurisdictions which fail to take into consideration consumer preferences or tourism industry functions.

Destination is a place visited by a significant time during the course of a person compared to other places impassable during the journey (for example the transit area). A place definitely has certain limits, either actual or legal. According to fluker (2004, p.48), tourism destinations are defined as: a significant place visited on a trip, with some form of actual or perceived boundary. According to Martini and Franch (2002, p.5) define destination management as “the strategic, organizational and operative decisions taken to manage the process of definition, promotion and commercial section of the tourism product originating from within the destination, to generate manageable flows of incoming tourists that are balanced, sustainable and sufficient to meet the economic needs of the local actors involved in the destination.

2.4.1 Character of tourism destination

According to Pinata (2004) destination tourism can classified or grouped according to the characteristics of destinations those are as follows:

1. Destinations of natural resources, such as climate, beaches, forests, islands.
2. Destinations cultural resources such as historic sites, museums, theater, and local communities.
3. Recreational facilities such: as amusement parks.
4. Events: such as the Bali Arts Festival, Lake Toba Festival, and funfair.
5. The specific activity, such as adventure, romantic trip.

Destinations can be interesting to be visited by tourists must meet the requirements for the development of the region, those requirements are:

a) What to see

In these places there must be objects and sights are different to those of other regions. In other words, the area should have a special appeal and cultural attractions that can be used as "entertainment" for tourists. What to see include landscapes, activities, arts and tourist attractions.

b) What to do

In these places besides a lot to see and be seen, to be provided recreation facilities that could make tourists welcome to stay longer on the ground.

c) What to buy

A tourist destination should be provided facilities for shopping, especially souvenirs and handicrafts as souvenirs to take home to the place of origin.

d) What to arrived

these include accessibility, how we to visit the tourist destination, the vehicle what to use and how long to arrive the place of destination.

e) What to stay

how tourists will live for a while during her holiday required good lodgings star hotels or non-star hotels and so on.