

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Tourism is a travel for recreation, leisure, religious, family or business purposes, usually for a limited duration. Tourism is commonly associated with international travel, but may also refer to travel to another place within the same country. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. According to Parks (2001:3) tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home.

Tourism is travelling activities where people go to some place to get relaxation and pleasure. According to Sinaga (2010:12) tourism activities is a planned trip that is undertaken individually or in groups from one place to another place with the purpose to get satisfaction and pleasure. According to Kusmadi and Endar (2000:4-5) tourism is a journey of people for a while to a destination outside their residence and work place as usual, this includes the journey for many purposes. According to Sajuti (178:101) tourism is an activity done by people who want to visit another place as long as 24 hours with a specific aim. According to Amin (2004:5) tourism is everything connected with the tour, including the effort of some tourism objects and also their connected efforts. We can do tourism activities individually or we can invite our family and friends to do it because we do tourism activities essentially to get satisfaction or happiness.

Commonly, people are interested in looking something that they have not known yet so they do a travel to another place. For a long time, tourism is becoming an attention in many contexts, such as economic, politic and sociology but there is no academic agreement about tourism definition which is different in every context. According to Gde and Putu (2005:43) Tourism has long been an attention in term of economic, politic, public administration or sociology, so far there is no academic agreement about what tourism is. According to Pendit (2002:32-33) tourism is one of new industries that is able to accelerate economic growth and provide job opportunities, increase peoples revenue and standard of living and simulate other productive sectors. Furthermore, as a complex sector, tourism also realizes classic industries such as handcraft and souvenirs, accommodation and transportation. In line with Pendit, Ismayanti (2010:1) says tourism is a dynamic activity that involves and can raise some businesses. Economically, they are also seen as industries.

Tourism has become a popular global leisure activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a countries balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries. In some cases, it is of vital importance.

2.2 Kinds of Tourism

Yoety (1990:11) classifies types of tourism as follow :

1. Based on the location, there are five kinds of tourism :

a. Local tourism

Local tourism is a place which has a small space and is limited only to certain places

b. Regional Tourism

Regional tourism is an activity of tourism business which is developed in a place or area and has a bigger space than local tourism, but smaller than National tourism.

c. National Tourism

- Tourism business in a certain meaning means the activities of tourism developed in a region of country. This is quite synonymous with domestic tourism, where people do a journey in their country.
- Tourism business in broad meaning means the activities of tourism which are developed in one country. Besides the activities of “Domestic tourism” it includes “in bound tourism” and “outgoing tourism”.

d. Regional International Tourism

Regional- International tourism is the activities of tourism which is developed in a limited international region, but it includes more than two or three countries such as the ones belonging to ASEAN Tourism and middle east association tourism

e. International Tourism

International tourism is similar with World Tourism Business. It means a tourism business which is developed in all countries in the world. It includes “Regional-international Tourism” and “National Tourism”

2. Based on the reasons or the purpose of the tour, there are three kinds of tourism :

a. Business tourism

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

b. Vocational tourism

Vocational tourism in kind of tourism which people do for vacation, recreation, or holiday.

c. Educational tourism

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

3. Based on the objects, tourism consist of twelve kinds of tourism, namely :

a. Cultural Tourism

Cultural tourism is a kind of tourism in which people are motivated to do the journey because of the fascination of cultural arts 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 expos, fairs, exhibitions, and others.

c. Recuperation tourism

Recuperation tourism is called Health tourism. The purpose of this journey is to cure a disease.

d. Sport tourism

Sport tourism is aimed at seeing or witnessing the sport fair in an area, such as football, Olympiad and etc.

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 of tourism which does not emphasize on getting advantage, like study tour, picnic or youth tourism.

g. Regional tourism

Regional tourism is a kind of tourism with the purpose of witnessing the religious activities.

h. Recreational tourism

Recreational tourism is almost done by most people in our society. They use their leisure time to have new situation in freshening themselves up after working. The locations where they want to go to are namely the beaches, the forests, the mountains and entertainment area.

i. Maritime tourism

Maritime tourism is tourism where the sea and the river will be the destination for the tourist to have the picnic. There are some activities involved such as sailing by boats, surfing, fishing, diving and other activities.

j. Business tourism

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

Spillane (1987:29-31) says that there are six kinds of tourism based on the purpose of tour:

1. Tourism to enjoy the trip (Pleasure Tourism)

This type of tourism is conducted by people who leave their homes for a vacation, get some fresh air, relax, see something new, and enjoy the beauty of nature.

2. Tourism for recreation (Recreation Tourism)

This is done for the utilization of tourism holidays for a rest, recover physical health and spiritual, and fresh from exhaustion. It can be done in a place that ensures recreational purposes such necessary offers the pleasure beach, mountain, resort centers and health centers.

3. Tourism for culture (Cultural Tourism)

There are motivation, such as desire to learn at centers of teaching and research, the customs learning, institutions, and ways of the

life of different society, historical monuments visit, relics, art centers and religious, art festival of music, theater, dance and etc.

4. Tourism for sport (Sport Tourism)

- a. Big sport events, namely the major sporting events like the Olympic Games. The sky world championship, world championship boxing, and others that would attract the audience.
- b. Practitioner of the sporting tourism, sports tourism is for them who want practice themselves as mountain climbing, horse riding sports, hunting, fishing and others.

5. Tourism business to business trading (Business Tourism)

According to the theorists, this is a form of tourism travel because it is related with the jobs or positions that do not give it to someone to choose the destination and time of travel.

6. Tourism for Convention (Convention Tourism)

The tourism is demanded of the countries because when held a convention or meeting it will be many participants to stay within a certain period at the country which held convention.

2.3 Element of tourism

Element of tourism is something which can be seen and felt by the tourist during the tourism activities. Elements of tourism are important factors in doing the activities of tourism, because they are related to each other.

According to Subroto (1997:28) elements of tourism to be developed in the effort of the development of tourism are :

1. Attraction and activities, represent something that can be seen and conducted by visitors.
2. Hospitality facilities are places where tourist can stay during their trip.

3. Transport facilities are facilities which are used to reach (give access) the tourism objects and also to conduct the travelling.
4. Basic Community infrastructure for example clean water, electrics, exile of garbage and telecommunication.
5. Travel arrangement, travel agents and guidance for tourist.
6. Promotion and tourist information service give information which can be seen and conducted by tourists in tourism activities.

According to Spillane (1994;63-72) Tourist attraction or destination must include five essential elements in order to make travelers enjoy the journey, namely :

1. Attractions

Attractions are able to attract tourists who want to visit the area. The tourists are motivated to visit a tourist destination to meet or satisfy some needs or requests. They are usually interested in a location because of certain characteristics, natural beauty, climate and weather, cultural, history, ethnicity-tribal nature and accessibility-ability or ease of walking or specific to the place.

2. Facilities

Facilities of tourism object should be close to the market. The number and types of facilities depends on the needs of travelers. Such facilities should match the quality and price of lodging, food, drinks and the ability of tourist to pay the visited places.

3. Infrastructure

Attractions and facilities cannot be achieved easily if there is no basic infrastructure. Infrastructure includes all construction under and above ground and territory or region.

4. Transportation

There are some advice on the transportation and facilities which may be some sort of guidelines including :

- a) Detailed information about the facilities, the location of the terminal, and local freight service at the destination should be available for all passengers prior to departure from the area of origin.
- b) The security system must be provided at the terminal to prevent crime.
- c) A standard or uniform system for traffic signs and symbols must be developed and installed in all airports.
- d) The information system should provide data on the transport services of other information that can be contacted in the terminal, including schedules and fares.
- e) Updated and valid informations, either departure or arrival schedules should be available on the notice board, verbal or telephone.

5. Hospitality

Hospitality is very important to support tourism activities especially for the tourists to serve them during their journey like hotel, restaurant and tour guide.

2.4 Potency of tourism object

In general, the potency is the ability and the strength, either it has not realized or has not been seen or utilized. The definition of potential which is related to the tourism world according to Pendit (1999:12) various resources which is located in a certain place and can be developed into tourism attraction and used to economic needs by concerning another aspect such as attraction, hospitality, transportation and etc.

Undang - Undang No. 10 Tahun 2009 Negara Republik Indonesia says that tourism attractions are all things that consists of uniqueness, convenience, and value such as diversity of natural resources, culture, and outputs which are created by men should become a target for tourist visits. Based on the definitions, potency is all things that each place has attractions such as natural attraction, social attraction or culture attraction and it should

be optimally managed by men in order to make tourist interested in visiting and bringing income to the country.

According to Yoeti (1983:160-163) is everything that contained in tourist destinations and is an attraction for a people who want to come to the place. Sukardi (1998:67) also expressed the same sense of the tourism potential, as everything is owned by a tourist and is useful for developing the tourism industry in tourism area.

Tourism potential is something that can be developed into a tourist appeal. Tourism potential is divided into three types :

1. Natural Potential Tourism

Natural Potential is kinds of tourism of flora and fauna of a region, the landscape of an area, such as beaches, forest and etc. the characteristic of natural potential tourism are :

- Attractive landscape
- Flagship species or habitats
- Other interesting, unusual or representative wildlife
- Protected areas, nature reserves, national parks.

2. Cultural Tourism

Potential culture tourism is the potential of cultural with creativity, taste and human initiative in the form of customs, crafts, arts, historic relics ancestors in the form of buildings, monuments, etc

In fact, culture can be depicted by two concentric circles:

- Inner circle, which represents the cultural heart, i.e. more traditional or basic elements of culture, understood as what people do or produce as a culture;
- Outer circle represents the way of life or the style of livening of the population in a particular place.

Measurement of Potential Tourism

According to Masidjo (1995: 14) is an activity measurement of an object by determining the quantity of certain rules so that the quantity obtained truly represent the nature of an object in question. Measurements can be defined as the process of pairing facts of an object to the facts of a particular unit (Djaali & Pudji Muljono, 2007).

According to Endang Purwanti (2008: 4) measurements can be defined as activities or efforts made to provide figures on a symptom or event, or object, so that the measurement results will always be a number. Measurements can be interpreted by the activities to measure something. In essence, this activity is comparing something or something else (Anas Sudiono, 2001).

Measurement is a process or activity to determine kuantitas something (Zaenal Arifin, 2012). Hopkins and Antes (1990) interpret the measurement as "a process that produces a picture in the form of figures based on the observation of some of the characteristics of an object, person or event.

According to Zainul and Nasution (2001) measurement has two main characteristics: 1) the use of numbers or certain scale; 2) according to a certain rule or formula. Measurement is the provision of figures for a particular attribute or character of a person, or a particular object that refers to the rules and formulations. Rules or formulations must generally accepted by experts.

According to Cangelosi (1995: 21) measurement is the process of collecting data through the empirical observation that is used to collect information relevant to the intended purpose. In this case the teachers assess student achievement in reading or watching what do the students, observing their performance, hear what they say, and use their senses such as seeing, hearing, touch, smell, and taste.

According to Wiersma & Jurs (1990) measurement is a numerical assessment on the facts of the object to be measured according to the criteria or specific units.

Alwasilah et al. (1996), measurement is a process that describes the performance of students by using a quantitative scale (scoring system) such that the qualitative nature of the student's performance is expressed by numbers. Arikunto and Jabar (2004) expressed the sense of measurement as an activity comparing something with a certain size so that its unit becomes quantifiable. Sridadi (2007) measurement is a process that is carried out systematically to obtain quantitative magnitude of a specific object by using a standard gauge.

Thus, measurement (measurement) is an activity undertaken to determine the quantitative facts by comparing something with the standard unit of measure, adjusted in accordance with the object to be measured. Measurement is not only able to measure things that appear alone but can also measure objects that can be imagined as consumer confidence, uncertainty etc. Measurement in the field of education means to measure the attributes or characteristics of specific learners. In this case the measure is not such learners, but the characteristics or attributes.