

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer would like to explain the history of Taman Purbakala Kerajaan Sriwijaya, types of tourism, agro tourism, innovation on tourism object, improving the facilities on tourism object and increasing tourists' visit through innovations.

A. Taman Purbakala Kerajaan Sriwijaya

Taman Purbakala kerajaan Sriwijaya is a historical heritage from Sriwijaya kingdom located at Jalan Syakyakirti Karang Anyar Kecamatan Ilir Barat II Palembang. Historical heritage from Sriwijaya kingdom evidence is also called situs karang anyar of the existence of Sriwijaya kingdom that ever mastered the archipelago. Historical place from Sriwijaya kingdom has been studied by archaeologists since 1984 to 1993 that ever found the large pool, artificial island and artificial canal that connected with Musi river. Suspected that canal was made in Sriwijaya kingdom era as a transport lines, flood setting and bastion. Taman Purbakala Kerajaan Sriwijaya region is the archaeological site and has a beautiful panoramic view of the green with a calm atmosphere. Some of the buildings located in this region are tower view and the building to store artifact. Karanganyar site was changed to Taman Purbakala Kerajaan Sriwijaya when Soeharto became President in 1994. Taman Purbakala Kerajaan Sriwijaya was developed into historical tourism and conserved historical heritage from Sriwijaya kingdom.

B. Types of Tourism

According to Spillane, (1982, p.20 in Citra Mariana (2015, p.1) there are 6 kinds of tourism based on the motive of travel destination. The definitions are as follows:

1. Pleasure Tourism

Pleasure tourism is for people to holiday, get some fresh air, fulfill the curiosity, relax the muscles, look at something new, enjoy the beautiful scenery, get information about folk tale and quiteness.

2. Recreational Tourism

Recreational tourism is using for relaxing minds, recovering the physical and spiritual fitness, refreshing the fatigue and exhaustion. This type of tourism can be done at the destination like the foreshore, mountain, health center or resort. Tourism has recognized that many visitors specifically are attracted by recreational offerings. In support of recreational activities government has taken an important role in a creation, maintenance, and organization and whole industries have developed merchandise or service.

3. Cultural Tourism

This type is signed by a set of motivation, such as studying at research center, learning the mores, foundation, and the different way of life of the society, visiting the historical monument, the artifacts of the past, culture and religion center music festival, theater, folk dance, etc.

4. Sports Tourism

This tourism is divided into two as follows :

- a. *Big sports event* is the biggest sport events like Olympiade Games, World Ski Championship, Boxing Championship and other events to attract the visitors or fans.

- b. *Sporting tourism of the Practitioners* is sport tourism for people who wants to learn and practice by themselves like climbing the mountain, riding the horses, hunting, fishing, etc.

5. Business Tourism

According to the experts, this tourism is kind of professional travel or travel because it is related to the job or position of someone who cannot be changed to choose the purpose or the time.

6. Convention Tourism

This tourism is the most choosen by the countries because when a convention or a meeting is held so that visitiors will come more than before to stay along in that country. The most visitable country will build the supporting building for convention tourism.

Suwantoro (2004, p. 14-17 in Pustaka Bakul (2013, p.1) concludedes that there are some kinds of tourism from the several aspects:

1. The first aspect is based on amount of visitors
 - a. *Individual tour* is a tour which conducted by an individual or a spouse. Many of people choose this tour to explore the new experience.
 - b. *Family group tour* is a tour which conducted by a group of family, friends or siblings. Generally, family tour is chosen by the people to spend their time usually on the weekend or a celebration.
 - c. *Group tour* is a tour of a group and led by one tour leader. The participants who join this tour cannot out of plan because they are tied up of the itinerary.
2. The second aspect is based on the regulatory aspect :
 - a. *Pre-arranged tour* is a tour which have been arranged before the day.
 - b. *Package tour* is a tourism product which sold by the travel agent or by tour guide. This package tour is also called ready made package tour.
 - c. *Special arranged tour* is a tour with special arrangement to fulfill the tourist demand. The travel agent usually called it tailor made package tour.

- d. *Optional tour* is an additional tour based on the tourist demand.
3. The third aspect is based on purpose of tourism:
- a. *Holiday tour* is a tour which held and followed by the members to holiday, pleasure and entertains.
 - b. *Familiarization tour* is a tour to know more about the area of job relation.
 - c. *Educational tour* is a tour to make a figure, comparison study, or knowledge about the job area which have been visited.
 - d. *Scientific tour* is a tour to get the knowledge or investigate a science.
 - e. *Pilgrimage tour* is a tour to fulfill the religious worship.
 - f. *Special mission tour* is tour to fill the particular vacant.
 - g. *Hunting tour* is a tour to organize the animals hunts allowed.
4. The fourth aspect is based on tourism implementation:
- a. *Excursion* is a short tour with less than 24 hours distance to visit one or more tourism destination.
 - b. *Safari tour* is a special tour with special equipments to visit the planned destination or out of the plan.
 - c. *Cruise tour* is a tour by using a cruise line to visit the marine tourism objects and land tourism object.
 - d. *Youth tour* is a special tour for teenagers based on their ages.
 - e. *Marine tour* is visiting a tourism object especially to watch the beautiful ocean, wreck diving with the complete equipments.

In the other point of view, tourism is divided into several types and can be viewed from various sectors, according to Yoeti (1996, p.120-124) they are as follows:

1. Based on location :
 - a) Local tourism, is a place which has small space and is limited only in certain place.
 - b) Regional tourism, is activities of tourism business which are developed in a place area and has a bigger space than Local tourism.
 - c) National tourism :
 - Based on narrow sense, the meaning is the activities of tourism which are developed in a region of country. This meaning has synonym with “Domestic Tourism”, where people do a journey in their country.
 - Based on board sense, the meaning is the activity tourism which is developed in the country. Besides the activities of “Domestic Tourism”, it is also developed “Foreign Tourism” included “In Bound Tourism” and “Out Going Tourism”.
 - d) Regional-International tourism, is the activities of tourism which are developed in a limited international region, but passed by more than two countries in that region.
 - e) International tourism, is similar to World Tourism Business. It means that tourism business which is developed in whole country in the world. It includes “Regional-International Tourism” and “National Tourism”.
2. Based on the object :
 - a) Cultural tourism is a kind of tourism which the motivation of people to do the journey is caused by the fascination of cultural art in that area.
 - b) Commercial tourism is also called trade of tourism because this journey is related to the national or international commercial activities such as Expo, Fair, Exhibition, and others.
 - c) Reeperational Tourism is called health tourism. The purpose of this journey is to cure a disease.

- d) Sport tourism is a journey where people aim at seeing or witnessing the sport fair in an area, such as Olympiad.
- e) Political tourism is a journey 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 is a kind of journey, representing one kind of tourism which do not emphasize to get advantage such as study tour.
- g) Religion tourism is a kind of tourism which the purpose of journey is to do witness the religious activities.

3. Based on purpose :

- a) Business tourism is a kind of tourism which the reason to do duties, to trade and to communicate with the job
- b) Spiritual tourism is a kind of tourism which the reason is to visit a region ceremony.
- c) Educational tourism is a kind of tourism which the reason is studying or learning a science.

C. Agro tourism

Agro-tourism is an innovative agricultural activity related to tourism and agriculture, Agro tourism is one of the educational tourism is an innovative agricultural, there are some definitions of agro-tourism, as Maruti (2015) says that agro tourism is a way of sustainable tourist development and multi activity in rural areas through which the visitor has the opportunity to get aware with agricultural areas, agricultural occupations local products, traditional food and the daily life of the rural people, as well as the cultural elements and traditions. Moreover, this activity brings visitors closer to nature and rural activities in which they can participate, be entertained and feel the pleasure of touring.

As such agro-tourism is an innovation of agricultural activity that engage the visitors so that visitors do not get bored of doing tourism activities and also it has a great capacity to create additional sources of income and employment opportunities for farmers and make visitors feel comfortable and want to come back to visit the agro-tourism.

Agro tourism aims to increase farmers' incomes and the quality of life of rural society, as Zoto, Qirici and Polena (2013, p.211) says that Agro tourism is very important for rural communities as well as for urban areas. It can provide several advantages: income, employment, accommodation, activities, natural resource conservation, recreation and education.

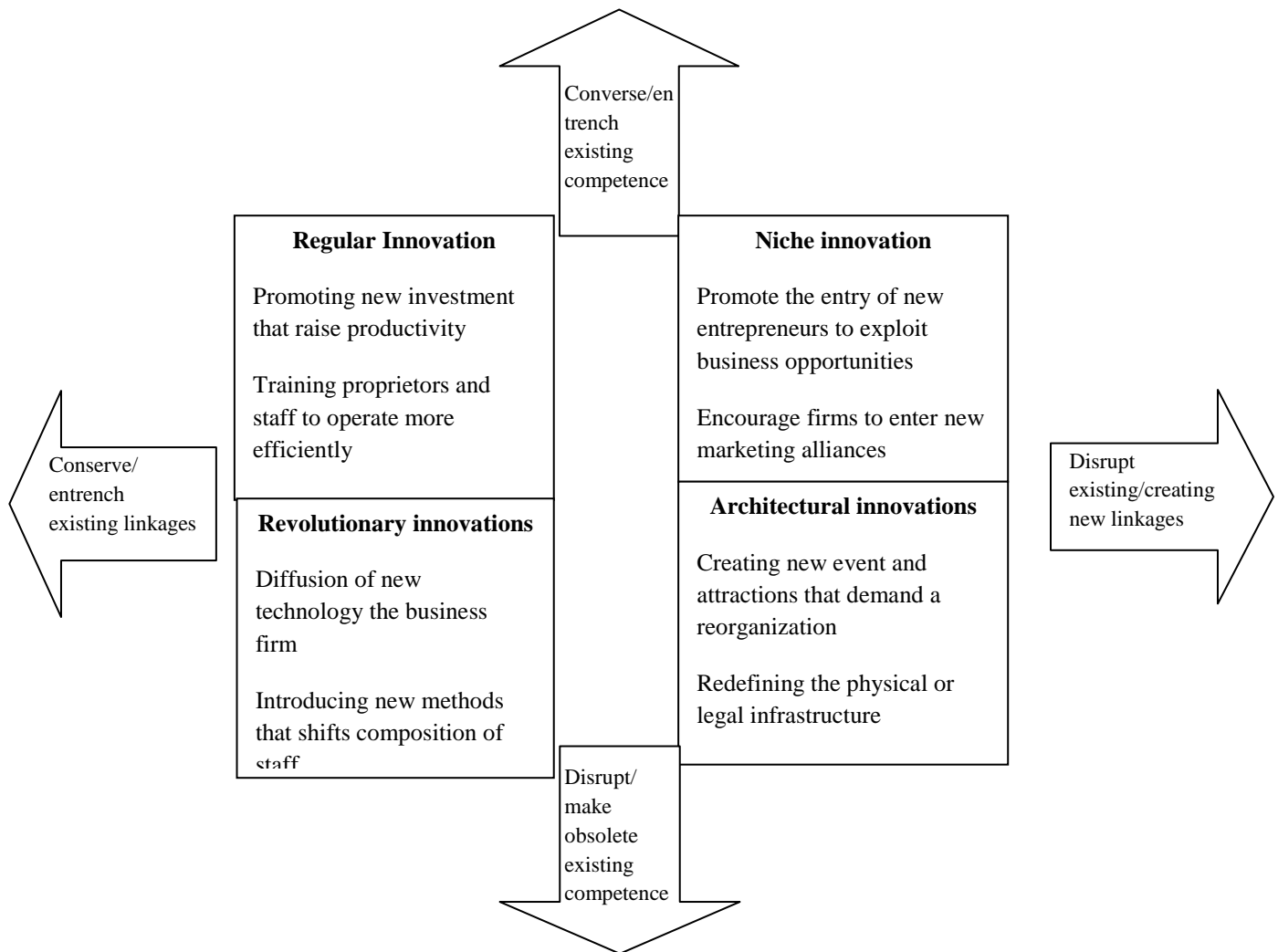
D. Innovations on Tourism Objects

Schumpeter (2004) says that innovation encompasses new products, new production processes, new markets, new raw materials and new forms of organizations.

In a conceptual and dynamic approach to innovation in tourism pdf, there are some classifications of innovations in tourism, they are:

- Technological and non-technological innovations.
- Classification according to the nature of the innovation: product or process innovation.
- Organizational or market innovation or “ad hoc” innovation.
- Innovation and intensity of discontinuity: radical, incremental or architectural innovation.

Innovation types, Abernathy & Clark (2002 in Weiermair (2004 in, p.6)



E. Improving the Facilities on Tourism Objects

There are some stages to improve the facilities on tourism object according to Sihasale, Hakim, Suharyanto & Soemarno (2013, p.4).

- The Stage of Identification of Internal and External Factors

This stage is aimed to ensure whether the strengths are bigger than weaknesses and The Innovation for Developing Taman Purbakala Kerajaan Sriwijaya is opportunities to deal with threats.

b) Scoring

The scoring of the importance rate of internal environment is based on the influence of strategic factor on its strategic position. The importance rate of external environment is scored based on its impact on strategic factor.

c) Rating

Rating is given based on the influence of strategic factors on the tourism object.

d) The Stage of SWOT Analysis

The stage of SWOT analysis includes the following activities:

Classifying the data to sort what factors becoming strengths, weaknesses, opportunities and threats of Taman Purbakala Kerajaan Sriwijaya object. The first two factors are internal factor, while the remaining is external factor. The classification produces the information table of SWOT. Compare external factor of opportunities and threats with internal factor of strengths and weaknesses of Taman Purbakala Kerajaan Sriwijaya object. Interpreting the result and developing it into a decision of selecting a strategy that is possible to implement. The selected strategy usually is the most possible result (the most positive) with the smallest risks and threats.

SWOT analysis is an important tool that serves as a support for decision-making and frequently used as a tool for the systematic analysis of a plan, both internal and external influences on a plan as Orezki (2013, p. 283) says SWOT is one of the most widespread methods of management and an instrument used by managers in creating strategy. Generally it used as a tool for the analysis of internal and external factors to achieve a systematic approach and support to handle the situation. Internal factors are the strength and weakness whereas opportunity and threat are external factors.

F. Increasing Tourists' Visit through Innovations

There are several factors that affect the tourists' visit through the object that has been done innovation according to Syahadat (2010) they are:

- Scarcity factor

It means that a tourism object cannot be found anywhere else

- Naturalism factor

It means that a tourism object still maintained its naturalness

- Uniqueness factor

The tourism object has more advantages than other object

- Community empowerment factor

This factor urge local people actually empowered by the existence of a tourist attraction in the regions so that the public will have a sense of ownership in order to create hospitality towards tourists visiting.

- Area optimization factor

The area is used as a natural tourism area based on the consideration by the optimization considerations in accordance with the market mechanism without forgetting consideration of conservation, preservation, and protection.

According to Medlik and Jackson (1989) there are some factors that affect the tourist' visit through inovation, cited by Pinata and Gayatri (2005, p. 62) in Utama (2014, p.4) are as follows:

- Destination factor

An attribute of a tourist destination can be anything that attracts tourists and each destination certainly has appeal such as attractiveness of nature and society and culture

- Accessibility factor

Access for domestic and foreign tourists in order to easily be able to reach the place of destination travel

- Main and supporting facility factor

This aspect is one of the requirements of a tourist destination so that tourists can easily visit and feel comfortable stay in a tourism destination.

- Institutional factor

Human resources, systems, and institutions such as tourism agencies that will support the destination and other supporting agencies that can create tourist's comfort while visit the destination object