

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism Definition**

According to Kusmayadi (2000), in his book with the title *Research Methodology of Tourism*, defines that the definition of tourism can be seen in various different sides. Tourism can be seen as an activity, to do a journey from home with intention without doing exertion on the other hand. The activity is just for relaxing tourism as a business related to the availability of good and services.

Marpaung (2002) says that tourism is one of the aspects which supports the income to its region and country. The word "Tourism" originates from "Tour" which means traveling, a journey or an activity of outdoors recreations which take time more than half day like activity of family picnic.

Sihite (2000 p,46) asserted that, specifically, the definition of tourism covers:

- That journey is conducted for a short time, two days up to one week
- That journey is conducted from one place to other places
- That journey has related to recreation or picnic.
- People who conduct the journey, do not take some advantages of traveling to those places which they want to visit some places.

Based on the definitions above, the writer concludes that tourism is the journey conducted by one person or more for a short time, between two days up to one week, from one places to other place with a planning and there is no purpose to look for money but it is done only for pleasure and recreation.

## **2.2 Definition of Megalithic**

Megalithic comes from the word meaning mega “big” and lithos which means “stone”. Megalithic era is commonly called the big stone age, because at this age men had been able to create and improve the culture made and large stone. At this time humans had already got a belief. Although their belief was still on the initial level.

## **2.3 The Definition of History**

Fansyuri (2002) points out that history is the study form of past event; description of past event; past *event* or experiences of somebody. It can be used as an evidence of human activities in the past. Beside that, it also can be a way in everlasting all of the ancient heritage.

According to his opinion, the existence of history through noted resource should be increased remembering the importance of history itself in deforming this state identity. The information of history itself is really needed right now, because it is very useful to have and to collect local in the right context.

Based on the explanation above, the writer can conclude that all of about history has important a role in growing the understanding of previous era until this era. Because of that role, the overview of historical tourism object and other potential object are really needed especially in welcoming the future.

## **2.4 Elements 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 activity of tourism, because they are related to each other.

According to Subroto (1997, p.28), elements of tourism which need 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 tourists 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 activity.

While Spillane (1994: 63-72) states that a 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 it. 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, i.e: the natural beauty, climate and weather, culture, history, ethnicity-tribal nature and accessibility-ability or ease of walking in a specific to the place.

2. Facilities

Facilities of tourism object should be close to the market. The number and types of facilities depend on the needs of travelers. Such facilities should match the quality and price of lodging, food, drinks and the ability of tourists to pay the visiting place.

### 3. Infrastructure

Attractions and facilities cannot be achieved easily if there is no basic infrastructure. Infrastructure includes all construction under and above ground, and a 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. The latest information and is applicable, either departure or arrival schedules should be available on the notice board, verbal or telephone.
- f. Labor to help the passengers.
- g. Information about the location, rates, schedules, and routes and local freight service
- h. Maps of cities should be available for passengers.

### 5. Hospitality

Hospitality is very important to support tourism activities especially for the tourists to serve them during their journey like hotels, restaurants and tour guides. Travelers who are in an unfamiliar environment do not know the certainty of the

security therefore it is very important, especially for foreign tourists to have need tour guides to accompany them.

Yoeti (1997, p.165) argues that the success of a tourist spot until achievement of the tourism industry is highly dependent (3A) the attraction, accesibility and amenities.

There are three important factors which support the development to be the destination tourism area:

1. Attraction

In Yoeti (1997, p.172) everything in the tourist destination should attract people to come to visit the destination, for example: good climate, beautiful panorama and historical places. The attraction is applied event, like the congress activity, the exhibition or the sport event, the festival and the other activities.

2. Accesibility

Tourism activity depends a lot on transportation and communication because of the distance and time which greatly affects one's desire to travel. The most important element is the availability of transport, how long the tourists can reach the object destination.

3. Amenities

Facilities are needed to qualify a tourist destination such as lodging and restaurant. Tourist facilities are used to support tourist convenience to be able to visit a tourist destination. All of the important media related to the development of tourism are: Hotel, restaurant, water supply communication, entertainment and security.

It can be concluded that potential tourism object is a place that contains tourist destinations. Moreover, the writer wants to let the society

know that Megalithic Sites is a place which gives much information about historical values.

## **2.5 The Tourism Attraction**

Sugiarto (2003) points out that tourism attraction is nature or culture phenomenon which can create desire and be enjoyed by tourist. It can be fair, dance performing, custom ceremony either traditional or modern, and nature tourism like mountain, beach and so on.

Based on Indonesia tourism law No.09 (1990) tourism attraction is everything which becomes tourism target. From the explanation about tourism attraction, it can be concluded that tourism attraction is the series of activities consisted of nature phenomenon, history and archeology remain, custom, society tradition and traditional art which always develop. Tourism attraction can attract tourists for coming to our country.

Based on Post and Telecommunication Tourism General Directorate (1994) tourism attraction is the target of tourism journey include:

- a. God creature like landscape scenery, beautiful panorama, forest, vegetation and so on.
- b. Human creature like museum, archeological and historical remain, art, agro, tourism, water tourism, recreation park and entertainment place.
- c. Special interest like hunting, fishing, swimming, diving and so on.

So tourism attraction is everything that becomes the target when a tourist visits a region either nature and culture.

## **2.6 Potency of Tourism Object**

Potency is the something that has quality to increase. According to Robert (2000), the potency is the quality or condition of being potent, inherent capacity for growth and development potentialy, and also potency is the power or right to give order or make decisions.

According to Firdaus (1999), potency is the quality or state of being potent, physical or moral power; inherent strenght, energy, ability to effect a purpose, capability, effecacy; influence.

In general, potency is ability, strength, either has not been realized or has not yet been seen or utilized optimally. The definition of potential related to the tourism world was stated by Pendit (1999, p.12) he said various resources located in a certain place can be developed into tourism attraction and used for economic needs by involving other aspect such as attraction, hospitality, transportation and etc.

## **2.7 Kinds of Tourism**

Based on Tourism Dictionary (2003), tourism is materialization of human being, creation of life, artistic culture, national historical place or situation of nature having fascination to be visited by tourist.

The writer gives other kinds of tourism that we can see from the reason or purpose, location and object Yoeti (1990, p.111).

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 refers to activities of tourism business which is developped in a place and has a bigger space than local tourism.

c. National Tourism

- National tourism means the activities of tourism developed in a region of a country. This is synonymous with “Domestic Tourism”, where the people do a journey in their country.

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, middle east association tourism, etc

e. International Tourism

International Tourism is similar to 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 payment, there are two kinds of tourism :

a. In Going Tourism

In Going Tourism is the activity of tourism business which is marked by the arrival of the foreign tourist to one state. It can give the foreign currency for the country visited by tourists. This supports the position of the country's financial balance.

b. Out – Going Tourism

Out - Going Tourism is the activity of tourism which is marked by the influence of out going foreign tourists to another country.

3. Based on the reasons or the purpose of the four there are :

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 is a kind of tourism where people do the journey for vacation, recreation or holiday.

c. Educational Tourism

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

4. Based on the object :

a. Cultural Tourism

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

b. Commercial Tourism

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

c. Recreational Tourism

Is called Health Tourism. The purpose of this journey is to cure a disease.

d. Sport Tourism

It 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 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

Is a kind of journey, representing one kind of tourism which does emphasize on getting advantages, like study tour.

g. Regional Tourism

Is a kind of tourism where the purpose of this journey is to witness the religious activities

h. Recreation Tourism

Is almost done by most of people in our society, they use their leisure time to travel to have new situation in freshening themselves after working.

i. Maritime Tourism

Is the area which have the sea and three river will be the destination for the tourist to have the picnic.

j. Business Tourism

Is the advance economy and the increasing own money of people and society cause unlimited trade in the environment one country or even only in a region. Some entrepreneurs' country will visit their business partner in another country and the other hand they accept, the people of society who have the money, who visit and shop to the cities or other entrepreneurs and the shoppers also motivate the facilities and the small and big shopping center.

k. Conventional Tourism

Is in increasing the national meeting such as symposium, court conference and congress and also other in several countries is one spirit for certain group to travel.

l. Hunting Tourism

Is to do hunting tour motivates other region whose population's animal victims make its region as the tour goal the tools hunting is one of the region people efforts.

m. Historical Tourism

Is the wish from ones who's interested in it to see from near vision or study history deeper, it's spirit to grow the tour of history. Itt is about the palace building tombs, and other which interest the people.

## **2.8 Tourism Objects**

According to Karyono (1997, p.27) Tourism object is the realization of human creations, life system, art of culture, history of nation, and panorama that has the attraction to be visited by the tourist.

Yoeti (1983, p.158) definies that a tourism object is everything that is being the fascination for the people to visit one of the tourism objects. The tourism object should attrract the attention of tourists to visit.

In addition, tourism object is one place that has the beautiful scenery that can make the tourist interested in visiting it. The function of nature in tourism object is very important because it has high potentiality to support the tourism object, so that the tourists are interested in visiting the tourism object.

## **2.9 Tourism in South Sumatera**

In program of the Indonesian Tourism, South Sumatera especially Lahat is one of the objects to visit. There are many beautiful places to be visited. That is why the government always tries to develop Lahat to support this historical tourism program of Lahat government. To increase the building facilities such as transportation, homestay and etc, the tourism program is a profit to societies. That way, the government can help people to survive, to be independent ones. This house life industry can provide for the tourism needs.