

CHAPTER II

LITERATURE REVIEW

A. Definition of tourism

There are some definitions of tourism from several experts to support the opinion of the writer. The definition of tourism based on UU No. 9 tahun 1990 is an activity to visit some places in short time with purpose to enjoy the tourism object. There is also definition from Spillane (1982:20) tourism is an activity to visit some places with purpose to get the sport or rest, to finish the duty, etc.

Besides, based on UU No. 10 tahun 2009 tourism is all kinds of tourism activities which is supported the facilities and the service of the government, society, entrepreneur and regional government.

From two Swiss scientific experts in tourism, Henniker and Kraft (1996:30), tourism is the sum of phenomena relationship arising from the travel and stay of none residence, and so far they do not lead the permanent residence and are not connected with earning activity. Then the definition that accepted by the international association of scientific expert in tourism.

Mathieson and Wall (1982) also says that created a good working definition of tourism as the temporary movement of people to destination outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs.

According to Pundit (1999), the meaning of the word "travel" is going on a journey to a particular place usually by using some means of transportation. The function of transportation can be explained as follows. First, going from place to place or visiting place various places and countries for business and pleasure. Second, taking a journey through around or within a particular area. Third, going or cover distance to move a particular speed or in particular way. Fourth, going from place to place as sales person as part of business. Fifth, retaining its quality or

freshness while being transported, to be transmitted or communicated, observing to scan an object or scan in the process of observing film.

Based on the definitions from several experts above concludes that the purpose of tourism are to relax and entertain.

B. Kinds of tourism

According to Spillane (1982:29-31) there are 6 kinds of tourism based on the motive of travel destination. They are pleasure tourism, recreational tourism, cultural tourism, sports tourism, business tourism and convention tourism. 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 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 changed to choose the purpose or the time.

6. Convention tourism

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

In the other point of view, Suwanto (2004:14-17) is concluded 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 who choose this tour to explore the new experience of themselves.
- 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 spent 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, they 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 sells by the travel agent or by tour guide. This package tour also called ready made package tour.
- d. *Special arranged tour* is a tour with special arrangement to fulfill the tourist demand. The travel agent usually called it tailor made package tour.
- e. *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 investigating a science.
- e. *Pilgrimage tour* is a tour to fulfill the religous 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.

C. Elements of tourism

There are certain elements or ingredients of tourism and these are what tourist considers before visiting a destination area according to Johnpaul (2014), they are as follows:

1. Pleasing weather
 2. Scenic attraction
 3. Historical and cultural factors
 4. Accessibility
 5. Amenities
 6. Accommodation
 7. Safety and security
 8. Other factor
- a. Guide/escort facilities
 - b. Basic medical facilities
 - c. Electricity
 - d. Water
 - e. Communication system

Pleasing weather Fine weather with warm sun shine is one of the most important attractions of any tourist place. Particularly good weather plays an important role in making a holiday pleasant or an unpleasant experience. Tourist from countries with extremes of weather Visit Sea beaches in search of fine weather and sunshine. Due to this many spas and resorts

along the sea coasts come into existence. In some countries hill station resorts' have been developed to cater for the needs of tourists. The best example for this is Shimla.

Scenic attractions: - No doubt scenic attractions are very important factors in tourism. Scenery consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, is strong forces attracting people to visit them.

Historical and cultural factors: - Historical and cultural interest exercised tremendous influence over travelers. Large numbers of tourists are attracted every year by the great drawing power of Stratford on avon in England because of its association with Shakespeare, or the city of Agra in India because of its famous leaning tower.

Accessibility: - Accessibility is another important factor of tourism. There should be accessibility for each and every location of tourist attractions. If their locations are inaccessible by the normal means of transport, it would be of little importance. All kinds of transport facilities are to be made available for such locations. The distance factor also plays an important role in determining a tourist's choice of a destination. Longer distance cost much than to short distances.

Amenities: - Facilities are very essential for any tourist centre. They are considered necessary aid to the tourist centre. For a seaside resort facilities like swimming, boating, yachting surf riding and such other facilities like deeming recreations and amusements is an important feature. There are two types of amenities viz. natural and man made. Beaches, sea-bathing, fishing, climbing, trekking, viewing etc. are come under the former category. Various types of entertainments and facilities which cater for the special needs of the tourists come under the latter category.

Accommodation: - The need and necessity of accommodation cannot be ignored in tourist destination. Accommodation plays a vital role in this field. Many changes have taken place in accommodation recently. New types of accommodation, particularly, holiday villages, apartment houses camping and caravan sites and tourist cottage etc, have become very popular. Usually a large number of tourists visit a particular spot simply because there is a first class hotel with excellent facilities.

Safety and Security: Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors

Other factors: - Besides the above factors, hospitality is one such factor among the variety of factors. It is the duty of the host country to be hospitable towards tourists. For this French and Indian governments have done a lot. A series of short films on various themes like “being courteous”, “cleanliness” and “welcoming” a visitor” were prepared and exhibited through a wide network cinema theatres all over the country. Slogans like “welcome a visitor- send back a friend” were displayed at various important exists and entry points like railway stations, airports and seaports. Following the above methods, many other countries launched “Be nice” campaigns. It means that the tourists must be treated as friends.

D. Potency of tourism

The definition of tourism potency according to Mariotti dalam Yoeti (1983:160-162) is everything you get in the tourism destination and the attractive place of people who wants to come there. Sukardi (1998:67) also reveals that everything the place has and useful to develop the tourism industry at the area.

In this research, tourism potency is divided into three. They are natural potency, cultural potency, and human potency. Here some definitions from kinds of potency are as follows :

❖ Natural Potency

Natural potency means that the condition of flora and fauna, the landscape of the area such as forest, beach. The advantage and disadvantage of that area if it develops, it will increase the visitors to come to the object.

❖ Cultural Potency

Cultural potency means that all of the outcome, feel, human initiative like mores, craft, art, the ancestor heritage like building, monument, etc. There are ten cultural elements into a tourist attraction such as craft, tradition, the history of a place/area, architecture, local food/traditional, art and music, way of life of a society, religion, language, and local clothing/traditional. Benteng Kuto Besak is belongs to cultural tourism because this is a heritage building and have the historical value which cannot be used like others (Shaw and William, 1997).

❖ Human Potency

Human is also potentially useful to be tourism object from dance move show and cultural art show of that area.