

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to Wahab (1975, P.55), Tourism is one of the new industries which are able to accelerate economic growth and employment, increasing income, living standards and stimulate other productive sectors. According to Yoeti (1983, p.109) defines that tourism is conducted for a temporary trip from one place to another; This trip is not for business or looking for the necessities of life in the places visited, but to enjoy the journey recreation.

Based on Richardson (2004). Tourism consists of activities or people, traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Tourism also means displacement of people for a while and in the short term to goals beyond where they normally live and work, and their activities during the stay in place such purposes and the tourists usually spend their money (Soekadijo, 2000).

According to McIntosh (1995), Tourism is defined as a combination of symptoms and relationships that arise from the interaction of tourists, businesses, governments and communities in the process of attracting and serving tourists.

Fandeli (1995) stated that tourism means everything related to the concession objects and attractions include a tourist attraction as well as businesses that are interested in that field. According to Gunn (1988), tourism as an economic activity that has aspects of demand (demand side) and aspects of supply (supply side) so it takes a planner's ability to produce a tourism development plan to integrate the two aspects of the demand and

the offer in order to achieve success planning tourism development in an area.

Based on the above explanation, it can be concluded that tourism is an activity while traveling to a place with the intention to have fun and enjoy the trip by spending money.

2.2 Tourist Attraction

A. Yoeti stated that in his book "Introduction to Tourism" in 1985 states that a tourist attraction or a "tourist attraction", a term more commonly used, is everything that is an attraction for people to visit a particular area while according to Nyoman S. Pendit in his book "Science of Tourism" in 1994 to define a tourist attraction as everything interesting and worth to be visited and viewed.

According to Law No. 9 of 1990 on tourism said that the object and tourist attraction consists of:

- a. Objects and tourist attraction that creation of God Almighty, the tangible nature and the state of flora and fauna.
- b. Objects and tourist attraction man's work is tangible, for example museums, relics of history, art and culture, agro tourism, water tourism, tourist rush, nature adventure tourism, recreation parks and entertainment venues.

From the explanation above, it can be concluded that tourist attraction is everything that has a uniqueness that can attract tourist to visit.

2.3 Elements of Tourism Attraction

According to Robinson that there are six main elements forming the tourism attraction in the development of tourism, including water tourism, namely:

- a. Weather, is a special feature on tourism which causes a potential location be for tourism.
- b. Sights, attractions such as the interesting sights.
- c. Facilities consist of two types, namely natural and artificial.
- d. History and culture, art history or cultural heritage of a region.
- e. Accessibility, the more easily reach the tourist sites, the higher the possibility to visit.
- f. Accommodation, concerning the lodging and places to eat.

2.4 Kinds of Tourism

Based on Pendit (1999), there are motives tourists visiting a place that is classified based on the types of tourism which are as follows:

1. Cultural Tourism

A sightseeing trip carried on a person's desire to expand the view living with a visit or reviews elsewhere to study the situation of the people, customs, way of life, culture and their art.

2. Nature Reserve Tourism

Nature Reserve Tourism is a trip to places that have been protected by law as local nature reserves, wildlife parks, and protected forests. This tour is done in conjunction with a penchant natural beauty, the freshness of the air of the air, the wonders of wild life animals and plants.

3. Agro Tourism

Tour with a trip to a destination agricultural projects, plantation, breeding ground. Where tourists can visit and a review of the study and look around while enjoying the fresh colors and

the proliferation of diverse plant breeding different kinds of vegetables and crops in the locations visited.

4. Rush Tourism

Types of tours are conducted on areas that have been approved by the government as a place to hunt wild animals. Usually done in certain seasons and limited period of time, so as not to disturb the balance of the ecosystem and the environment.

5. Pilgrimage Tour

Types of tours which many attributed to religion, history and customs. Usually done to holy sites, the tomb of a great man or a great leader, guardian, or other sacred places.

6. Water Tourism

Types of tourist with activities support by facilities and infrastructure in a body of water such as lakes, beaches, sea, river.

Activities are usually done is like water sports, such as sailing, diving, surfing, fishing, or activities to enjoy the natural beauty of the lake, the beach, as well as marine life.

7. Other tours

Types of other tourism is about the development of the tourism industry such as culinary tours, museums, convention or shopping and others.

2.5 Water Tourism

Water Tourism or water tour is kind of tour activities carried out in water areas such as the lake, beach, sea and river. According to Agnes (2005, p: 36), definition of water tourism:

- a. Water Tourism is an activity with a purpose-made objects such as landscapes and waters.
- b. Water Tourism is an activity that is carried out daily activities, for example by enjoying a view of the waters.
- c. Water Tourism always been associated with the use of tourist facilities available that supports water tourism activities.
- d. Water Tourism associated with the activities fun or entertainment enjoy the scenery or conducting tourist Water attraction.

Based on the above discourse, activities that can be carried out in water tourism falls into the water attractions as well as activities of recreation and sports activities

Water tourism activities can be divided into 2 (two), namely recreational activities and water sports tourism activities (Magazine "Construction", 1992). The types include the following:

1. Relaxing in the waters, is a passive activity (tourists are not involved in activities directly), does not require skills and are usually mass.
2. Swimming or playing in the water.
3. Travel around the waters, an activity on the water (e.g fishing) while enjoying the scenery by boat or ship, and others.
4. Water Skiing, one type of water sport using a motorboat towing.
5. Canoe, racing with 1 to 4 rowers, using a long and straight track with a straight water waves, and currents that do not cross the track and not too big.
6. Boating, a water sports are conducted by more than 10 people, using a straight line with a length of at least 2,000 meters and a minimum depth of 2.5 meters.
7. Sailing, sports that rely on speed and agility as well as the wind speed using a straight track and curves.
8. Surfing water, using a sled to rely on a large water waves.

9. Windsurfing, similar to surfing but rely on high wind speeds.
10. Rafting, utilizes a high flow velocity, bias to the river with the current profusely.

Agnes Yuliasri, (2005, p: 2.) Stated that there are several types of water attractions such as recreational activities that relax and enjoy scenery, boating, fishing, water bikes, swim, while water sports attractions include rowing, jet skiing, water skiing, and canoeing.

Based on some researches above, it is said that there is a wide variety of water attractions tourist activities that can be done. for example like relaxing in the waters and enjoy the scenery, swim or play in the water, around the waters of tourism, water skiing, canoeing, rowing, sailing, water surfing, wind surfing, rafting, jet skiing, swimming, fishing, boating, water bikes.

But for the river, not all these activities can be done, with the condition of the river and the layout of the river is not possible to do all kinds of water attractions above.