

CHAPTER II

LITERATURE REVIEW

2.1 Definition of Tourism

According to Hunziker and Krapf (1981), (as cited in Kodhyat 1996, p.3) tourism is the sum of the phenomena and relationship arising from the travel and stay of non residents. So far they do not lead to permanent residence and are not connected with any earning activities. Sinaga (2010:12) says that tourism activities is a planned trip that is undertaken individually or in a groups from one place to another place with the purpose to get satisfaction and pleasure. Sajuti (178:101) says that tourism is an activity done by people who wants to visit another place as long as 24 hours with a specific aim. So we can do tourism activities individually or we can invite our families and friends to do it because we do tourism activities essentially to get satisfaction or happiness.

2.2 Types of Tourism

According to Yoeti (1996:120-124) in terms of economy, giving the classification of the types of tourism is considered important, because in that way we will be able to determine how much foreign exchange income received from that kind of tourism developed in a place. Yoeti (1990:111) classifies types of tourism as follows :

2.2.1 Based on location ,there are :

A. Local Tourism

Local Tourism is a place which has small a space and limited only in certain places.

B. Regional Tourism

Regional Tourism refers to activities of tourism business which is developed 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 passed by more than two countries in the region.

E. International Tourism

International Tourism is similar to with World Tourism Business. It means that tourism business which is developed in all countries in the world. It includes “Regional_ International Tourism” and “National Tourism”

2.2.2 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 take the foreign currency for the country visited by tourists. This support 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.

2.2.3 Based on the reasons or the purposes of the tour, there are :

A . Business Tourism

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

B. Vocational Tourism

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

C. Educationnal 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.

2.2.4 Based on the object, there are :

A. Cultural Tourism

It is a kind of tourism in which the motivation of people to do the journey is caused by the fascinatio of cultural art in that area.

B. Commercial Tourism

It is also called trade tourism because this journey is related to the national or international commercial activities like expos, fairs, exhibitions, and others.

C. Recuperational Tourism

It 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 Olypmiad.

E. Political Tourism

It is a journey in which the aim of people who do this journey is to see or to witness an event or occurrence which is connected with the activity of a state.

F. Social Tourism

It is a kind of journey, representing one kind of tourism which does not emphasize on getting advantages, like study tour.

G. Religion Tourism

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

Spillane (1987:29-31) says that there are six kinds of tourism based on the purposes 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, spiritual and physical health recovery, and freshening up from exhaustion. It can be done in a place that ensures recreational purposes which offers the pleasant beaches, mountains, resort centers and health centers.

3. Tourism for culture (Cultural Tourism)

There are motivation, such as a desire to learn at centers of teaching and research, the customs learning, institutions, and ways of life in different societies, historical monuments visit, relics, art centers and religious, arts festival of music, theaters, dances and etc.

4. Tourism for sports (Sports Tourism)

Sport tourism can be divided into two categories:

- A. Big sports events, namely the major sporting events like the Olympic Games, the ski world championship, world championship boxing, and others that would attract the audience or the fans.
- B. Practitioners of the sporting tourism, sports tourism is for them who want to practice themselves in 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 to jobs or positions that do not give the chance for any to choose the destinations and time of travel.

6. Tourism for convention (Convention Tourism)

The tourism is demanded by countries because when held a convention or meeting these will be many participants to stay within a certain period of time at the country which hold's the convention.

2.3 Elements of Tourism

Element of tourism is something which can be seen and felt by the tourist during the tourism activity. 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 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 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, garbage disposal 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 tourist in tourism activity.

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 place specific to the place.

2. Facilities

Facilities of tourism objects should be close to the market. The number and type of facilities depends 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

Spillane(1994:72) says that 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 the 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 informations and valid, 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 during their journey especially in hotels, restaurants and etc.

2.4 Potency of Tourism Object

Generally, the potency is the ability, the strength, either have not been realized or have not seen or fully utilized. The definition of potency which is related to the tourism world stated by Pendit (1999: 12) He says that a variety of resources located in a specific place and can be developed into a tourists attraction and is used for economic needs by taking into account other aspects such as attractions, hospitality, transport and others.

Based on Undang – Undang No. 10 Tahun 2009 Negara Republik Indonesia tourism attractions are all things that consist of uniqueness, convenience, and value such as diversity of natural resources, culture, and outputs which are created by men. This should become a target for tourist visits. By the above definitions, potency of tourism object refer to all things that each place has as attractions such as natural

attraction, social attraction or culture attraction and they should be optimally managed by men in order to make tourist interested to visit those place and bring income to the country.

2.4.1 Yoeti, (1985:164) says that there are three criteria in order to object the interested visitors, namely:

A. Something To See

Something to see is these attractions must have something that can be viewed or in the spectacle made by tourist visitors. In other words, the object must have a special attraction that is able to suck the interest of tourists to visit at the object.

B. Something To Do

Something to do is to allow tourists who do tourism there can do something useful to give a sense of excitement, happy, relax either in the form of recreational facilities playground or a place to eat, especially foods typical of these places so as to make travelers more comfortable to live in there.

C. Something To Buy

Something to buy is a facility for tourists shopping in general is the hallmark or the icon of the area, so it can be used as souvenirs.

2.5 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. Measurement can be defined as the process of pairing facts of an object to the facts of a particular unit (Djaali & Pudji 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. Measurement can be interpreted by the activities to measure something. In essence, this activity is comparing something or something else (Anas Sudiono, 2001).

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 formulation. Rules or formulations must generally accepted by experts.