

CHAPTER II

LITERATURE REVIEW

2.1. Tourism

2.1.1 Definition of Tourism

Tourism is an activity that cannot be separated from people's life especially about economic and social activity. Tourism is a temporary movement that is done by people to refresh themselves from daily activities, to refresh from their house, Marpaung (2012,p13). Below are other definitions of tourism from some of experts:

- a) Tourism is a people movement for temporary time to the destinations far away from their house and far away from their work and their daily activities as long as they are staying in tourism destination, Burkart and Medik in Hendry (1987,p.1).
- b) Tourism according to Spillane (1982,p20) in Rahmat (2011) argues that "tourism is an activity to travel with the purpose of obtaining pleasure, find satisfaction, to know something, improve health, enjoying sports or rest, performed the task, a pilgrimage and others".
- c) According to Law No.10/2009, tourism is kinds of tourism activities which supported by facilities and services that are available in society, government, and entrepreneur.

From definitions above, the writer concludes that tourism is temporary movement that is done by people outside their activities and works and it supported by tourism facilities for their needs.

2.1.2 Type of Tourism

There are many interesting tourisms in the world. Tourist can choose one of them or more to be their choices. According to Spillane (1987,p.29-31), here are some types of tourism:

1. Pleasure Tourism

This tourism is done by people who leave their home for holiday, get some fresh air, relaxes nervous tension, see something new, enjoy the beauty of nature, know the local folktale and get peace.

2. Recreation Tourism

This tourism is utilizing the holiday for refreshment, recovering the physical and spiritual health, refreshing yourself from fatigue and exhaustion. It can be done in tourism object that offer pleasure, such as beach, mountain, resorts and health center.

3. Cultural Tourism

This tourism is characterized by the presence of motivations, such as the desire to study in teaching center and research, to learn the customs, institutions, and the different of ways of life, to visit historical monuments, historical object, art centers and religious, music arts festival, theater, folk dances and other.

4. Sports Tourism

This tourism is divided into two parts, they are:

- a. Big sports events, is big sport events such as Olympic Games, the ski world championships, world boxing championship, and others of interest to the audience or fans.
- b. Sporting tourism of the practitioners, is tourism sport for those who want to practice themselves as mountain climbing, horse riding sports, hunting, fishing and others.

5. Business Tourism

According to the theoreticians, this is a form of tourism trip professional travel or trip because of something to do with the job or position that does not give someone the chance to choose the destination and travel time.

6. Convention Tourism

Tourism is much in demand by countries because when held a convention or meeting, it will be many participants to stay within a certain period in the countries that hold a convention. The countries that often convened will establish buildings that support convention tourism.

2.1.3 The Elements of Tourism

To support the tourism industry itself, we should pay attention to the elements of tourism. According to Spillane (1987,p32), there are five important elements of tourism, they are attraction, facilities, infrastructure, transportation and hospitality.

The first element is attractions. Attraction can be classified into two: site attraction and event attractions. Site attraction is a tourist attraction with permanent place such as zoo, palace and museum. Additionally, event attraction is a temporary attraction and its location can be moved depends on the location of event such as festival, fairs or cultural event.

To fulfill the tourists' satisfaction facilities are also important. Facilities tend to be oriented to the attraction of the facilities in a location, because the facilities and markets should be in one point. As a tourist, we need lodging facilities to sleep, eat and drink. In addition, there are some industries to support the tourism such as souvenir shop, laundry, guide and recreation facilities.

Attractions and facilities cannot be achieved easily if there is no basic infrastructure. The infrastructure development is necessary to encourage the tourism development. Infrastructure and an area actually enjoyed both by tourists and people who also live in a tourism area, society will get the benefit. Fulfillment or creation of infrastructure is a way to create a suitable atmosphere for the tourism development.

The progress of transportation is necessary in tourism, because of distance and time is crucial in a tour. Transportation by land, air or sea is the main element in the symptoms of tourism. Transportation will help the tourists to reach a tourism object easily.

The last element is hospitality of the local society. Tourists who are in their unfamiliar environment need an assurance of security, especially for foreign tourists who need an overview of tourism objects to be visited. Therefore, the basic needs for security and protection should be provided and also the hospitality workers need to be considered in order to make tourists feel safe and comfortable during the tour.

2.2 The Potency of Tourism

The tourism potency is about tourism object and tourist attraction. Tourism object and tourist attraction is the correlation between activities and facilities that attract tourist to visit the certain tourism object, Marpaung (2002,p.78-80). According to Peraturan Pemerintah (PP) No.67 (1996) in www.putussibau.com/berita/165-kdk.html, tourism object and tourist attraction is all of things that to be the target of a tour. Based on the definition, the writer conclude that, tourism object and tourist attraction is all of things needed in a tourism that can attract tourists to come.

Tourism object and tourist attraction is the tourism basis. Tourism will be more evolved or developed, if in one area there is more than one types of tourism object and tourist attraction. According to Marpaung (2002,p.80), tourism object is divided into three classifications, they are:

1. Natural potency

Natural potency is a potency that has been created by nature. Many of these areas have been given a status to protect their environment and provide facilities so that the public are able to enjoy the sights. Natural beauty potency such as beaches, tropical island resorts with coral reefs, hiking and camping in national parks, mountains and forests, are examples of traditional tourist attractions to spend summer vacations.

2. Heritage potency

Heritage potencies that are old and have been in place for many years and are now historical. In Indonesia, there are many historical places that we can visit such as museums, monuments, ancient temples, buildings and structures (e.g.,

castles, libraries, former prisons, skyscrapers, bridges), living history museums.

3. Human potency

Human potency is the potency that made by people. Every state have their human potency that attract to tourist to come. For instance, Eifel Tower in Paris, Taj mahal in India.

2.3 Heritage tourism

According to World Tourism Organization (WTO) in Pariwisata Pusaka, (2009,p.3), heritage tourism as an activity to enjoy the history, natural, human cultural heritage, the arts, philosophy and regulations from other area. According to The National Trust for Historic Preservation in Pariwisata Pusaka (2009,p.3), heritage tourism is a way to enjoy the historical places, artifacts and activities that authentically represent the story / history of the past and present. According to Texas Historical Commission in Pariwisata Pusaka (2009,p.3), heritage tourism is journey to enjoy the relics that was found in a city, region, province or state. This activity makes the tourists can learn, and surrounded by local customs, traditions, history and culture.

By seeing those definition above, the writer concludes that heritage tourism is the journey to enjoy historical places, as well as to learn about heritages and cultures in an area.

UNESCO in Nurhayati (1996,p.12), classified heritage tourism into visible and non-visible heritage, which include historical heritage, phenomena and historical records, cultural heritage such as language, religion, customs and geological heritage, paleontologist heritage, and ecological heritage. The heritage above are the source of life which is a stepping stone, references and cultural identity of the country.

Heritage tourism is one of the potential tourism in tourism industry. Historical tourism is including in this term. To safe and conserve history for a nation is very important, one of the ways is connecting it with tourism, Suastika (2011) in

Gustiawan (2012). It can be done by making the things that related to history as a tourism object.

As a part of heritage tourism, historical tourism is not general tourism, but it is a special interest tourism. Historical tourism is different from general tourism. General tourism emphasis on pleasure, but historical tourism emphasis on the experience and knowledge, Cahyadi (2009).

2.4 Promotion

2.4.1 Definition of Promotion

Promotion, according to Tjiptono (2001,p.219), refers to marketing communication that means as a marketing activities to inform, to persuade and to improve market target for company and its product to be willing to accept, to buy and to loyal on the product that offers to customer.

Meanwhile, Sistaningrum (2002,p.98) defined promotion as a effort or company's activities to influence "actual consumer" and "potential consumer" in order for them to buy a product that offered for them. As the definition above, actual consumer is the person who buys the product directly after the promotion that is done by company. Then, potential consumer is the people who have desire to buy the product that offers for his/her, but it is for the future.

By seeing the definitions above, the writer concludes that promotion is the one-way communication activity to promote product and persuade customer to buy the product.

2.4.2 The functions of promotion

According to Shimp (2000,p.7), there are five functions of promotion, they are informing, persuading, reminding, adding value and assisting.

Informing here means that promotion makes consumer aware about the newest products, teaches them about any kinds of feature and the benefit of brand, as well as facilitating the image building for a company that offers products or services. Promotion is shown the role of promotion, as well as advertising of a brand and consumer by teaching new uses of existing brands.

While persuading refers to a great media of promotion or advertisement will persuade the customers to buy the products and services that offer to them. Sometimes, persuasive can influence the primer demand, which creates a demand for the entire categories of product. Continually, promotion tries to build secondary demand, the demand for specific brand of company.

Reminding refers to keep costumers remember about the brand of company through advertising. When the needs approach to the products or services that advertised, the effect of promotion in the past will be appear in the mind of customers. Advertising has goal to influence the transfer of the brand by reminding the customers who do not buy the available brand.

Company needs to add value for offering. There are three basic ways that can be done by company to add value, they are innovation, quality perfection or changing the customer's perception. Each of ways is very independent. The effective promotion is producing the elegant product, stylish product, prestigious product than the competitor.

The last is assisting. Advertising is one of promotion tools. Promotion is helped sales representative. Advertising oversees the process of product selling and gives a valuable introduction for business man before making personal contact with the prospective customer. Effort, time, and cost of advertising can be saved because of less time is required to inform prospects about the features and advantages of the service product. Moreover, advertising legitimize or make any claims expressed by representatives of more credible seller.

2.4.3 Types of Promotion Media

According to Kotler and Amstrong (2009,p.467) in Hendra (2010,p.23), there are five types of promotion, as follow:

1. Advertising

Advertising is defined as a non-personal presentation that purchased by the identified sponsor by using mass media to introduce and to persuade the listeners.

2. Sales Promotion

Sales promotion is any kinds of incentive that have limited period of time in order to increase the purchase of products or services. The medium that can be used are discount, contest, coupon, free sample and trade exhibition.

3. Public Relations

Public relation is any kinds of programs that created to promote and to keep the good image or products of a company.

The tools of public relation are:

- a. Written material, such as magazine, bulletin, yearly report, poster and so on.
- b. Audiovisual material and software. Electronic media is the medium to give information about a company, such as playing dvd about company profile.
- c. Institutional-identity media. This visual identity creation can be form in logo, uniform and others which can be known by the society.
- d. News, gives an interesting and honest information to the society. The appropriate media will give more value to the society.
- e. Event. The company tries to make interesting activities to get the potential market.
- f. Speeches. The company becomes the sources of a certain event.
- g. Telephone information services.
- h. Personal contact, encourages the society in an activity to give positive value to the company.

4. Personal Selling

According to Kotler and Keller (2009,p. 174) in Azhari (2014,p. 20), personal selling is a face to face communication with one or more prospective consumer aimed to do presentation, answering the question, or pengadaan pesan. It is can be done through trade, trade meeting and so on.

5. Direct marketing

According to Kotler and Keller (2009,p. 174) in Azhari (2014,p. 20), direct marketing is utilization of letter, telephone, fax, email, or even internet to directly communicate to ask the response or dialog from the costumer or certain prospect.

According to Yoeti (1985,p.141), there are three aspects in promotion appliance, they are :

1. Advertising.

Advertising or advertisement is the appropriate way to report the result of a product for consumer. The medium of this advertisement are magazine, television, radio and cinema.

2. Sales Support.

Sales support means as a sale aid by giving all promotion form material to the society which is showed in medium.

The types of sales support are:

a. Brochure

It is contained with the potency that will be promoted which is used good paper and compiled draw lay-out. The form is in printed form.

b. Prospect

It is a handout which is folded double and has interesting design with potential objects that will be promoted.

c. Direct mail materials

It offers letter which is delivered to the candidate of consumer by using brochure, folder, leaflet and others.

d. Folder

It is a promotion letter which can be folded, more than one folds, and every page contains the product that is offered to the market.

e. Leaflet

It is a handout, it contains any kinds of summarized information about object that will be promoted.

f. Booklet

The form is similar with guide book, but the content is more complete than other promotion form.

g. Guide book

Guide book has larger characteristic than other promotion form. Giving information about the effort of tourism, tourism destination by using local language to make communication easily include in this promotion form.

3. Public Relation

Public relation is a division in a company which makes a link with other partner who needs information or everything about company. It also makes good impression of society to the company.

2.7 Museum

2.7.1 Definition of Museum

According to Kamus Besar Bahasa Indonesia (1990,p.601) museum is a building that is used for exhibition place to exhibit the things that deserve to get public attention such as historical object, art and knowledge.

Meanwhile, according to Setiawan in Devi (1996,p.7) museum is a building to put the object to be studied, learned and enjoyed. Museum collects various materials from different places and different times into a building. Besides, museum is an institution to preserve, to investigate, to teach, to exhibit and to demonstrate historical objects to the society for the purpose of publication, information, education and recreation.

According to Law No. 19 Tahun 1995, museum is an institution to save, to maintain, to safe and to utilize of historical things from human culture which include its nature and environment to support the protection and preservation of the cultural wealth of nation.

2.7.2 Type of Museum

According to Sutaarga (1989,p.13-14), there are three types of museum, they are :

- The classification of museum based on the legal status are:

1. Government Museum

This museum is financed by the government where the museum is located, and for all its need provided in the annual budgets of the department or local government which organize it.

2. Private Museum

This museum is built and managed by private sector itself. In this case, the private sector is a foundation or individual, but the museum still under the controlled of the Directorate of Museum on behalf of the government.

- The classification of museum based on the regional scope are:

1. National Museum

The collections of object which are represent and related to the human material evidence and environment from all parts of Indonesia are in this museum.

2. Local Museum

This museum consists of the collection of object which are represent and related to the human material evidence and environment from the district or region where the museum is located.

3. Province Museum

This museum consists of the collection of object which are represent and related to the human material evidence and environment from the province where the museum is located.

- The classification of museum based on disciplines are:

1. General Museum

This museum consists of the collection of object which are group of the human material evidence and environment that related to some arts, disciplines and technology.

2. Special Museum

This museum consists of the collection of object which are group of the human material evidence and environment that related to branches of art, a branch of science or technology branch.

2.7.3 The Function of Museum

According to Law No 19 Tahun 1995 in Pedoman Museum Indoneisa (2008), museum has some functions, they are:

1. As a preservation, museum should do some activities, as follow:
 - a. Conservation.
Collecting object to be collection, recording the collection, the system of numbering and arranging the collection are including in this function.
 - b. Maintenance, which includes the activities to prevent and overcome damage of the collections.
 - c. Safety is the protection to keep a collection of disorder or damage by natural factors and human activities.
2. As a information, museum do some activities as follow :
 - a. Research is conducted to develop the national culture, knowledge and technology.
 - b. Presentation should be consider with the aspect of preservation and safety.

2.8 History of Sultan Mahmud Badaruddin II Museum

Sultan Mahmud Badaruddin II Museum is located in the bank of Musi River, near Ampera Bridge and Benteng Kuto Besak. This Museum saves various collections ranging from archeology, ethnography, biology, arts. There are also many historical heritage from photo collection of Kedukan Bukit inscription, Buddha statue, Ganesha statue, and other heritages of Sriwijaya Period.

In the past, this museum included in Keraton Kuto Besak area alongside with Benteng Kuto Besak. Then, in 1821, this keraton got offensive from the government of Dutch and destroyed on October 7th, 1823 and rebuilt by Dutch

Commissioner named J.L Van Seven Hoven. This building was completed rebuilt in 1825 and became a president's office.

In 1942 – 1945, this museum was controlled by Japan, then in 1949 it was a military office. This museum named Sultan Mahmud Badaruddin II as an appreciation to Sultan Mahmud Badaruddin II as a national hero of Palembang. Time by time, the function of this building was alternated and finally this building become a museum.

There are some collections in this museum, such as replica of Kedukan Bukit inscription, painting of Sultan Mahmud Badaruddin II, miniature of the Grand Mosque, painting of Palembang city in 1821, Songket, a wedding place of Palembang, bridal room, and so on.