

CHAPTER 2

LITERATURE REVIEW

2.1 Definitions of Tourism

Suharyono (2002) said that tourism is travel for individuals or groups of people to visit object destinations which outside of them workplace or out from their daily activities.

Spilane (1987) said that tourism is travelling from one place to another at the time by individuals or groups as the research for getting harmony and happiness to the environment in the social, culture, nature and science.

According to Happy Marpaung (2002) said that tourism is one of activities done by residents which have purpose to relax from them daily activities.

So, the writer can conclude that tourism is a journey to attract visitors comes to destination object in a country or outside their country. And then, tourism is a journey that done by individuals or groups to visit destination tourism object and attraction in a place domestic or international to get happiness and enjoyment journey.

Laws No. 9 of 1990 Tourism are:

- Tourism is an activity or part of the trip is voluntary and temporary to enjoy the objects and tourist attraction.
- Tourism is everything connected with the tour, including the object and the operation of a tourist attraction as well as related efforts in the field. It can be concluded that tourism is a journey undertaken for a time from one place to another with the intention of visiting and to enjoy the journey to achieve satisfaction.

2.2 Kinds of Tourism

Yoeti (1990) said that there are 3 types classification of tourism as follows:

a. Based on the location

Based on the location there are five kinds of tourism are local tourism, regional tourism, regional tourism, regional international tourism, and international tourism.

1. Local Tourism

Local Tourism is a place where the place is small space and limited only in certain places.

2. Regional Tourism

Regional Tourism is activities of tourism business which are developed in a place or area and it has a bigger space than Local Tourism, but smaller than “National Tourism”.

3. National Tourism

Tourism Business is the activities of tourism which is development in a region of country. This meaning has synonym with Domestic Tourism, where people do a journey in their country.

4. 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 or three counties in the region.

5. International Tourism

International Tourism is similar to World Tourism Business. It is the activities of tourism business which are developed in country. It includes “Regional-International Tourism” and “National Tourism”.

b. Based on the reason or purpose of tour

There are three kinds of tourism are business tourism, vocational tourism, and educational tourism.

1. Business Tourism

Business Tourism is one kind of tourism when tourist comes to work, trade have convention, and seminar, and others.

2. Vocational Tourism

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

3. Educational Tourism

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

c. Based on The Objects

Based on the objects tourism consists of twelve kinds of tourism are cultural tourism, commercial tourism, recuperation tourism, sport tourism, political tourism, social tourism, regional tourism, recreation tourism, maritime tourism, business tourism, conventional tourism, and historical tourism.

1. Cultural Tourism

Cultural Tourism is a kind of tourism when there is cultural art in that area.

2. Commercial Tourism

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

3. Recuperation Tourism

Recuperation Tourism is called Health Tourism. The purpose on this journey is to cure a disease.

4. Sport Tourism

Sport Tourism is seeing the sport fair in an area such as Olympiad, All England, Football and the others.

5. Political Tourism

Political Tourism is tourism when the aims of people want to see an event.

6. Social Tourism

Social Tourism is a kind of journey, representing one kind of tourism when it do not emphasize to get advantage, like study tour, picnic or youth tourism.

7. Regional Tourism

Regional Tourism is a kind of tourism with the purpose on this journey is to witness the religious activities.

8. Recreation Tourism

Recreation Tourism is almost done by most of people in our society they used their time to travel and to have new situation in fleshing them selves after working. The location where they want to go other places namely the beaches, the forests, the mountains and other entertainments.

9. Maritime Tourism

Maritime Tourism is tourism with the sea and the river will be the destination for the tourists to have the picnic. There are some activities we can like namely sailing by boats surfing, fishing, diving and other activity.

10. Business Tourism

Business Tourism is a tourism where the tourists to other country for doing the business activity which can improve activity which can improve the economy and increasing the own money of people and society.

11. Conventional Tourism

Conventional tourism is meeting activity for example symposium and conference and congress. It is one of the factor certain group to travel.

12. Historical Tourism

Historical Tourism is tourism where the tourist will visit historical remains of the country or study about the history of other country.

2.3 The Potency of Tourism Object

Yoeti (1983) said that tourism potency is one of a tourist destination and became an attraction to the people want to come and visit the place. Marpaung (2002) said that the factors which make a place potency to be a tourism destination are as follows:

1. The tourist needs a place for eating and drinking. And also the place for staying likes accommodation which has a lot of choices from the simple facilities until the complete facilities, for example hotel and restaurant.
2. Natural are the tourism objects which available in nature or created by God for example lakes, mountains, beach, and historical place.
3. Infrastructure is the element of tourism which can make easier tourism activity for example road, port and airport.
4. Transportation is the elements used to go to the destination tourist need the infrastructures for example hip, car, train and plan.
5. General source is the element of tourism which can make the tourism be more complete. For example human, technological, culture, the potency of leadership.

According to Kodhyat (1999) there are some potencies of tourism object based on culture social part:

a) The pattern of life

The pattern of life and tradition such as the custom and tradition, clothes, ceremony and religion of certain ethic group is the important of the culture component, as tourism object that will add knowledge for visitor. It needed the existence of the production show of traditional handicraft, traditional dance, and traditional music.

b) Museum and other culture facilities

This kind of tourism object is connecting with the culture aspect in the certain area. The general facilities must provided such as toilet, the place of the

waste, the plank of the indicator, the information center, the library, and also provide the guide.

c) The remains of the archaeological history and monument

The remains of the archaeological history and monument are the culture part the monument of national, historical building, city and village, religion building such as mosque, the church, the temple, and also the other historical building like battlefields. And the general facility must be provided such as toilet, waste basket, the plank of indicator, the plank of warning, the plank of waiting, and parking area.

d) Religion tourism, ethnic and nostalgia

The kind of tourism object is connecting with tourist or visitor who has the same background of culture, religion, ethnic and historical.

e) Village of tourism

Village of tourism will connect with tourists who live in a traditional village, or near traditional village, or just to visit village of tourism location usually located in isolated area. Tourist or visitor usually did not only to show the traditional culture, but also to participate in society activity. The general facilities are accommodations, accessories, and the original inhabitants with all the activity of the culture.

2.4 Tourism Objects and Attraction

Yoeti (1996) said that tourism object is all interesting things to be seen and felt by human provided or from nature. Definition of tourism attraction is an interesting to be seen, enjoyed and owned by tourist which is made by humans and preparation before shown to the tourist.

According to Suryadana (2012) tourism attraction is everything area, tourist facilities, tourist activity or characteristic that has a certain characteristic that can attract people as visitor or tourist, witness, and enjoy in a tourist destination.

2.5 Definitions of Tourist

According to Oxford English Dictionary (1933) said that tourist is a person who travels, especially the people doing recreation to travel for pleasure and culture. People who visiting some of tourism destinations to see beautiful scenery or other things with the same purposes.

2.6 Types of Tourists

Based on the nature and scope of the journey undertaken by tourists, the tourist can be classified as follows:

- a. Foreign tourists (foreign tourist) is foreigners who come to another country and not in the area where he lives.
- b. Domestic foreign tourists (domestic foreign tourist) is foreigners who reside in a country and travelling in the country where they live.
- c. Domestic tourists (domestic tourist) is a person do travelling in their country.
- d. Indigenous foreign tourist is a citizen of a particular country which comes to another country.
- e. Transit is a tourist who travels to certain countries, the use of ships, airplanes or other transport because of something was forced to stop at a place is not his own will.
- f. Business tourist is tourist who travel for business and continued to travel after the completion of its business operations.

2.7 Characteristics of Tourist

Smith (1989) said that characteristics of visitors can be divided into two parts namely socio-economics characteristics and characteristics of behavior. Socio-economic characteristics of travelers (Socio-economic characteristic) include age, education and income level. Characteristics of behavior (behavioral Characteristic) include motivation, attitude and desire of tourists. Based on the visitor characteristics include are gender is divided into male and female, age is the age of the respondent at the time of the survey, city or area of origin is the area

where respondents, the level of education of respondents, status of occupation, marital status of respondents, and the monthly income respondents.

2.8 Tourism Support

There are five factors to support tourism based on Spillane (1957) as follows are:

a. Attraction

Attraction can be classified two parts are site attraction and event attraction. Site attraction is a permanent physical attraction by fixed location, the places in tourism destination such as zoo, keratin, museum, etc. Meanwhile event attractions is held temporary and the location can be changed and moved easily such as festivals, theater and traditional art show.

b. Facilities (Facilities that required)

Facilities object destination in a location because facilities must be closed to the market. For living in a tourism destination, tourists need sleeping, food and beverage, etc. Therefore, tourism destinations needed an accommodation. Beside that, it also needs to support industries. Such as souvenir shop, laundry, guide, festival place and recreation place.

c. Infrastructure

Attractions and facilities can not be reached easily if has no basic infrastructure. Actually, the development of infrastructure in a region can be enjoyed by tourists and residents. Therefore, it has benefit for tourist and residents.

d. Transportations

In tourism, transportation is very important. This transportation included on the land, air and sea. It is one of the important elements in tourism development.

e. Hospitality

Tourists who are in the environments did not know the certainly requirements, foreign tourists want to enjoy their vacation when they are in object destinations without a crime in the place. Therefore, it needs security and protection must be provided.

2.9 Sapta Pesona



Picture 2.1

Sapta Pesona logo

Chalik (1994) said that Sapta Pesona is a condition must be realized in tourism destinations to attract tourists visit an area or region in our country. Sapta Pesona consists of seven elements are security, order, cleanliness, coolness, beauty, hospitality and memories. Sapta Pesona is associated with tourism. Sapta Pesona will be done well if publics have conscious behavior to promote and development tourism destination in a region or a country.

Sapta Pesona is an attempt to attract tourists visiting a region or country. We must create an atmosphere security, order, cleanliness, coolness, beauty, hospitality and memories anywhere and anytime. The elements are applied to attract tourists visiting destination object. There are seven elements are security, order, cleanliness, coolness, beauty, hospitality and memories.

First is Security. Travelers will feel safely if they free from danger. Security is a status for person in safely environment when they visit some tourism destinations, protected from a condition in the physical, social, spiritual, financial, political, emotional, occupational, psychological, damage, and accident. Craven (2000) security is not only preventing pain and injury but also make people feel safe in their activities. One example is an event associated with criminality in the attraction.

Second is order. Visitors who visit tourism destination wants to feel an atmosphere of regular, neat, and smooth visitors will enjoy in a tourism attractions. One example is the arrangement / layout of the building looks neat and orderly.

Third is cleanliness. Health is a state free of dirt, including dust, litter, and smell. Visitor will feel happy and comfortable when in places clean and healthy the use and provision of clean equipment, clothing and appearance of officers / employees are clean, neat and healthy.

Fourth is coolness. Tourists will feel comfortable if the atmosphere is enjoyed refreshing to have a lot of trees as reforestation areas that can create win travelers body and soul. One example is an environment free of litter or dirt that reduces the beauty of the scenery.

Fifth is beauty. Beauty is defined as a state of unsightly, pretty, nice true or beautiful and attractive environment unsightly. Beautiful can be in many respects, both in terms of color, shape or motion style and in harmony, thus giving the impression of interest to tourists.

Sixth is hospitality. Visitor will feel comfortable if the officer or person in a tourist destination has a serve attitude and behavior. For example, is to provide guidance and explanation of the attraction.

And last, memories. The memory can be felt tourists if they enjoy the beauty of scenery and fun during the tour in tourist destinations. Memories can make visitor back to visit some tourism destination.