

CHAPTER II

LITERATURE REVIEW

2.1 Definition of Tourism

Holiday is the day for most people to enjoy the pleasure time. While a family, people, or some association having a holiday or vacation they will do many activities such as shopping, swimming, picnic and etc. According to Wibowo (1990 : 24), tourism is a travel which is done by someone or more people to have fun and know something new. It can also for certain activities such as sport, health, convention, religious, etc.

Meanwhile, Rivai (2013 : 03), gives a definition of a tourism as a travel with motivation to have fun on holiday, visit recreation place or tourism object and etc.

Moreover, Fandely (1995 : 37), tourism is anything that has relation with traveling, including the object and the operation of a tourist attraction as well as related efforts on the field.

Based on UU No.9 /1990, tourism is everything that relates to our included with businessman and attractions along with efforts which has correlation to that field.

From the definition above, the writer concludes that tourism is a travel or activity by leaving their home to other place with purpose to get fun and to do something different from their place, along with bringing some tour equipments.

2.1.1 Types of Tourism

Now, we had known the definition of tourism then what are the types of tourism? According to Pendit (1994 : 02), tourism can be distinguished according to the tourist motive for visiting the place are:

a. Culture Tourism

Culture tourism is a journey done on the basis of a desire to broaden one's outlook on life with the way to visit or review elsewhere or abroad, to learn the condition of the people, their customs, their way of life, and their culture. Along with it, the journey has opportunities to take part in cultural activities, such as the exposition of the arts (dance, drama, music, sound art and patterned historical activities).

b. Maritime Tourism

Maritime tourism is focusing on the activities which can be done only in certain place for example is diving which only can be done in a sea or lake. Maritime tourism usually associated with sporting activities in water, such as in the lake, beach, bay, or sea for example fishing, sailing, diving, surfing competitions, rowing races, view of marine life and any varieties of recreational waters is mostly done in areas or maritime countries such as Indonesia.

c. Nature Tourism

Nature tourism reserved also known as Wildlife Conservation, many types of tours are usually organized by agency of travel agent to help tourist visit nature tourism object such as conservation parks, lake, forests and mountainous areas. Tourism nature reserve is mostly done by the fans and lovers of nature because of hobby like photographing wildlife animals or colorful flowers and trees which protected by government and societies.

d. Convention Tourism

Today's Various countries build this convention tourism by providing facilities building with rooms where participants attend for a conference, meetings, conventions in range of national and international.

e. Agriculture Tourism

Agriculture tourism organize trips to visits agricultural projects, such as plantation, breeding ground and so on where travelers can organize group to visits and review for the purpose of study.

f. Hunting Tourism

Hunting tourism is mostly done in countries that have areas or forests where hunting is justified by the government and the major project by the various agencies or travel agents. Travel agent arranged in the form of hunting safari or jungle to the area that has been designated by the government of the country concerned.

g. Pilgrimage Tourism

This tourism is associated with religion, history, customs and beliefs of people or group in society. Pilgrimage tour done by an individual or group to the holy places, to the tombs of the great or exalted leader, to hills or mountains which is considered sacred, burial places as the leader of human figures, for example is Mecca in Saudi Arabia which famous for Islamic people to fulfill Hajj.

2.2 Tourism Object

Government Regulation No. 24/1979 states that tourism object is a creation the attraction to be visited by tourists.

Yoeti (1983 : 58), defines tourism as everything that become attraction for people to visit a particular region. From the description above, the writer concluded that the meaning of tourist attraction was somewhere having natural beauty or artificial that makes interest people to go visit it.

According to Ridwan (2012: 5), tourism is everything that pick the uniqueness, beauty and value in the form of rich natural diversity, culture, and the results were subjected to man-made or purpose of tourist visits.

Based on the explanation above, the writer concludes that tourism object is a place visited by a variety of beauty is obtained, a place for tourism activities, a place to have fun with quite a long time to get satisfaction, good service, and wonderful memories in a tourist spot.

2.3 Tourism Industry

Yoeti (1994 : 38), defines tourism industry as all efforts including kinds of production and service that are needed by tourists. According to Darmaji (1996 : 154), also defines tourism industry as a group or collections of various business that produce products and services that needed directly by travelers or tourists in their trip.

Based on the explanation above, the writer concludes that tourism industry is a group of some companies which produce products and services that needed by tourists and commonly for travel.

2.4 Tourism Support

According to Spilane (1987 : 8), there are five factors to support tourism:

a. Attraction

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

b. Facilities

Facility which orient to attractions in destination place. For giving in a destination place, tourist need sleeping, food and beverage, and etc. therefore, in a tourism destination is needed a lodging. Besides that, there are also the needs of Support Industries such as souvenir shop, laundry, guide, festival place, atm bank, and recreation place.

c. Infrastructure

Attractions and facilities cannot be reached easily if a destination place has no basic road infrastructure. The development of road infrastructure in a region can be enjoyed by tourists and residents that live there. Therefore, it has benefit for non-tourists. The fixation of infrastructure is a way in developing a tourism.

d. Transportation

In tourism, progress of the world transportation is really needed because it determines distance and time in a trip. Transportation in the land, air, and sea is main elements in tourism development.

e. Hospitality

Tourists in a destination place need hospitality of tourism staff to make tourist feel safe and comfort in their trip. Who are in the environment that they do not require certain security guarantees especially to foreign tourist that requires a sense of place a tourist destination the would be right. Then basic need for security and protection must be provided and also tenacity and conviviality tourism labor needs to be considered that tourists feel safe and comfortable during a tour.

2.5 Requirements of Tourism Object

According to Maryani (1991 : 11) explained the require of tourism object as follows:

1. What to see, in a tourism object must have different attractions than other tourism objects. "What to see" including view, activity of art, and tourist attraction.
2. What to do, besides looking the activities in a tourism object. A tourism object is required to provide good facilities or tourists to make tourists do some activities in a tourism object.
3. What to Buy, A tourist destination should be provided facilities for shopping, especially souvenirs and handicrafts as souvenirs to take home to the place of origin.
4. What to arrive, it means accessibility to tourism object easily to reach, what transport to use, and how long the tourists arrive in a tourism object.
5. What to stay, how tourists will stay for a while during her vacation. Required good lodgings star hotels or non-star hotels and so on.

2.6 Definition of SWOT Analysis

According to Rangkuti (2005), SWOT analysis is one method to describe and evaluate the condition of an issue, project or business concept is based on internal factors (inside) and external factors (outside) which are Strengths, Weakness, Opportunities and Threats that would be done. SWOT analysis only describes the situation that occurs not as a problem solver. SWOT analysis consists of four factors, such as:

1. Strengths

Strengths is the condition of the power contained in the organization, project or existing business concept. The force that analyzed the factors contained in the body of the organization, project or business concept itself.

2. Weakness

Weakness is a condition of weakness contained within the organization, project or existing business concept. Weaknesses which analyzed the factors contained in the body of the organization, project or business concept itself.

3. Opportunities

Opportunities is a condition develops in the future opportunities that occur. A condition that occurs is an opportunity from outside the organization, project or business concept itself. for example, competitors, government policy, environmental conditions.

4. Threats

Threats is a condition which threatened from outside. This threat can disrupt an organization, project or business concept itself.

And in completing this report, the writer used two theories from Analysis SWOT, which are the strengths and weakness.

2.6 Ogan Komering Ulu Regency (South OKU)

The name of South Ogan Komering Ulu Regency was taken from two big rivers which pass and flows to all area in the regency, Ogan and Komering river. In 2003, course to act number 37 about the establishment of South Ogan Ulu Regency was approved to separate from OKU regency with Muara Dua city as the capital district. The motto of South OKU is “Serasan Seandanan” means the people of south OKU always discussed with the basic mutual cooperation to succeed the development of the regency itself. In 2010, the election regional head was held then H.Muhtadin Sera’I and dr. hj.Herawati Gatot, Sp.M were chosen as the head and vice regional of the regency. South OKU itself has 5.493,94 Km² wide area, 19 subdistricts, 7 Urbans and 252 villages with 384.054 population.

2.8 Natural Lake and Ranau Lake

2.8.1 Natural Lake

Purnomo, (1995 : 220), states that Natural lake is a large puddle that created naturally, has small fluctuations of water, shallow to very deep, either have or not flows in and out to the river and isolated from marine waters. The conditions of its water were determined by the factors of geology, geography, and human activities in the river basin.

2.8.2 Ranau Lake

Ranau Lake is located in Banding Agung district, 125 km from Baturaja, the capital of OKU regency, South Sumatera province. Ranau is an 8 x 13 km caldera partially filled by the crescent-shaped Ranau Lake. It is surrounded by hills and has mount Seminung background. Beneath the mouth Seminung, there is a source of natural warm water. A morphologically young post-caldera strata volcano, mount Seminung, was constructed within the southeastern side of the caldera to a height of more than 1600 m above the caldera lake surface.

2.8.2.1 Maps

Maps of Ranau Lake and Banding Agung sub-district



2.8.2.2 Site Attraction in Ranau Lake

a. Hot Water

Hot water at Ranau Lake was come from foot of mount Seminung. The source now is separated from the lake by a wall, so the hot and the cold water can't mix anymore.

b. Mariza Island

A local legends tells about a beautiful young princes, Putri Aisah, which had two lovers, Sipahit Lidah (Bitter Tongue) and Simata Empat (Four Eyes). She promised to marry the one, who could build a bridge over the entire lake in one night. When the sun rose, Mariza island was the only part of the bridge that was finished, to both lovers were rejected. On the island, the palm trees offer some shade, ideal to have a rest or a sleep.

c. Seminung Mountain

Adventurous people can also make an expedition to the peak of mouth Seminung. There is also a center where elephants are tamed and elephants can be hired for a jungle 'Safari'.

d. Subik Tuha Waterfall

The flow of water from high height is the source of Subik Tuha waterfall. The waterfall has a very clean water in dry season even some local tourist take a bath under it.

e. Pusri

Pusri were located at the edge of Ranau Lake. In this site, the resort of PT.Pusri established and tourist could enjoy the scenery of Ranau Lake while enjoying the traditional food such as Nila grilled fish or Ranau Coffee. The souvenirs shop also available at Pusri.

2.8.2.3 Accomodation, Tourist Facilities and Culinary

Ranau Lake was not only famous by it beautiful view but also by its traditional food. Ikan mujair (*Sarotherodon mossambicus Peters*) is the most favorite traditional meal in Ranau Lake. The accommodation facilities are complete as well including waterboom to relaxe your family and especially for kids.