

CHAPTER II

LITERATURE REVIEW

According to Undang- Undang Dasar 1945 (constitutions of Indonesia) No. 9/1990 Tourism is everything that is related to travel , including cultivation, attraction and tourist attractions as well as businesses related to tourism operation. The definition includes: all activities related to travel, before and during the trip and return to the place of origin, cultivation appeal or tourist attractions (landscapes, recreation parks, historical relics, University of North Sumatra cultural arts performances). Businesses and tourist facilities such as: business services, travel agency, Tour guide, business facilities, accommodation and other efforts related to tourism.

2.1 Dimensions of Tourism

According to Sedona (2009: p19), **dimensions of Tourism are** all tourism activities related to one or more of the following dimensions of tourism. There are:

1. **Attractions:** Are the primary motivation for traveling. They may be a *primary destination* such as Disney World or *secondary destination* which are interesting places to visit on the way to your primary destination. Most tourist traveling from the east to go to Las Vegas will stopover at the Grand Canyon national Park on the way. Attractions usually focus on natural resources, culture, ethnicity or entertainment.
2. **Natural Resources:** Natural resources are the combination of physical features (Yosemite National Park, California), the climate (Vail, Colorado), and the natural beauty of the area (Acadia National Park, Maine). The challenge to managing natural resources based tourism is to preserve the natural resource from the impact of the tourist's.
3. **Culture:** A way of life which is observed through a peoples religion,

history, government and traditions.

4. **Ethnicity:** To visit family and friends.
5. **Entertainment:** Tourism developments of all sizes from Disney World, Universal Studios, Las Vegas to local community Special Events and Festivals such as the Blooms day Road Race in Spokane, Washington.

2.2 Kinds of Tourism

According to (U. U. No. 9 pasal 1) Tourism is separated into 3 types:

1. Natural Tourism is an object which is already available in a nature or it is created by God. For example: beautiful view, forest, and the animal.
2. Cultural Tourism is an object which is made by human being. For example: museum, heritage, art culture, agro tourism, etc.
3. Special Aim Tourism is a tourism activity with the special aim. For example: fishing, hunting, industry, and hand craft.

According to Spillane (1982, p.29-31), there are 6 kinds of tourism based on the motive of travel destination, namely pleasure tourism, recreational tourism, cultural tourism, sport tourism, business tourism, and convention tourism.

Pleasure tourism is for people to holiday, get some fresh air, fulfill the curiosity, relax the muscles, look at something new, enjoy the beautiful scenery, get information about folk tale and quietness.

1. Recreational tourism

Recreational tourism is using for relaxing minds, recovering the physical and spiritual fitness, refreshing the fatigue and exhaustion. This type of tourism can be done at the destination like the foreshore, mountain, health center or resort.

2. Cultural tourism

This type is signed by a set of motivation, such as studying at research center, learning the mores, foundation, and the different way of life of the society, visiting the historical monument, the artifacts of the past, culture and religion center music festival, theater, folk dance, etc.

3. Sports tourism

This tourism is divided into two as follows:

- a. Big sports event is the biggest sport events like Olympiad Games, World Ski Championship, Boxing Championship and other events to attract the visitors or fans.
- b. Sporting tourism of the Practitioners is sport tourism for people who want to learn and practice by themselves like climbing the mountain, riding the horses, hunting, fishing, etc.

4. Business tourism

This tourism is kind of professional travel or travel because related to the job or position of someone who cannot change to choose the purpose or the time.

5. Convention tourism

This tourism is the most chosen by the countries because when a convention or a meeting is held, so the visitors will come more than before to stay along in that country. The most visit able country will build the supporting building for convention tourism.

2.3 The Elements of Tourism

According to the Gamal (200:38) the specification of tourism objects are as follows:

- Tourism resources make comfortable and good desire
- Accessibility to visit the object
One of the important elements of tourism is accessibility. If the access to go the tourism is good, it is can make the tourist more easily to go the tourism destination.
- Supporting facilities to serve the tourist
Supporting facilities to serve the tourist is can make the tourist comfortable during in the destination tourism. The facilities like restaurant, toilet, mosque, gas stations, etc.
- Natural Tourism Object
It is tourism based on the natural attractions of an area. Example includes bird watching, photography, stargazing, camping, hiking, hunting, fishing, and visiting parks. These experiential tourist are interested in a diversity of natural and cultural resources.
- Cultural Tourism Object
Culture tourism is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion, and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museum and theaters.

According to Muraman (2011:14-15), Kampung Kapitan - a Chinese village in Palembang. Not only settlement of Chinese citizens only, but this place has a history and culture of ethnic Chinese since the Dutch colonial period.

Kapitan is located in the Kampung Kapitan Ulu 7, District Seberang Ulu 1, Kapitan Palembang. Also located on the edge of the pit of the river Musi. To reach this village could be by road across the bridge to the river path Ampera and can use water transportation armpit "rising from the pier Kuto Besak then crossed into the village of Kapitan who are very beautiful pier.

Captain or can be called Kapitan, is one of the origins of the formation region Kampung Kapitan Seberang Ulu Subdistrict 1 Palembang. Kapitan is a call for Tjoa Ham Hin which is a tax supervisor in the Dutch colonial era. Village

located in the 7 Ulu, District Seberang Ulu. In the past, this village has an area of ± 20 acres. However, currently only about 1 hectare only. History is hereditary in the community, this village is a relic of the Chinese community in the city of Palembang. In the Dutch colonial era, the Chinese people play a very important role in the economy of Palembang from 16 Ilir market. Tjoa Ham Hin believed to oversee the tax authorities, about 400 years ago. Heyday Tjoa Ham Hin this area changed its name to the village of Kapitan, which is taken from the nickname he is nicknamed Captain or Kapitan. Tjoa Ham Hin is a descendant of the clan Tjoa tenth. Now, the successor Tjoa surviving clan and occupies the house Kapitan, Lim Kok Tjoa or commonly called Babe Kohar, a descendant of the thirteenth.

Tjoa Tiong Gi or Mulyadi, the ninth child of Babe Kohar who is now settled back at home Kapitan in 2008 after wandering since 1979 last. Kapitan original house, measuring 22 x 25 meters. Kapitan descent who became heir of the house, making additional building at the rear, so that its length being 50 meters. This particular house is occupied by clan Tjoa only, while other genera living near Kapitan's house.

In this village there is settlements and did not seem all ethnic Chinese for now. In this village there is a garden and pagoda, so beautify and make it look beautiful village. But the main attraction in this village is a two historic buildings into residential Kapitan of the colonial era.

The first building is a dwelling Kapitan's house. The house is now occupied by the descendants of Kapitan, and families who occupy this house still surnamed Tjoa, When come to the Kapitan's house-walled timber, the first room like a living room, there are chairs, tables and photographs as well as paintings unique. In the second room, there was a place of prayer for the Chinese. In the building next to it, which is made of concrete, an office with a variety of purposes. At that time also often held a party in the building on this one, a party which was attended by people who have social and economic status is high. The building overlooks the river Musi and has a unique shape. The roof adopts the style of the house in Palembang is pyramid-shaped. Meanwhile, Chinese-style feel on the inside and the center of the house complex. The building has an open area in the middle, which is useful for the entrance of air and sunlight.

To develop the tourism potential in Palembang, attractions in Palembang should be preserved and developed in a way to attractions information.

To improve the tourism object must be developed and preserved one way of information the places so as not to become a tourist attraction that is not potentially.

Therefore the information tourism is very important in helping attract tourists to visit the tourist attractions.

2.4 Kinds of Written Information

According to Joe (2013:07) says that Information is collection of data or facts are organized or processed in a way that has meaning for the recipient . The data have been processed into something useful for the recipient means that can provide information or knowledge . Thus the source of information is data . The information can also tell a knowledge gained from learning , experience , or instruction .

The following are the types of print media campaign:

1. Print advertising

Print media such as newspapers or newspapers , tabloids and magazines can be the first alternative . Print media both locally and nationally is the main source of information is generally printed in large quantities and distributed to many people in a relatively short time . Print media reading level is high and wide reach allows ads to be seen and read by many people that the brand message can be conveyed properly .

2. Poster

These print media campaign is the most common means of communication and is often found in many places , especially in public places and strategic . A relatively large poster size has the potential to attract the reader's attention and direct them to the brand message . Posters should be designed as attractive as possible in order to draw people's attention because the media usually read while ago.

3. Banners

Banners are generally printed in large size and placed in places easily seen. The form of banners and installation techniques vary . Banner mounted on the frame shaped like the letter X easily moved and are known by X - banner . Its size also vary , some are small and usually placed on a table , called the X - mini banner .

4. Brochure

Brochure Can be called also with pamphlets and brochures in the form of sheets that can be read longer than the poster . Brochures are generally printed in relatively large amounts , printed with good quality , and not published regularly on certain occasions , for example in the exhibition event . Brochure in the form of a single sheet of face or back and forth and has folds called leaflets .

5. Flyer

Media on this one practical and suitable for displaying information brief but dense . He is usually in the form of leaflets distributed to the public and contains information about promotions such as discounts or specific activities . Flyer which is a single sheet of paper without creases are often printed in large numbers in order to easily reach many people .