

CHAPTER II

LITERATURE REVIEW

This chapter discusses definition of tourism, kinds of tourism, elements of tourism and the potency of tourism object.

2.1 Definition of Tourism

Tourism is travelling activities where people go to some places to get relaxation and pleasure. Sinaga (2010: 12) says that tourism activities is a planned trip that is undertaken individually or in groups from one place to another with the purpose to get satisfaction and pleasure. According to Kusmadi & Endar (2000: 4–5) tourism is a journey of people for a while to destination outside their residence and work place as usual, this includes the journey for many purposes. 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. According to Amin (2004: 5) tourism is everything connected with the tour, including the effort of some tourism objects and also their connected efforts. While the tourism is anything which related with how tourism will be held. 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.

Commonly, people are interested to looking something that they have not known yet so that they do a travel to other place. For a long time, tourism is becoming an attention in many context, such as economic, politic and sociology but there is no academic agreement about tourism definition because tourism definition is different in every context. This is supported by Gde & Putu (2005: 43) tourism has long been an attention, in term of economic, politic, public administration or sociology, so far there is no academic agreement about what is tourism. Pendit (2002: 32-33) states that tourism is one of new industries that is able to accelerate economic growth and provides job opportunities, increases people's revenue and standard of living and stimulates other productive sectors.

Further, as a complex sector, tourism also realizes classic industries such as handcraft and souvenirs, accommodation and transportation. In line with Pendif, Ismayanti (2010: 1) says that tourism is dynamic activity that involves and it can raise some businesses. Economically, they are also seen as industries. Tourism can also give motivation and contribution to execution of project development of various sectors for government.

It can be concluded that the tourism is not only the activity which makes somebody happy, easy going, relax, adds the knowledge, but also is the center of information and media of learning and can improve the economy.

2.2 Kinds of Tourism

Yoety (1990: 111) classifies 3 types of tourism; Based on the location, Based on the reason or purpose of tour, Based on the object.

1. Based on the location, there are five kinds of tourism:

a. Local Tourism

Local tourism is a place where has small space and is limited only In certain places.

b. Religion Tourism

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

c. National Tourism

Tourism business in certain meaning means the activities of tourism is developed in a region of country. This meaning has synonym with domestic tourism, where people do a journey in their country. Tourism business in broad meaning means the activities of tourism which are developed in one country. Besides the activities of “domestic tourism” it includes “in bound tourism” and “outgoing tourism”.

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 or three countries in the region.

e. International Tourism

International tourism is similar to World Tourism Business. It's the activities of tourism business which are developed in whole country in the world. It includes "Regional-International Tourism" and "National Tourism"

2. Based on the reason or purpose of tour, there are three kinds of tourism:

a. Business Tourism

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

b. Vocational Tourism

Vocational tourism in kind of tourism which people do the journey for vacation, recreational, or holiday.

c. Educational Tourism

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

3. Based on the object, tourism consists of ten kinds of tourism, namely,

a. Cultural Tourism

Cultural tourism is a kind of tourism in which is motivate of people to do the journey is caused by the fascination of cultural art in that area.

b. 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 others.

c. Recuperation Tourism

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

d. Sport Tourism

Sport tourism is aimed at seeing or witnessing the sport fair in an area, such as football, Olympiad and etc.

e. Political Tourism

Political tourism is a journey in which the aims of people who do this journey are to see or to witness an event or occurrence which is connected with the activity of a state.

f. Social Tourism

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

g. Religion Tourism

Religion tourism is a kind of tourism which the purpose on this journey is to witness the religious activities.

h. Recreational Tourism

Recreational tourism is almost done by most of people in our society they use their leisure time to have new situation in fleshing themselves after working. The locations where they want to go other

places, are namely the beaches, the forests, the mountains and entertainment.

i. Maritime Tourism

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

j. Business Tourism

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

While Spillane (1987: 29-31) explained that are five kinds of tourism based on the purpose of tour; Pleasure Tourism, Cultural Tourism, Sport Tourism.

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. This is done for the utilization of tourism holidays for a rest, recover physical health and spiritual, and freshen from exhaustion. It can be done in a place that ensures recreational purposes such necessary offers the pleasure beach, mountain, resort centers and health centers.

2. Tourism for Culture (Cultural Tourism)

There are motivation, such as a desire to learn at centers of teaching and research, the customs learning, institution, and ways of life of different society, historical monuments visit, relics, art centers and religious, arts festival of music, theater, dance and etc.

3. 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, sport tourism is for them who want practice themselves as mountain climbing, horse riding sports, hunting, fishing and others.

4. Tourism business to business trading (Business Tourism)

According to the theorists, this is a form of tourism travel because it is related with jobs or positions that do not give it to someone to choose the destination and time of travel.

5. Tourism for convention (Convention Tourism)

The tourism is demanded by countries because when held a convention or meeting it will be many participants to stay within a certain period at the country which held 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 activity 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, exile of garbage 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.

While Spillane (1994: 63-72) states that a tourist attraction or destination must include five essential elements in order to make travelers in enjoy the journey, namely:

1. Attractions Attractions are able to attract tourists who want to visit it. Tourist motivates for visiting 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 or specific to the place.
2. Facilities Facilities of tourism object should be close to the market. The number and type of facilities depend 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 There are several 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 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. The latest information and is applicable, either departure or arrival schedules should be available on the notice board, verbal or telephone.
 - f. Labor to help the passengers.
 - g. Information about the location, rates, schedules, and routes and local freight service
 - h. Maps of cities should be available for passengers.
5. Hospitality Hospitality is very important to support tourism activities especially for the tourist to serve them during their journey like hotel, restaurant and tour guide. Travelers who are in an environment that they do not know the certainty of security is very important, especially foreign tourists so they need tour guide to accompany them.

2.4 Potency of Tourism Object

In general, potency is ability, strength, either has not realized or has not yet seen or utilized optimally. The definition of potential which is related to the tourism world stated by Pendit (1999: 12) he says various resources which is located in a certain place and can be developed into tourism attraction and used to economic needs by concerning another aspect such as attraction, hospitality, transportation and etc. Undang – Undang No. 10 Tahun 2009 Negara Republik Indonesia says that tourism attractions are all things that consists of uniqueness, convenience, and value such as diversity of natural resources, culture, and outputs which are created by men should become a target for tourist visits. By the definitions, potential for this matter is all things that each place has attractions such as natural attraction, social attraction or culture attraction and it should be optimally managed by men in order to make tourist interested to visit and bring income.

Middleton (2001: 124) which is cited by the Directorate General Tourism Republic of Indonesia mentions that there are 3 factors the develop of products tourism as follow :

1. Attractions (attractiveness):
 - a. Site Attractions (place - historic sites, nice climate, the beautiful scenery)
 - b. Event Attractions (events, congress, exhibitions, or other events)

Amanities (facilities) facilities that are available (lodgings, restaurants, local transport) which allows travelers to travel.

2. Accessibility is a place not too far away, available transportation to location, cheap, safe and comfortable.
3. Tourist organization to prepare a development framework tourism, arrange and promote the local tourism industry so that familiar to many people.

Farmal (2001: 38) says that specifications of tourism object are as follow:

1. Tourism resources make comfortable and good desire
2. Accessibility to visit tourism object
3. Supporting facilities serve the tourists
4. Natural tourism object
5. Cultural tourism object

Yoeti (1985: 164) says there are three requirements to improve tourist attraction as follows :

1. Something that can be seen (something to see)
2. Something that can be done (something to do)
3. Something that can be bought (something to buy)