

## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Tourism

Sihite in Marpaung and Bahar, (2000 p.46) claims the definition of tourism as follows: Tourism is a journey that is done for a while, which was held from one place to another leaving its place, with a plan and with the intention of not to strive or to make a living in the places visited, but simply to enjoy leisure activities or picnic and to meet the diverse desires. In addition, Suwanto, (1997 p.3) states that tourism as a form temporary departure of a process, is headed to another place outside his home. The impulse journey is due to a variety of economic interests, social, cultural, political, religious, health and other interests. Furthermore, Wahab cited in Yoeti, (1983, p. 106) suggests that tourism should show anatomical limits of the symptoms of the three elements, namely or scope of places to travel: (1) Human (man), that is those who travel tours; (2) space, which is the area or scope of places to travel: and (3) time, the time spent during the trip and stay in tourist destinations. Based on the tourism definition, it appears that tourism is a trip taken for a while, which is held from a place to another, not to work or earn money in the places visited, but to enjoy the recreation to fulfill their leisure time.

Elements that determine the development of the tourism industries are the tourism objects and the tourism attractions. *SK. MENPARPOSTEL No. : KM. 98 / PW.102 / MPPT-87* explains that the tourism object are: the place or state of nature that has tourism resources are built and developed so as to have appeal and cultivated as a place visited by tourists. Yoeti (1982, p.158) says that tourism attraction is an everything into power an attraction for people to visit a particular area. From those explanation, tourism objects are all interesting things to be seen and felt by visitors from nature, whereas the tourism attraction is something interesting to be seen by visitors include human created or natural created. Those are two important elements to attract the visitors.

In order to increase the interest of tourism objects, government and administrators need to develop the tourism object. The place should be fulfilled the requirements of tourism objects. The requirements provide the place to be an excellent destination. Furthermore, a tourism destination should be developed by government and administrator. The development of tourism destination also has positive and negative impact. Government should avoid and solve the negative impact of the tourism destination development. Natural disease and human distruction are the negative impact causes. The goverment needs Sapta Pesona to develop the destination and avoid the negative impact of tourism development.

## **2.2 Requirements of Tourism Destination**

According to Maryani (1991: p.11) there are five requirements of tourism destination

a. What to see

The place should has an tourism object and tourism attraction which is different with others. On the other words, that place should has a special attraction and it can be an entertainment for the visitors. For example, activity, culture, sight seeing and tourism attraction.

b. What to do

The place should has a recreation facility for visitors. For example, flying fox, culture performance, play ground or study tour.

c. What to buy

The destination should provide shopping facility especially souvenir and society handmade to take home.

d. What to arrived

In this elements include accesibility of the place, how do the visitors come to the destination, what kinds of transportation and how long do the visitors spend their time to go there.

e. What to stay

How do the visitors stay while they are visiting the places. For example, they need an accomodation even it is a star hotel or not.

Those are the requirements of tourism destination. A place can be called as a tourism destination if it has fulfilled all the requirements. The purpose of requirement of destination is to build the place in order to attract the visitor.

### 2.3 Sapta Pesona

Sapta Pesona is a condition that must be realized in order to attract tourists to an area or region in our country. It is need to create a good atmosphere to attract the visitors. With the attractive atmosphere, tourist would like to stay longer, feel satisfied and get beautiful memories and the result is they will come back with all their family, friends and their colleague.

Sapta Pesona is a derived of tourism awarness concept that support the community's role as a host to create a conducive environment and atmosphere that can encourage the growth and development of the tourism industry through the realization of the seven elements in the Sapta Pesona namely *security, order, cleanliness, coolness, beauty, hospitality and memories* (Chalik, 1994. p.26). Sapta Pesona is symbolized by the sun which has seven lights. The meanings of seven pieces of light are consisting of seven elements, the elements are:



## 1. Security

Security is an environmental conditions in tourism destinations or tourist destination which gives a sense of calm, free from fear and anxiety for travelers in a trip or a visit to the area.

Travelers will be pleased to visit the place if there is no crime or other things that will threatened them. Here are some examples of problem that deal with the security

- a. Crime, violence, thief, threats and other kinds of extortion
- b. The spreading of disease
- c. Accidents caused by the facility or equipments at that place. Included food and drink, recreational and or sports equipments.
- d. Disturbance by people, for example crazy people, motorcycle gang and other kinds of society that make the visitors worry.

Smith (2013) gives more explanation about security elements as follows

- a. No gangsters in all environment of tourism destination.
- b. Personal goods and tourists safe from physical and phsycological disorders
- c. Insurance should be obligatory

Based on Guidelines tourism awarness (2006), the action that are need to do by society at the place are as follows

- a. Society do not disturb the tourist comfort
- b. Society help and protect tourist
- c. Society indicate the nature friendly towards tourist
- d. Society maintaining environmental safety
- e. Society help provide information to visitors
- f. Society and tourism administrator maintain an environment free from danger of infectious dieseases
- g. Society and tourism administrator minimize the risk of accident in use of public facilities

Security and safety guarantee for visitors is an integral part of tourism. any interference of security and safety, whether occurring inside or outside the country will effect on tourism (Bakri, 2011)

## **2. Order**

Orderly condition is something that is highly coveted by everyone including tourists. Orderly atmosphere can lead to peace of heart. People's lives are organized, neat, and diciplined to make everything to go smoothly (Ariani putri, 2007. p.91). The Ministry of Tourism, Post and Telecommunication (1994) explained the following orderly condition

- a. Traffic is orderly, regular and smooth. The transportation comes and leaves on time.
- b. There are no people who scramble to get or to buy something that is needed
- c. The building and environment are neatly laid out
- d. Services are performed well and smoothly
- e. Informations are correct and unambiguous

Moreover, Smith (2013) gives the order elements of Sapta Pesona as follows

- a. The procedure to buy a ticket, buy souvenirs, vehicle and traffic, visitors in out ,parking, everything is orderly, does not change from day to day or from month to month.
- b. Information procedures and regulations that must be performed travelers should be printed and distributed to all travelers tourists in different languages.
- c. The signs (signage) must be clear. Signs to toilet, for example, should be clearly visible
- d. Merchant souvenirs should not be allowed to hang around freely and bother tourists. They should be placed in a special place for it

Based on Guidelines of tourism awarness (2006) , the actions that need to do by visitors

- a. To realize the queuing culture
- b. To protect the environment by compliance with applicable regulations

- c. To be discipline / On time
- d. To be all clear, orderly, neat and smooth

### **3. Cleanliness**

Cleanliness is a situation or environment that displays free from dirt, dust, rubbish, pollution and disease. Visitors will feel comfort when the place are clean, healthy and well sanitized. The Ministry of Tourism, Post and Telecommunications (1994) says tourism objects, hotels, restaurants and the transportation facilities clean from trash, dirt, graffiti, pollution and others. The hygiene and comfortable toilets. Smith (2013) states about the reason of having dirty environment as follows

- a. Littering because there is not enough containers for waste disposal,
- b. There are not enough employees to clean up,
- c. There are no sanctions for those who violate, including those applicable to the tourists themselves

Based on Guidelines of Tourism awarness (2006), those are a forms of actions that need to do:

- a. Visitors and staff administrator of the place do not litter
- b. Visitors keep the environment clean
- c. Visitors and staff maintain the places from air pollution
- d. Staff and society prepare hygiene food and beverage
- e. Society prepare hygiene cuttleries
- f. Staffs wear cloth and performance of staff at the destination clean and tidy

### **4. Coolness**

Fresh and green area give comfort, cool and peaceful environment. The Ministry of Tourism, Post and Telecommunication (1994) suggests visitors to:

- a. Actively participate in maintaining the environmental sustainability and reforestation results that have been made by public and the government.
- b. Actively contribute to advocate and pioneer the local communities i order to implement reforestation activities,maintain cleanliness,plant

variety of plants in their yard for both decoration and plants that give any benefit for households.

- c. From associations whose purpose maintaining environmental sustainability
- d. Decorate the study/work room, living room, bedrooms and other places with a variety of plants in order to decorate or make it cool.
- e. Initiate various activities and other efforts that can make our environment cool, clean, fresh and comfortable.

Furthermore, Smith (2013) explains the definition of coolness element as follows

- a. Cool means comprehensive. Cool temperatures and cool in terms of in terms of scenery.
- b. When heat or rain should be provided with a matching umbrella of the building and feel of the site.
- c. If need be given room air conditioner or air-conditioning vents constructed so that went well.
- d. The guides use a uniform unsightly and proud to wear.
- e. Regulation releases footwear in some places, for instance should be upheld, and so on.

## **5. Beauty**

According to Gie cited in Suryana (2013) beauty is an abstract quality, it cannot be seen physically, but the value of the beauty can be felt, beauty always related with cleanliness and order. This element is the condition that can create nice environment during the tourism activities and be able to motivate the tourist to come back again.

Smith (2013) explains the beauty element as follows

- a. In line with the coolness, beauty must be clearly visible and felt. That is often forgotten is the body hygiene conditions of the employees.
- b. Personal Hygiene. Hair, Face Makeup, Mix and Match Clothing generally not taught and applied.

- c. The music is not too hard as a rock music concert to be abolished and adapted to the conditions destination.
- d. The culture, so given the traditional music which is natural given the natural environments such as the sounds of birds singing. Beautiful in the eye, pleasing to the ear.

Based on Guidelines of tourism awareness (2006), the actions that need to do are

- a. Society maintain the destination in a good harmony ( beauty, estetic, interesting)
- b. Administrator build the enviroment orderly
- c. Staff administrator and visitors keep green vegetation, ornamental plants and shade plants
- d. The administrators keep green grass as an absorbing of heat

## **6. Hospitality**

This element is behaviour of the tourism destination's operator by serving the tourist friendly and kindly. Hospitality includes familiarity, politeness, helpfulness and engage.

Moreover, Smith (2013) gives more explanation about hospiality element

- a. Do not just think friendliness is part of the culture. Friendliness is an international standard that is often forgotten.
- b. Care should always with a sincere smile. Beautiful is useless if no smile.
- c. Services that anticipate the needs and desires of tourists, which means greet and ask 'how the guests / tourists can be assisted', in the language they understand.
- d. Provide a service that is always given without expecting anything in return or paid

Based on Guidelines of Tourism awareness (2006), the actions that need to do are

- a. Administrator and society act as a good host and help the visitors
- b. Society inform the visitors about the culture and society habit
- c. Society show mutual respect and tolerance with visitors



- d. Staff administrator and society give friendly smile

## **7. Memories**

The Ministry of tourism, Post, and telecommunication (1994) says memories are attached with strong impression on the memories and feelings that are caused by experience gained. Memories can be beautiful, fun and unforgettable but also unpleasant. From the explanation above memories could be gain if those 6 of elements has implemented. Because, one and others are interrelated. Smith (2013) gives more explanation of memories element as:

- a. Memories do not always have to pay a meaningful souvenir.
- b. It could be the experience of visiting the destination were so impressive that brings memories for tourists. In the current digital era, the camera is the standard default rating.
- c. Offer to take their picture with the beautiful background of destination. Do not force tourists to buy, but to kindly explain any souvenirs available shop.

Based on Guidelines of tourism destination (2006), the actions that need to do:

- a. Society and staff find and build local culture
- b. Society and seller serve traditional food and beverage
- c. Society provide attractive souvenir, traditional handmade and unique