

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Generally, Mathieson and Wall (1982) defined tourism as the temporary movement of people to travel to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs. They gave an idea that tourism is a journey that people do activities in a destination with provided facilities in a limited time. The idea is also supported by tourism definition in the site of World Tourism Organization that tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (“UNWTO Statistics Guidelines”, 2010). Meanwhile more specifically, Macintosh and Goeldner (1986) stated that tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors. They defined tourism in terms of the interaction among tourism executants as a process in doing tourism itself. In conclusion, tourism is people travel to a destination, doing some activities there with many purposes in a limited time.

2.2 Citizen

Macionis (1997) said that citizen is the people who interact with each other in a region and have the same culture. The idea is similiar with Schaefer and Lamm (1993) that citizen is a large group of people live in the same region, independent from the people outside their circle and have

relatively same culture. The writer concludes that all of them defined citizen as people who live together in a region with the same culture.

Suwantoro (1997, p.32) said there are 4 components of citizen in terms of tourism, such as :

1. Component of Government

Government here are from region until center government. They have to increase financial sources to develop a better tourism.

2. Component of Tourism Holder

These people are the one doing tourism business like hotel, travel agent, and other businesses to support tourism itself.

3. Component of Host Local Citizen

The local citizen, as host of the territory, have to be aware of tourism and conserve the territory from any interference, internal or external.

4. Component of Tourist

Tourists are the visitor of local citizen's territory, domestic or international. They have anticipation for what they will get by visit the place.

From the components of citizen above, one which will especially discuss in the report is the third component, local citizen. Local citizen or local community which is defined by Kemalvani (2012, p.1) is the community or citizen who live or search for a living around the local area like factory, office, storage, tourism destination, etc. In this report, the local area is around Benteng Kuto Besak Plaza Palembang. As the host of the place, they have to be the citizen who aware that their place is a tourism destination that must be conserved.

2.3 Tourism Awareness

Suwantoro (1997, p.29) defined tourism awareness as the comprehension of meaning and nature of tourism development. It means

the citizen that aware of tourism in their environment are required to understand what tourism development truly is. Furthermore, Suwantoro (1997, p.30) also said that citizen who have tourism awareness know what are the problems and efforts they actually do to develop tourism. They have to create the enjoyable environment for coming tourist. More complete, the idea of creating the enjoyable environment is supported by Pratama (2009, p.3) that the local citizen have to understand that the hope from tourism awareness implementation itself is the creation of tourism ideal condition in the society by consciously do constant implementation of seven enchantments. He expressed the enjoyable environment as an ideal condition of tourism embodied by implementing seven enchantments.

According to Prasetjanto (2012, p.5), seven enchantments, or in Indonesian called “Sapta Pesona”, are the conditions which have to be embodied in every products of tourism to get tourists’ interest in visiting our place or a region in our country. In order to fetch the interest, we have to implement the seven enchantments that consist of safety, cleanliness, orderliness, comfort, beauty, hospitality, and enchanting memories. Briefly concluded that those conditions require a place to be safe and comfortable which is the focus of this final report.

2.4 Safety and Comfort Tourism

Prasetjanto (2012, p.9) stated that tourists will be pleased to visit a tourism destination that makes them feel safe, comfort, or free from the situation below.

1. All kinds of crime, such as robbery, murder, deception, pickpocket, sexual assault, etc.
2. All kinds of dangerous disease, or infectious disease.
3. All kinds of accident or uncomfortable condition caused by less maintained tools or facilities, such as unfunctioned toilet, elevator, and others.

4. All kinds of disturbance by local citizen, like forced to buy something from local seller, and others.

In line with this idea, Pratama (2009, p.10) mentioned the benefits of creating the safety and comfortable condition in a tourism destination, such as :

1. There is no fear when travelling.
2. Tourists' interest to visit the place increase.
3. Create positive impression of the destination.
4. Opportunity to develop a better tourism at the destination.

According to Campbell (1998), no individual or state can reach absolute safety and security. This poses a condition that dangerous situation happens in every possible way, even in a safely advance secured place. However, it does not mean that unsecured situation is common, but the citizen have to do all efforts to minimize the possibility of it happens in their place. The efforts are done to create safety and comfortable tourism environment for the better tourism at the destination.