

CHAPTER II

LITERATURE REVIEW

2.1 Definition Tourism

Suwantoro (1997, p.3) stated that tourism as a form temporary departure of a process is headed to another place outside his home. Next Andrews (2008, p.17) stated tourism is the act of travel away from home, mostly for the purpose of recreation or leisure. People like to travel are constantly looking for places to experience and learn as also for recreation and leisure. Again according to Sinaga, (2012, p.12). Tourism activities is a planned trip that is undertaken individually or in groups from one place to another place with the purpose to get satisfaction and pleasure.

Furthermore, Karyono, (1997, p. 15), tourism is a series of activities undertaken by humans either individually or groups in the territory of their own country or in other countries. From the definition above, the writer concludes that tourism is kind of activity by leaving their home to other place to do something different from their place with the purpose to get satisfaction and pleasure.

2.2 Definition of Visitor and Tourist

According Free Dictionary, visitor is a person who visit, as for reasons of friendship, business, duty, travel, or the like. According to World Tourism Organization, stated visitor is person who visits another country where he has residence, with the reason of doing the job given by the countries he visits. While a tourist is a person who stay in a country regardless of nationality, visiting to a certain place in the same country for a longer period more than 24 hours that the purpose of the journey can be classified in one of the following:

- a) Take advantages of the free time for recreation, leisure, health, education, religion and sport.
- b) Business or visiting the family.

The International Union of Official Travel Organizations (IUOTO) stated that tourists are temporary visitors staying at least 24 hours in the country visited. With the intent and purpose of journey that can be classified as follows:

1. Leisure, which for the purposes of holiday, health, study, religion (pilgrimage), and sports.
2. Relations trade (business), visit family / relatives, conferences, and mission.

2.3 Tourism Promotion

According to Alma (2006, p. 179), promotion is a kind of communication that provide explanations and convince potential consumers on goods and services with the goal to get attention, to educate, to remind and convince potential customers. Next Sistaningrum (2002, p. 235) state that promotion is one element of the activities of the marketing mix. Promotion become media information to know everything related to the company's products that will be offered to consumers. Based on the opinion of some experts, it is known that the promotion is kind of activities in marketing management with some goals.

According to Sary (2008, p.11) tourism promotion is divided into two kinds as follows:

1. Direct Promotion

The ways that usually used in this promotion are display such as (traditional house, costume, and pictures), printed media (prospectures, leaflet, folder, booklet, and brochure, exhibitions and presents.

2. Indirect Promotion

The ways that are used in this promotion are:

1. Giving information through printed media.
2. Publication in some magazines that in the company (travel agent or tour travel company) area.
3. Visiting to the company company (travel agent or tour travel company).
4. Meeting with another companies to get some information.

5. Workshop

6. Inviting some employees of company to visit tourism destination

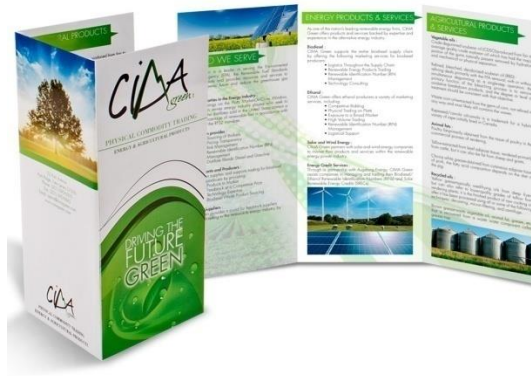
According to Yoeti (1990, p.141) there are three promotional tools most widely used are advertising, sales support, public relations.

Advertising is an appropriate way to give the results of products to consumers completely they do not know.

Public Relations is a part or section of a company or organization that aim as a spokesperson for the company and other parties that require information about everything about the company, of course, what you want to be notified that must be the knowledge of the board of directors or head appointed, along release can be given the name of both companies.

Sales support is as an a support to the seller to provide all forms of promotion material which is planned to be given to the general or special travel trade is designated as an intermediary. Sales support that is often used as follows:

1. Brochure



Publication is printed using paper that is relatively good, the lay-out are collated interesting, with all the potential to be promoted. Often in a brochure is a catalog that includes tourist attraction in the area of interest by stating the type and kind of accommodation, room tariff, facilities and Itineraries tour to the tour operator.

2. Prospectus



This is a flyer that sometimes too folded in two, is designed to be more attractive and provide your name on it in many kinds of hotel with address, amenities, tariff, and the food can be provided.

3. Direct –mail materials



It is a sales letter that was sent to the potential tourist with brochures, prospectus folders and leaflets, and others.

4. Folder



A promotion materials that can be folded over, there were two da tone, quadrupling, each page of the crease in the hotel building include, for example, types of rooms and so on.

5. Leaflets



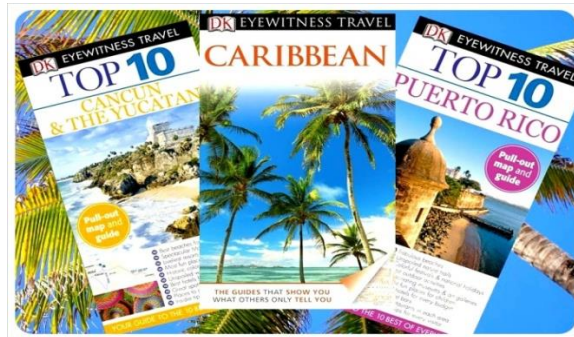
Different from a folder, the leaflets only in the form of leaflets which are set out in a wide variety of information quick round object in promoting.

6. Booklets



Almost like a guide book, the content is more complete than other forms of sales support. Preparation may not individually, but usually on the responsibility shared by several sponsors who help to promote the products and services his company.

7. Guide Book



Guide book provides information on the tourism business unit also tell something about a tourist destination, the local expression language expression to facilitate communication.

8. Display materials



As a lot of us look at the airline office and travel agent as a display that is hung or put on the table.

According to Yoeti (1996, p.52) purposes of promotion as follows:

1. To introduce services and products produced by the tourism industry as widely as possible.
2. To give impression as strong as possible in the hope that many people will come to visit.
3. To deliver a compelling message with an honest way to create high expectations

2.4 Effort

According to Kamus Besar Bahasa Indonesia, effort is activities by deploying energy, mind, or body to achieve a purpose (2016). In general, the writer concludes that effort is a way to reach some purposes by continuous and structured activity. In this research, the efforts that will be identified by the writer are the promotion efforts done by the Teluk Gelam Lake Management.

2.5 Potency

According to Kamus Besar Bahasa Indonesia, potency is the ability to have the possibility to be developed (2016). According to Sukardi (1998, p.67) also reveals that everything the place has and useful to develop the tourism industry at the area. In this research, tourism potency is divided into three. They are natural potency, cultural potency, and human potency. Here some definitions from kinds of potency are as follows :

1. Natural Potency

Natural potency means that the condition of flora and fauna, the landscape of the area such as forest, beach lake.

2. Cultural Potency

Cultural potency means that all of the outcome, feel, human initiative like mores, craft, art, the ancestor heritage like building, monument, etc. There are ten cultural elements into a tourist attraction such as craft, tradition, the history of a place/area, architecture, local food/traditional, art and music, way of life of a society, religion, language, and local clothing/traditional.

3. Human Potency

Human is also potentially useful to be tourism object from dance move show and cultural art show of that area.

2.7 Tourism Object

Based on Pendif (1999), there are motives tourists to travel that is classified based on the types of tourism which are as follows:

1. Cultural Tourism

A sightseeing journey carried on a person desire to expand the view of living with a visit or reviews else where to study the situation of the people, custom, way of life, culture and their art.

2. Sport Tourism

Sport tourism is a travel for the purpose of sport, or was deliberately intended to take an active part of of sport events at some place or countries such as Asian Games, Olympiade, Thomas Cup, Uber Cup and etc.

3. Agro Tourism

Tour with a trip to a destination agricultural projects, plantation, breeding ground. Where tourists can visit and a review of the study and look around while enjoying the fresh colors and the proliferation of diverse plant breeding different kinds of vegetables and crops in the locations visited.

4. Pilgrimage Tour

Types of tours which many attributed to religion, history and customs. Usually done to holy sites, the tomb of a great man or a great leader, guardian, or other sacred places.

5. Water Tourism

Types of tourist with activities support by facilities and infrastructure in a body of water such as lakes, beaches, sea, river.

Activities are usually done is like water sports, such as sailing, diving, surfing, fishing, or activities to enjoy the natural beauty of the lake, the beach, as well as marine life.

6. Other tours

Types of other tourism is about the development of the tourism industry such as culinary tours, museums, convention or shopping and others.

2.8 Natural Lake and Teluk Gelam Lake

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

Teluk Gelam Lake is one of natural lake. Its lake is located at Jalan Lintas Timur KM. 90 Mulyaguna, Ogan Komering Ilir Regency. This lake has an area of 250 hectare with quite and calm water, and little grass in the water. In the middle of the lake there is a land overgrown with thousands of Gelam tress (Melaleuka Leucaadendron) with tiny green leaves. Even, the lake can be used for rowing sports and jet ski. At this location, the visitors can enjoy some water sports, fishing or just take a walk.