

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Tourism is composite of activities carried out by someone during this temporary movements of his residence, and there are facilities made to meet their needs (Marpaung, 2002, p.13) . While Soekadijo (1996) defines that tourism is a complex phenomenon in society, in which there are hotels, attractions, souvenirs, tour guides, tourist transport, travel agencies, restaurants, and many others. Moreover, the regulation of RI No. 10 2009 Pasal 1 states tourism is various activities which is supported by facilities provided by society, entrepreneurs, and host goverment. Furthermore, Goeldner and Ritchie (2002, p.6) defines that tourism is a composite of activities, services, and industries that deliver a travel experience, such as transportation, accommodations, F&B product, shops, entertainment, activity facilities, and other hospitality services available for individuals or groups that are traveling away from home.

Based on the definition given by the experts above the writer concludes that tourism is composite activites of a person or a group to move to another place that is not a place of residence for a temporary period of time supported by several facilities which involve some sectors.

Tourism is classified into several types. Marpaung (2002, p.80) classifies tourism into three types, they are natural tourism, cultural tourism, and man-made tourism. While Spillane (1987, p.29-31) classifies tourism into five types; they are pleasure tourism, recreation tourism, cultural tourism, sport tourism, and convention tourism.

Cultural tourism is all aspects of travel, whereby travellers learn about the history and heritage of others or about their contemporary ways of life or thought. (McIntosh and Goeldner, 1986). According to Andrews (2008, p.20) cultural tourism is concerned with a region's culture, especiallly its art and it generally

focuses on traditional community. Museums and theatres are kinds of cultural tourism. Andrews (2008, p.20) adds that cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals, etc) and their values lifestyle. Moreover, according to European Centre for Traditional and Regional Cultures (*ECTARC*) museums are one of the resources of cultural tourism.

2.2 Museum

According to Sumadio (1997, p.27) a museum is an educational recreation place. While ICOM (International Council of Museums) declared in 1974 in Copenhagen, Denmark states that a museum is a non profit making, permanent institution in the service of society and of its development, and open to the public, which acquires, conserves, communicates, and exhibits, for the purpose of study education and enjoyment, material evidence of man and environment. Furthermore, Setiawan (in Devi, 1996, p.7) states that a museum is a building to put collection of the objects to be studied, learned and enjoyed; it collects a wide range of collections from different places and different periods of time into a building, and it is an institution used to preserve, investigate, teach, show and demonstrate the object to the public.

Based on several definitions above, the writer concludes that a museum is a building to put some collections of the objects, it is used to preserve the objects and also to educate, to communicate, and to show the collections to the public.

According to Yoeti (2006, p.14) museums have two functions. They are:

- a. to protect and to preserve the objects of material evidence and the creation of human culture and the natural environment,
- b. to communicate and to disseminate information about objects to the public through publications, educational guidance, cultural, and exhibitions.

2.3 Facilities of Museum

Facilities is everything in the form of objects or money that can facilitate and expedite in a certain business (Sam, 2012). While Daaradjat defines that facilities is everything that facilitate and expedite an efforts of an instution in achieving goal.

Based on the definition given by the experts above the writer concludes that facilities is everything can facilitate and expedite an institution in the form of objects or money to achieve goal.

The museum should provide facilities and services to satisfy and to fulfill the visitors need. Visitors should feel that they were served well and comfortable to stay inside the museum,so that they would revisit and recommend the museum to family or their friends (Ambrose & Paine, 2006: 67).

In general, the museum should complete several facilities, as follow:

1. Seats for visitors
2. Toilets and cafe
3. Souvenir shop
4. Special circulation path for disabled people

The facilities of the museum includes exterior facilities, general interior, spatial layout and peripheral as complimentary facilities.

2.3.1 Exterior facilities.

The exterior facilities refer to the appearance of a building itself which can attract people. Thahjopurnomo, et.al (2011, p.103-104) explains the arrangement of the museum's exterior appearence. The concept of arrangement of the exterior must be accommodated clearly in the site plan. It focus on the exterior appearance of museum which is oriented to public interest. The arrangement of exterior should emphasize convenience and safety, such as; the entrance of the building, park, signposts of museum, parking area, and the available space for visitors with clear instructions for exit- entrance of the building.

2.3.2 General interior

Lighting and public and non public collection zone are the elements of general interior which support to attract people. According to Sutarga (1989) lighting and humidity are the main technical aspects are needed to be considered to help slow the weathering process of collections. Ultraviolet radiation inside of museum should be minimized. The ultraviolet radiation gets inside the museum through South and North side.

Moreover, Thahjopurnomo, et.al (2011, p.103-104) states that the interior of the museum should provide facilities the public collection zone; showroom, storage, and introduction area and non public collections zone namely: the museum lobby, information centre, ticket counter, toilet, multi-media room, and supporting facilities room.

Furthermore, Sutarga (1989) explains about the criteria to determine museum collections. The realization of museum collections can be original or replicas of the object and also miniatures. The criteria in determining the museum collections as follows.

- a. The collections of museum must have history value, science, and cultural history.
- b. The characteristics of the collections can be identified, the phenomenon of the form, type, function, place of origin of manufacture, classification for collection related to the science of geology and natural history,
- c. It can be used as documentation or evidentiary the fact and it happened for scientific research.
- d. It can be used as a monument or historical monument and scientific or cultural history.

2.3.3 Spatial Layout

Spatial layout includes (1) spatial layout and functionality and (2) signs and symbols.

1. Spatial layout and functionality.

The layout refers to how a service provider arrange the furniture, entrance and other equipment. Functionality refers to the ability of existing machine and equipment facilitates the visitor (Lupiyoadi, 2014, p.125). Moreover, Sutarga (1989) gives explanation about spatial layout and circulation path of museum as follows:

a. Spatial Layout

The placement props or the collection should facilitate visitors to see, to enjoy, and to appreciate the collection. The placement of the collection should be at eye level of an adult. The placement of collections is not too high and not too low in order to facilitate the children to see.

b. Circulation path in the showroom

Circulation path inside the showrooms should be able to convey information, help visitors to understand the collection on display. The design of the building be arranged to facilitate visitors to see a collection based on the circulation path. Determination circulation path also depends on the sequence of the story which is to be conveyed in the exhibition.

Related to spatial layout and functionality (Yoeti, 2006, p.17) adds that the museum should fulfill the basic components of the facilities to attract visitor:

- a. Appearance of entrance, the availability of main arrival hall and signposts for visitors, including information which is available in the ticket.
- b. Circulation of visitors follow the logical layout
- c. Display, adequate presentation and information and it is available easily, including supporting audio-visual materials, tape, guides, and so on,
- d. Placements and layout of the supporting attraction in the location
- e. The location and layout of the various facilities which are available at the museum such as toilets, cafe, supermarket, souvenir shop, bench seating, etc.

2. Signs and symbols

Signposts should provide in the museum for visitors, including information which is available in the ticket (Yoeti, 2006, p.17).

2.3.4 Peripheral

Peripheral such as airlines tickets, brochures, saving book, etc has function as complementary but it has very important role. (Lupiyoadi, 2014, p.120).

A brochure is a medium of publication provided for free by a company or organization in the form of paper containing information of products, services, or specific programs. There are several characteristics of brochure as follows (Kuncoro, 2015, p.208-209) :

- a. Brochures generally have simple messages,
- b. The goal is to provide information, persuade and teach people,
- c. they are generally made clearly with an attractive design.