

CHAPTER II

LITERATURE REVIEW

In this chapter the writer explains about tourism, types of tourism, component of tourism, tourism destination, and potency of tourism destination.

2.1 Tourism

Tourism is an activity that can be understood from many approaches. According to (Undang-undang RI tahun 2009) Tourism is travel activities undertaken by a person or group of people to visit a particular place for the purpose of recreation, personal development, or to learn the uniqueness of the tourism attraction that visited in temporary period. In addition, Marpaung (2002:13) states that tourism is the temporary transfer of human carried out with the purpose of routine jobs, out of his residence. The activities carried out during their stay in place targeted and facilities made to fulfill their needs. Meanwhile, according to Pendi (2002:32-33) tourism is one of new industries that is able to accelerate economic growth and provide job opportunities, increase people revenue and standard of living and simulate other productive sectors.

Tourism can be defined as a system involving physical environment, economic, social and culture as well as industry. It is purposed to fulfill the needs of someone who made the journey out of their residence. People who traveled consider the impact of their journey whether it can be pleasure, learning, experience, business and others.

There are several types of tourism they are tourism based on *purpose* and tourism based on *object*. According to Wibowo (2008:7) there are three types of tourism based on the *purpose* as follows:

1. Business Tourism

Business Tourism is tourism type where visitors come for official purposes, business trade or in connection with the work, meetings, incentives, convention, exhibition (MICE).

2. Vocational Tourism

Vocational Tourism is Tourism types in which people who travel consists of people who are on vacation or take advantage of the time spare.

3. Educational Tourism

Educational Tourism is Tourism types in which visitors to travel to the destination for study or learn something in the field of science. Educational Tourism includes a study tour, work field lecturer, students exchange etc.

Wibowo (2008:8-9) explains that there are seven types of tourism based on the object as follows:

1. Cultural Tourism

Cultural Tourism is tourism type which is done because of the motivation to see the appeal of art and culture in a place or region. The Objects that visit are heritage and ancient objects. The tourists also have the opportunity to take a part in the art or cultural activity.

2. Recuperation Tourism

Recuperation Tourism is usually referred to as medical tourism. Tourist destination travel is to cure a disease. As well as bathing in hot springs, mud baths usual found in Europe, as well as coffee bath in Japan are believed to make the face look younger.

3. Commercial Tourism

Commercial Tourism is referred to as the tourism trade, because this trip associated with national or international trade activities, in which is often held expo, fair, exhibition, and others.

4. Sport Tourism

Sport Tourism is done by people who traveling aims to see or watch sporting events in a place or country (can also participate in these activities).

For examples, Sea Games, Islamic Solidarity Games, Asian University Games and etc.

5. Political Tourism

Political Tourism is commonly referred to as political tourism, which is a journey aim to see or witness an event that related to the activities of a country. For example, the independence day of a country

6. Social Tourism

Social Tourism should not be associated as a tourism stand alone. This sense only in terms of its implementation just who do not emphasize on business for profit. For example, study tours, youth tourism known as tourism teens.

7. Religion Tourism

Religion Tourism is type of tourism in which the goal is the journey undertaken to see or witness the religious ceremonies. As well as *Haji* or *Umrah* to Mecca for Moslem, visit to Lourdes for Catholics, and the others.

2.2 Tourism Component

The tourism component can be provided by the businessman, government, public or anyone interested in provide tourism services. According to Paul (2016) There are three basic components of tourism which is known as the **3 A's** of tourism as follows:

1. Accessibility (Reach ability/Transportation):

Accessibility means ability to reach the place of destination through various means of transportation. Transportation should be regular, comfortable, economical and safe. Today there are various means of transportation like airlines, railways, surface (road transportation) and water transportation. The transportation should be there for all kinds of tourists and destinations.

2. Accommodation

It is a place where tourists can find food and shelter. He/She is in a fit position to pay for it. There are various types of accommodation from a seven star deluxe hotel to a standard class hotel.

3. Attraction

It is considered as the most important basic component of tourism. Attraction means anything that creates a desire in any person to travel in a specific tourist destination or attraction.

2.3 Tourism Destination

The main point of the tourism product is the destination which is the core business of tourism industry. Tourism destination is specific areas selected by a visitor to be able to stay for a certain time. Ismayanti (2010:220) says tourism destination is a place travelers spend a vacation

The characteristics of destination according Handinoto (1996: 18):

1. Natural resources such as climate, beaches, forests.
2. Cultural resources, such as historic sites, museums, theaters.
3. Recreational facilities such as amusement parks.
4. Events like the party and the night market.
5. The specific activity, such as casinos and shopping.
6. The appeal of psychological as romantic, adventure, isolation.

Furthermore, According to Khoiron (2015: 13-15) A destination must examine four major aspects of attraction, accessibility, amenities and ancillary.

1. Attraction

Attraction is the things with regard to what to see and what to do in these destinations. Things can be the beauty and uniqueness of nature, local culture, heritage of historic buildings, as well as attractions such artificial means of games and entertainment.

2. Accessibility

Accessibility is a means and infrastructure to reach destinations such as access roads, availability of transport etc.

3. Amenities

Amenities is all the support facilities that can fulfill the needs and desires of tourists and business addresses in destinations such as accommodation, public toilets, park, places of worship etc

4. Ancillary

Ancillary is relating to the availability of an organization or people who take care of these destinations. Organization of a destination will perform his duties as a company to related parties such as governments, local communities and other stakeholders.

2.5 The Potency of Tourism Destination

Damardjati (2001) says tourism potency is real state and tangible, as well as intangible. The state of it should be worked, organized and presented in a way so that it can be useful or utilized or realized as the ability. Factors and elements those are necessary or critical to the business and the development of tourism in the form of atmosphere, events, objects and services.

Marpaung (2002:8) says that *factor which make a place potential to be a tourism destination* are as follows:

1. The tourist need place for eating and drinking also the place for staying like accommodation which has a lot of choices from the simple facilities until the complete facilities, for example hotel and restaurant.
2. Natural resources are tourism objects which available in nature or created by god. For example, lakes, mountain, beach, etc.
3. Infrastructure is the element of tourism which can make easier tourism activity for example road and airport.
4. Transportation is the element that used to go to the destination tourist need the infrastructure for example, hip, car, train, and plane.

5. General source is the element of tourism which can make the tourism be more complete. For examples human, technological, culture, the potency of leadership.

In addition, Koswara (2016) states tourism destination is potential if it has some aspects as follows:

- 1. Amenity / Tourism Facilities**

Tourism supporting facilities include accommodation, restaurants, retail, souvenir shops, travel agencies, tourist information centers, etc.

- 2. Accessibility**

Supporting by transportation system such as terminal facilities, airports, ports and modes of transportation

- 3. Tourism Attraction**

Tourism attraction includes the potential of the natural, cultural, synthetic / artificial, events, etc.

- 4. Community**

Community and public institutions as an element of stakeholders in supporting the development of tourism, both as actors and beneficiaries of development (community as HOST).

- 5. Public Facilities**

Availability of supporting facilities used by tourists, such as banks, telecommunications, postal, hospital, and so on.