

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism**

##### **2.1.1 Definition of Tourism**

According to Directorate General of Tourism (1993) , tourism is a series of activities which conducted by humans either individually or groups in the local or international territory by using the convenience, services and other supporting factors which held by the government and the community, in order to realized tourist's desires.

##### **2.1.2 Kind of Tourism**

Spillane (1987) said that types of tourism are determined by motives of travelling. They are:

a. **Pleasure Tourism**

Pleasure tourism is done by people who go to everywhere for pleasure or to look for fresh air, see something new, enjoy the beautiful nature, and to get a peace.

b. **Recreation Tourism**

Recreation tourism is done by people who want the use of holiday to take a rest, regain the health, and refresh the body.

c. **Cultural Tourism**

Cultural tourism is marked with motivations to study the custom and the way of life in another place, to visit monument, art, center, religion center, and etc.

d. Sport Tourism

Sport tourism can be classified into two categories, they are:

1. Big Sports Events is sport event that attract the attention of people through athletes or viewers.
2. Sporting Tourism of the practitioners is sport tourism for people who want to practice some kinds of sport. For example are hiking, hunting, fishing, and etc.

e. Business Tourism

Business tourism is a travel done by businessman to visit the exhibition, join the meeting, visit the conference, and etc.

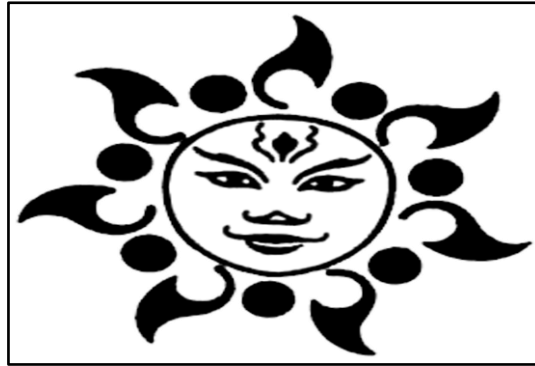
f. Convention Tourism

Convention tourism is the meeting that is attended by hundreds or even thousands of participants which are usually stay for some days in the city or country organizer.

## **2.2 Sadar Wisata**

Based on the Regulation of culture and tourism minister No. PM.04 / UM.001 / MKP / 2008 on Sadar Wisata, Sadar wisata can be defined as a condition which describes the participation and support of all the society in encourage the realization of conducive situation for the development in a region or destination. , and the purpose is to increase society welfare.

### 2.3 Sapta Pesona



*Picture 2.1*

*Sapta Pesona logo*

Sapta Pesona, is a description of Sadar Wisata concept which related to the support and role of society in order to create conducive environment and atmosphere to encourage the development of tourism industry through the implementation of seven elements of Sapta Pesona. They are safety, orderliness, cleanness, coolness, beauty, hospitality and memory (Rahim, 2012).

According to Directorate General of Tourism (1993), there are more descriptions about Sapta Pesona elements. They are:

A. Safety

Safety is a condition which gives a calm atmosphere and peaceful for tourists. Safety also means free from fear and worries about the safety of psyche, body, and property.

B. Orderliness

Orderliness is a condition that described the atmosphere of orderly, regular, and discipline in all of public life.

C. Cleanness

Clean is a condition which described the nature of clean and healthy. A clean condition must always be reflected on the environment and tourism facilities that always be clean and tidy, the equipment in service which is always be groomed, clean, and free of bacteria or pests and diseases, healthy foods and beverages, and good appearance from officers physically and clothes.

D. Coolness/Convenience

Coolness is a condition or situation of environment which gives a fresh and comfortable atmosphere. Those atmospheres were created by the efforts to make condition of environmental arrangement, landscaping, and greening.

E. Beauty

Beauty is a condition or situation which described a regular arrangement, orderliness, and harmoniously, so it will be reflected a beauty condition and situation.

F. Hospitality

Hospitality is a characteristic and society behavior that familiar in the association, respectful and polite in communication, a lot of smile, greeting, give a good service, and helpful without expect acknowledgment.

G. Memory

In the meaning of memories, there are some aspect of memories such as memory from accommodation, culture and tourism attraction, traditional/typical foods, and merchandize.

According to Directorate General of Tourism (1993), the steps to implement Sapta Pesona elements can be implement by some group of society such as government (especially who related with tourism activities), tourism industry such as the tourism object manager, religious custom and society leader, teenager student or college student, scholars or scientists, society (especially who live near tourism

objects and lines, politician or politic organization, society organization and or non-governmental organization, the manager of art and culture, and mass media.

The writer used some steps to implement Sapta Pesona Elements According to the Directorate General of Tourism (1993). The steps are:

A. Safety

1. Providing security officer.
2. Implementing preventive actions to the possibility of crime and any actions that can be detrimental to visitors.
3. Giving information and signs of warning in order to secure the visitor's safety.
4. Conducting maintenance and examination continuously to facilities and infrastructure.
5. Coordinating with authorities if there is a crime happens. The suspect and the case must be handed over to the authorities.
6. Provide security officer in visitor's activity places to give some help if something dangerous happen.

B. Orderliness

1. The officers must be on time to gives service
2. The service officers must be skilful and professional.
3. Giving information service correctly and completely about everything that needed.
4. Obeying and implementing every rule which related about giving a service.
5. Participating to socialize the habit of queuing.

C. Cleanness

1. Providing adequate dumpsters in the environment of tourism object.
2. Creating Standard Operational Procedure (SOP) for the cleanness of ingredients and the processing of food and beverage.

3. Providing a courteous and interesting uniform to service officers.
4. Providing some facilities to the officers.
5. Participating actively to create the cleanness of environment in the outside area surround the tourism object.
6. Keeping the cleanness in the tourism object.

D. Coolness

1. Arranging the buildings, rooms and color composition to gives a cool and convenience atmosphere, comfortable and calm for visitors.
2. Placing some plants in the dining room and waiting room.
3. Implementing a greening in the courtyard and surrounding area.
4. Maintain and preserve the preservation of environment.

E. Beauty

1. Arranging the building and other business facilities which aligned with its function and the environment.
2. Constructing facilities and pay attention to architecture and local art.

F. Hospitality

1. The officers must always be friendly, polite, and sympathetic.
2. The hospitality must be properly and assertive through pay attention to awareness of the things those are not expected.

G. Memory

1. Providing cultural attraction which is varies, special/typical, excellent, on time and not causes boredom.
2. Introducing some typical or traditional foods to the visitors.
3. Providing a little and captivating merchandize with a reasonable price which can be a promotion and give a tourism image.