

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to Pendit (1999:p.35) Tourism is one kind of new industries that can grown economic very fast in providing employment, increased income, and stimulating other industries.

Furthermore, Wahab and Yoeti (1993:106-107) state that tourism is purposeful human activity that serve as a link between people either within one or some countries or beyond the geographical limits. It involves that temporary displacement of people to another region, country or continent for the satisfaction of varied need other than exercising a remunerated function.

On the other hand, McIntosh and Gupta in Yoeti (1992:8) defines tourism as the sum of the phenomena and relationships arising from interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourist and other visitors. It means that meaning of tourism is contain someone do the journey to get the service from the service provider, and to communicate with local or foreigner.

Marpaung (2002, p.80) says that there are three kinds of tourism, as follows:

1. Natural Tourism

Natural tourism is a kind of tourism where the visitors come for having the natural resource attraction both in its natural state and the cultivation efforts from people. This tourism can be divided into four areas:

- a. Flora and fauna.
- b. The uniqueness and distinctiveness of ecosystems.
- c. Natural phenomena such as craters, hot springs, waterfalls, and lakes.
- d. Cultivation of natural resources such as plantations, livestock, and fisher.

2. *Socio - Cultural Tourism*

Socio - cultural tourism can be utilized and developed as a tourist destination includes museums, historical heritage, traditional ceremonies, arts performances, and crafts.

3. *Typical Interest Tourism*

This tourism is a kind of tourism newly developed in Indonesia. This tourism is especially for tourists who have special motivation. Thus, the tourists usually should be able to have expertise such as hunting, hiking, rafting, treatment goal, ecotourism, fishing, and others.

Pendit (1999, p.42-48) says there are types of tourism as follows:

1. *Cultural Tourism*

Cultural tourism is a journey undertaken on the basis of a desire to expand the view of life, Learn people condition, habits and culture and their art.

2. *Health Tourism*

Health tourism is a journey do by tourists with the aim to rest in the sense of physical and spiritual by visiting places like hot springs resort or a place that provides other health care facilities.

3. *Sports Tourism*

Sports tourism is journey with the purpose of sport or intends to follow an active part in sport festival a place or a country. such as, Asian Games, Olympic, Thomas cup, Uber cup and others

4. *Commercial Tourism*

Commercial Tourism is a journey that aims to visit exhibitions places and fairs with commercial purposes such as industrial fairs, trade shows, and others

5. *Industry Tourism*

Industry Tourism is a journey do by a person or group of students with the purpose of do observation or research.

6. *Political Tourism*

Political tourism is a activity purpose with take a part of activity in political such as, Independence Day, coronation of British queen etc.

7. *Convention Tourism*

Convention tourism same like Political Tourism but Convention tourism is more specific to provision of facilities such as, court room, conference and other.

8. *Social Tourism*

Social tourism or youth tourism is a travel for people are economically weak or can not pay for everything that is luxurious. This travel is usually for labor, young people, students and farmer and etc.

9. *Farm Tourism*

Farm tourism is a journey with purpose to visited agricultural projects, plantation, breeding ground and etc.

10. *Maritime or Nautical Tourism*

Maritime or Nautical tourism is a journey related to water sports. Such as fishing, sailing, diving, surfing, racing rowing and etc.

11. *Nature Preserve Tourism*

Nature Preserve Tourism many organized by an agency or a travel agency that aims to nature reserves, protected parks, forests, mountains and so on. Nature Preserve tourism usually do by enthusiasts and nature lovers.

12. Hunt Tourism

Hunt Tourism many do in countries that do have forests for hunting. Hunt tourism regulated become safari hunting to forests. In our country government unwrap Hunt tourism on Baluran in east Java. Tourist may shoot the bull or boar.

13. Pilgrim Tourism

This is kind of tourism that many attributed with religion, history, customs, people faith. Pilgrim Tourism is usually do by a person or group to visited holy place, the tomb of a famous person or a tomb revered leader and hill considered sacred.

14. Honeymoon Tourism

Honeymoon tourism is a journey for new bride and usually hold on romantic places. And with a special facilities for new bride such as, a beautiful wall décor, big mirror, and ceiling.

Pendit (1999,p.40-41) also gives forms of tourism as follows;

1. Origin of Tourists

First we must know where the tourists from. They are from domestic or foreigner. If the tourist is from domestic that can namely domestic tourism. While, if the tourist is from foreign that can namely International Tourism.

2. The balance payments

The arrival tourist from outside they usually bring foreign currency. Inflowing foreign currency is give positive effect for balance payment and this namely call Active tourism. And the departure of domestic tourist is bring negative effect for out balance payment and this namely call passive tourism.

3. *Period of time*

The arrival tourist in a place or county it also calculated with period of time. this also can we call with short term and long term tourism.

4. *Number of tourist*

This calculated how many visitors come to that places or country. and this also give a new term that is A personal or Group tourism.

5. *Transportation Used*

We can observed what kinds of transportation that tourist use for they journey. Then it can divided into three (3) category

1. Land Transportation
2. Air Transportation
3. Water Transportation

2.2 **Potency of Tourism**

Tourism potency is anything that can be processed and developed into objects and tourist attractions, to attract people to come to the place (Yoeti, 1996: 160-161).

Poerwadarminta (1993: 766) defines potency as the power, ability, capability. associated with tourism potency, it can be explained that the definition of tourism potency is the entire potency of natural resources, artificial resources and culture. Tourism potency is everything that is contained in an area that can be developed into a tourist attraction.

Moreover Pendit (1999: 21) says potency are various resources available in a particular area that could be developed into a tourist attraction. In other words, the tourism potency is the variety of resources that are owned by one place and can be developed into a tourist attraction (tourist attraction) that is used for economic interest with regard to other aspects.

According to KBBI (2007:890) Potency is the ability to have the possibility to be developed, ability, The attractiveness or strength attractions.

According to Spillane (1994:63-72) states that a tourist attraction or destination must include five essential elements in order to make travelers enjoy in the journey, namely:

1. Attraction

Attraction are able to attract tourists who want to visit it. Tourists motivates for visiting a tourism destination to meet or satisfy some needs or requests. They are usually interested in a location because of a certain characteristics, e.i: the natural beauty, climate and weather, culture, history, ethnicity –tribal natural and accessibility or ease of walking or specific to the place.

2. Facilities

Facilities of tourism object should be close to the market. The number and types of facilities depend on the needs of travelers. Facilities should match the quality and price of lodging, food, drinks and ability of tourists to pay the visiting place.

3. Infrastructure

Attraction and facilities cannot be achieved easily if there is no basic infrastructure. Infrastructure includes all construction under and above ground, and a territory or region.

4. Transportation

There are several advice on the transportation and facilities which may be some sort of guidelines including :

- a) Detailed information about the facilities, the location of the terminal. and local freight service at the destination should be available for all passengers prior to departure from the area of origin.
- b) The security system must be provided at the terminal to prevent crime.
- c) A standard or uniform system for traffic signs and symbols must be developed and installed in all airports.
- d) The information system should be provided data on the transport service of other information that can be contacted in the terminal, include schedules and fares.

- e) The latest information is applicable, either departure or arrival schedules should be available on the notice board, verbal or telephone.
- f) Labor to help the passengers.
- g) Information about the location, rates, schedules, and routes and local freight service.
- h) Maps of cities should be available for passengers.

5. *Hospitality*

Hospitality is very important to supports tourism activities especially for the tourists to serve them during the journey like hotel. Restaurant and tour guide. Travelers who are in an environment that they do not know the certainly of security is very important, especially foreign tourists so they need tour guide to accompany them.

In addition Pitana (2009:130-131) gives five important requirements for tourism destination that is feasible to be developed, such as:

1. *Attraction*

The elements contained in the destination and the environment in which that individually or in combination take an important part in motivate tourist for come to tourism destination. attractions can be natural attractions such as, Landscape, beach, mountains, climate, valley. Artificial attraction such as, town history, parks and resorts. cultural attractions such as, theatrical, drama, festivals, museums and galleries. social attractions such as, opportunity mingle with the people in the area of tourism and come to experience their way of life.

2. *Amenities*

The element in tourism destination and related with tourism destination it self. which allows tourist to stay at these destinations for enjoy or participated in tourism attraction. Amenities can be accommodation, restaurant, café, bar, transportation, taxi, beauty shop, information center and etc.

3. *Accessibility*

Traveler is easy or difficult to reach the desired destinations. That access related with Transportation such as, airfield, bus station, train station, and highway. including transportation technology that reduces the time and cost to reach that tourism destination.

4. *Image*

Image is an idea or a belief that a rating of a product or service they bought or will buy. Image not always based on experience or facts. but can *be formed in such a way so that become a strong motivating factor.*

5. *Price*

Price is a total number of the costs during the trips. That include accommodation, food and drink, travel expense and participation in service consumed while at the intended destination. The prices always varies according with the class travel package, season, distance and etc.