

CHAPTER II

LITERATURE REVIEW

2.1 Tourism Definition

Hunziker and Kraft (1942) state that tourism is the totality of relationships and phenomena arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity. Furthermore, Kodhyat (1998) states that tourism is a journey from one place to others which is temporarily done by individual or groups as the effort to find the balance and happiness in the environment in the terms of social, culture, nature, and knowledge.

It is in line with Richardson and Fluker (2004) who state that tourism is a journey that is done temporarily, which is held from one place to another leaving their original place, with a plan and with the purpose not to try or make a living in the visited places, but simply to enjoy an excursion and recreation or to meet the diverse desires. So, it can be concluded that the tourism is when people go to the tourism object destination in one place temporarily with the purpose to find happiness and for not more than one consecutive day like leisure, business, and other purposes.

2.1.1 Kinds of Tourism

Spillane (1987) states that tourism can be divided into several specialized types based on the motives of travel destinations, such as:

1. Pleasure Tourism

This kind of tourism is done by people who leave their homes for a vacation, get some fresh air, meet the will of curiosity, relaxes the nervous tension, to see something new, enjoy the beauty of nature, know the local folk tale, feel comfortable.

2. Tourism Recreation

Tourism is done to use the days off to rest, recover the freshness of body and soul, and restore the physical and spritual fitness. Can be done in place ensure that these goals offer recreational enjoyment required such as the seaside, mountains, retreat centers and health centers.

3. Cultural Tourism

This type is characterized by a series of motivations, such as the desire to study in the centers of teaching and research, learn the customs, institutions, and way of life are different, visiting historical monuments, relics of the past, art centers and religious, the arts festival of music, theater, folk dance and others.

4. Sports Tourism

Tourism can be further divided into two categories:

- a. Big sports events, like large sporting events like the Olympic Games, the ski world championship, world championship boxing, and others of interest to the audience or the fans.
- b. Sporting tourism of the Practitioners, like sports tourism for those who want to practice and practice by yourself as mountaineering, sport horseback riding, hunting, fishing and others.

5. Business Tourism

According to the theorists, this is a form of tourism trip travel professional or travel for work-related or titles that do not give it to someone to choose the destination and travelling schedule.

6. Tourism Convention

Tourism is much in demand by countries because when it held a convention or meeting will be many participants to stay within a certain period in the countries that hold the convention. Countries are often convened to be erected the buildings that support the holding of the convention tourism.

2.1.2 Visitor Characteristics

Smith (1989, p.13) states that characteristics of visitors can be divided into two types, namely socio-economic characteristics and the characteristics of travel. In this case the visitor characteristics provide indirect influence on the development of tourism it. Cannot be applied directly to the steps that should be done just by looking at the behavior of visitors, but it need to see the connection with the perception of visitors.

The visitor characteristics include:

1. Sex is divided into male and female
2. Age is the age of the respondent at the time of the survey
3. City or region of respondents
4. The level education of respondents
5. Job status of respondents
6. Marital status of respondents
7. The monthly income respondents

2.2 Museum Definition

Soejatmi (1992, p.2) states that the museum is as an institution in charge of preserving and passing on culture by way collect, maintain, own, exhibit, and communicate to the public. Furthermore, Sutarga (1991, p.23) states that museum is a permanent institution that serves the interests of society and progress , open to the public, not for profit, which preserve, research, exhibit, and communicate the objects of evidence of human material in its environment for the purposes of study, education, and recreation. On the other hand, Poerwodarminto (1989, p.675) states sthat the museum is a building used as a place for a permanent exhibition of objects that deserve public attention, like a relic of history , art and science , as well as a place to store ancient objects. It is in line with Schouten (1990, p.726) state that museum is a building where people maintain and display of goods that have the values and history, for example, a relic of history, science and relics of ancient objects.

The writer can conclude that museum is a place that holds historical objects and people who visit the museum can see and know about information or history of historical objects contained in the museum itself.

2.2.1 Kinds of Museum

Suryono (2011) states that museum can be grouped into four, they are:

- Museum of Art (Art Museum) museum of contemporary art, modern art, classical art, decorative arts, art pottery, local art, the art of weaving, crafts museum, etc.
- Biological science museum garden, a group of flora and fauna, planetarium, observatorium, aerospace, the aquarium, the natural life history, etc.
- History museum of ancient houses, tourist village, preservation and conservation areas, national monuments, forts history anthropology and archeology museum, the museum is open.
- Museum ethnic, transportation equipment, industrial equipment, military, etc.

2.2.2 Facilities in Museum

Museum is not only a place where the heritage objects are kept. It is also the part of tourism destination where facilities are needed in order to fulfill the tourists' satisfactions. Depdikbud (1999/2000) says that a museum must have facilities that related to both the good for the collections and the visitors, such as vitrin, AC, security (CCTV), good lighting, trash bin etc (as cited in Dukalang, 2014). Every museum might have different facilities from one to other. The facilities are created based on the needs of a museum as well as the visitors, such as auditorium, clinic, worship place, toilet, etc. (Museum Geology Bandung, 2016:1). Furthermore, Ginting (2010, p.54) adds that in order to make the guests' feel comfortable the facilities must fulfill several characteristics, such as security, clean and well-arranged areas, good parking area, loading area, and accessibility.

The writer can conclude that the factors that could affect visitors satisfaction is the facilities that support the museum itself.

2.2.3 The Types of Facilities of the Museum Building

Based on *Buku Pedoman Pendirian Museum* (1992/1993) functionally the museum building consists of a principal building and support buildings, such as:

Principal building consists of:

1. The permanent exhibition
2. Temporary Exhibition
3. Auditorium
4. Administrative Office and the Library Meeting Room
5. Conservation Laboratory
6. Studio Preparation
7. Storage

Supporting the building consists of:

1. Security
2. The gift shop and cafeteria
3. Ticket Box and Custody Goods
4. Toilet
5. The parking lot.

2.3 Satisfaction

Kotler and Keller (2007, p.177) states that satisfaction is feeling happy or disappointed someone who emerged after comparing the performance (yield) of products considered against the expected performance. Furthermore, Tjiptono (1996) states that satisfaction is the response of consumer or passenger to the evaluation of the perceived between expectations before (or other performance norm) and the actual performance of the product that is felt after use. On the other hand, Schiffman and Kanuk (2007, p.9) state that customer satisfaction is an individual's perception of the performance of the products or services in conjunction with the hope (expectation) customers themselves.

The writer can conclude factors that could affect visitors satisfaction is the facilities that support the museum itself.

1.3.1 Indicators of Customer Satisfaction

Kotler cited by Tjiptono (2004, p.148) there are four methods that can be used by companies to measure customer satisfaction, such as:

a) The system of complaints and suggestions

Each company oriented to the customer (customer oriented) need to provide greater opportunities for customers to submit suggestions, opinions and complaints. The information provided by the customer will be very useful to correct the deficiency.

b) Survey of customer satisfaction

Through the survey, the company will obtain responses and feedback directly from customers and also give a sign that the company's attention to its customers.

c) Ghost shopping

This method is done by employing a few people (ghost shopping) to act as potential customers the company's products and competitors. Where the ghost shopper convey findings on weakness and wasting of the company's products and competitors.

d) Lost customer analysis

Companies are trying to contact customers who have stopped buying or switching to another company. Companies want to know what the cause of that fact and know the shortcomings of products (product and services) company.

2.4 Tourism Facilities

According to Sammeng (2001, p.39) one of the important to develop tourism is through the facilities (convenience). Yoeti (2003, p.56) states that tourist facilities are all amenities that functions meet the needs of travelers who stay temporarily in the area visited tourist destination, where they can relax to enjoy and participate in the activities available in the area of the tourist destination. On the other hand, Suwanto (1997) states that tourism facilities is natural resources and man-made

resources that is absolutely needed by the traveler in his journey in tourist destinations, such as: roads, electricity, water, telecommunications, terminal, bridge and so forth.

The writer can conclude that tourism facilities is complementary facilities required to meet the needs of tourists who are enjoying travel, and tourist facilities created to support the attraction or the attractions in the attraction itself.

2.4.1 The Characteristic of the Good Condition of Facilities

Soekadijo (1997, p.95) states that a good conditions of facilities, such as:

- The shape of the facility should be recognized.
- Use of the facilities must be in accordance with it is function.
- Facilities should be located, where visitors can find it easily.
- The quality of the facility itself must comply with the applicable standards in tourism.

2.4.2 GoodService

Barata (2003, p.13) states that to give service to the customer, employee must have 6 criteria, there are:

1. Attitude is the way of the employee service the customer.
2. Attention is the way of the employee respond to the needs of customer.
3. Action is the employee give the service appropriate to the need of the customer.
4. Ability is the employee have the rensponsive to give the fast service.
5. Appearance of the employee.
6. Accountability.

