

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer presents about the definitions that correlate to the research title.

2.1 Tourism

The word “Tourism” does not come by it self. But, the minister of Education and culture is the first person who sparks the word Tourism” at tourism general assembly II in Tretes (East java), 12th-14th june 1958. And it is inaugurated by President Soekarno, the first president of Indonesia. After that, all communities can use that word.

Generally, the meaning of tourism is an activity which is done by someone from one place to the other places temporary with the purpose for recreation and not to make a living. According to Wahab, tourism is an activity which is done to seek diverse and different satisfaction.

TAP MPRS No.I-II /1960, states that tourism in modern era is a way to meet human needs and to give the physical and spiritual entertainment after working. According to *Undang-undang Republik Indonesia Nomor 10 tahun 2009* is a journey activity which is done by someone or group by visiting particular place for recreation, personal development, studying the uniqueness of visited tourist attraction temporarily. According to Koen Meyers (2009), tourism is an activity to find the satisfaction, to know something, healthy, to enjoy the sport, to work and others.

Usually, tourists come and visit a new place because they are interested in to go to other places that they have known and visited yet. When they visit sooner or later it is becoming an attention in many sectors, economy, education and social and it is utilized by the goverment intelegently because it has many advantages. Based on one tourism paper, the advantages of tourism are increase the oppurtunities of local community who live around the destination. Second, tourism opens the job oppurtunities that can improves the income and welfare of the population. Then, preservation of environmental sustainability and national

culture and indirectly, makes the local community maintain the tourism destination.

2.2 The terms of Potency of Tourism Destination

According to Spillane (1994: 63-72) an attraction or destination, should include five (5) elements that are important to allow tourists to feel satisfied in enjoying the journey, the attraction must include:

2.2.1 Attraction

Attraction is very important in tourism destination and have to able to attract tourists who want to visit it. Tourist motivation is to meet or satisfy some needs or requests. Usually tourists are interested in a location because of certain distinctive characteristics.

Characteristics that attract tourists are:

- a) The natural beauty.
- b) Climate and weather.
- c) Culture.
- d) History.
- e) Ethnicity-tribal nature.
- f) Accessibility-ability or ease of walking or specific to the place.

2.2.2 Facilities

Facilities support the tourism destination. The number and types of facilities depend on the tourists' need. Such facilities should be matched by the quality and the price of lodging, food, and drink are also matched with tourist's ability to pay the place.

2.2.3 Infrastructure

Infrastructure is also support the tourism destination because without infrastructure a place can't be a tourism destination. Which includes critical infrastructure in tourism are:

- a. The system of irrigation / water

Water quality is quite essential or indispensable. Such as lodging require 350 to 400 gallons of water per room per day.

- b. Sources of electricity and energy

An important consideration is the antidote to energy power available on hours of usage the highest or peak hours (peak hours). This is required so that the services offered continuously.

c. The communications network

Although many tourists want to escape from the usual situation is fraught with tension, but there are also some who are still in need of telephone services and / or telegram available.

d. Systems sewerage / drainage

The need for sewage water requires approximately 90% of the demand for water. The network must be designed based on the maximum peak demand or request.

e. Health Services

Health services provided will depend on the number of guests expected, in general, the type of activities undertaken or local geographic factors.

f. The streets / highways

There are several ways to make highways more attractive to tourists:

- ✓ Providing a comprehensive view of the universe.
- ✓ Making your way up and down to variations in scenery.
- ✓ Developing a place with a beautiful view.
- ✓ Making a highway with two separate directions but in accordance with the state of the ground.
- ✓ Choosing a tree that is not too thick so that there is still a beautiful view.

2.2.4 Transportation

There are several proposals regarding transport and facilities that will serve as a guideline include:

- a. Detailed information on the facilities, the location of the terminal, and local haulage services at the destination should be provided 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 should be developed and installed in all airports.

- d. The information system should provide data on other transport information services can be contacted in the terminal, including schedules and fares.
- e. the latest information and are applicable, whether the scheduled departure or arrival should be available on the bulletin board, verbal or telephone.
- f. Manpower to help the passengers.
- g. Information about the location, fares, schedules and routes and local haulage services.
- h. Map of the city should be provided for passengers.

2.3 The criteria of Tourism Destination

According to Maryani (1991: 11) An attraction can be interesting to be visited by tourists it it must meet the requirements for regional development, requirements - these requirements are:

A. What to See

In these places, the tourism destination should have an attraction and those tourist attractions are different between other regions. In other words, the area should have appeal specific cultures and attractions that can be used as "entertainment" for tourists. What to see include landscapes, art activities, and tourist attractions.

B. What to Do

In these places besides a lot to choose from and witnessed, recreational facilities should be provided to make tourist welcome to stay longer in that place.

C. What to buy

A tourist destination should be provided facilities for shopping mainly souvenirs and handicrafts as souvenirs - by to be brought home to the place of origin.

D. What to Arrived

These include accessibility, how we visit the attraction, what vehicle would be used and how long to arrive the place of destination of the travel.

E. What to Stay

How tourists will stay for a while during her vacation in a tourist attraction. Required inn - good lodging star hotels or non-star hotels and so on

2.4 Kinds of Tourism

According to Yoety (1990:11) classification types of tourism are follows:

1. Based on the location, there are five kinds of tourism :
 - a. Local Tourism

Is a place which has a small space and is limited only to certain places.
 - b. Regional Tourism

Is an activity of tourism business which is developed in a place or area and has a bigger space space than local tourism, but smaller than National tourism.
 - c. National Tourism
 - Tourism business in a certain meaning means the activities of tourism develop in a region of country. This is has similarity with domestic tourism, where people do a journey in their country.
 - Tourism business in broad means the activities of tourism which are developed in one country. Besides the activities of “Domestic tourism” it includes “in bound tourism” and “outgoing tourism”.
 - d. Regional International Tourism

is the activities of tourism which is developed in a limited international region, but it includes more than two or three countries such as the ones belonging to ASEAN tourism and middle east association tourism.
 - e. International Tourism

Is a tourism business which is developed in all countries in the world.

2. Based on the reasons or the purpose of the tour, there are three kinds of tourism :

a. Business Tourism

Is one kind of tourism in which the tourist comes to work, trade, convention and seminar and others.

b. Vocational Tourism

Is a kind of tourism which people do for vocation, recreation or holiday.

c. Educational Tourism

Is a kind of tourism activities in which the people or visitors do the journey for the purpose of studying or learning in the field of education and knowledge.

3. Based on the objects, tourism consist of twelve kinds of tourism namely :

a. Cultural Tourism

Is kind of tourism in which people are motivated to do the journey because of the fascination of cultural arts in that area.

b. Commercial Tourism

Is also called trade of tourism because this journey is related to the national or international commercial activities like meeting, incentive, exhibitions, and others.

c. Recuperation Tourism

It is same like health tourism. The purpose of this journey is to cure a disease.

d. Sport Tourism

Is aimed at seeing or witnessing the sport fair in an area such as football, olympiad, badminton competition, and the other.

e. Political Tourism

Is a journey in which the aims of people who do this journey are to see an event or occurrence which is connected with the activity of a state.

f. Social Tourism

Is a kind of journey which does not emphasize on getting advantage, like study tour, picnic or youth tourism.

g. Regional Tourism

Is a kind of tourism with the purpose of witnessing the religious activities.

h. Recreational Tourism

Is using leisure time to have new situation in freshening themselves up after working. The locations where they want to go to are namely the beaches, the forests, the mountains and entertainment area.

i. Maritime Tourism

Is tourism where the sea, the lake, and the river will be the destination for the tourist to have the picnic. There are some activities involved such as sailing by boats, surfing, fishing, diving, and other activities.

j. Business Tourism

Is a tourism where the tourist can go to other country for doing the business activities which can improve the economy and increasing the foreign exchange.

2.5 Seven enchantments

Someplace can be said has potentially if that place has seven enchantment. Seven enchantment must be realized to attract visitors to come to tourism destination. Seven enchantment is divided into safe (*aman*), orderly (*tertib*), clean (*bersih*), cool (*sejuk*), beautiful (*indah*), warm-hearted (*ramah tamah*) and memories (*kenangan*), so the visitors feel satisfied to visit and also give a wonderful memory to remember in their life.

a. Safe

The visitors will be happy to visit tourism destination if they feel safe, unafraid, peaceful, protected and free from ;

1. Crime, violence, threats such as kecopetan, extortion, hold-up, fraud, etc.
2. Infectious disease and other dangerous diseases.

3. Accidents caused by fittings and inadequate facilities, such as vehicles, equipment, to eat and drink, lift, equipment of recreation or sport.
4. Disruption by the public, which include the imposition by hawkers, hands jail, words and actions and behaviors that are not friendly.

So, safe means guaranteed the lives and physical, including tourist goods.

b. Orderly

Orderly means something which is highly coveted by everyone including visitors. The condition is reflected in the atmosphere of an orderly, neat and smooth and show discipline in all aspects of community life. For example :

1. The traffic is orderly, regular and smoothly and public car arrives and leaves on time.
2. Building and environment arranged well-organized.
3. Service is done perfectly and appropriate.
4. Right information and does not make confuse.

c. Clean

Clean means a situation / environment that displays an atmosphere free of dirt, garbage, sewage, disease and pollution. Visitors will feel welcome and comfortable when the visitors are in places that are clean and healthy. In hotel, restaurant, public car, toilets must be clean. For example;

1. Food and drink must be clean and healthy.
2. Using and presentating of tools and equipment were clean as spoons, dishes, bedding, sports equipment and others.
3. Cloth and performance of officer must be clean, tidy and do not emit bad smell.

d. Cool

Cool means all-green, fresh, neat provide an atmosphere or a state of airy, comfortable and peaceful. Coolness is not only outside the room or building, but also in the room, for example room, dining room, bed room. so tourism sectors must be ;

1. Maintaning the environmental and greening have been made by public and the goverment.

2. Greening and maintaining cleanliness, planting a variety of plants in environment.
3. Forming associations whose aim preserve the environment.

e. Beautiful

Beautiful means a condition or situation which displays a interesting environment and good looking. Beautiful can be seen from colour and layout so tourism destination must be looked after to be enjoyed by all human beings.

f. Warm-hearted

Warm-hearted means a behavior of someone who shows familiarity, courteous, helpful, love to smile and captivating. Warm-hearted is the character and culture of Indonesia in general, which has always respected with visitors and can be a good host. this amenity is an attraction for visitors, therefore it must be maintained continuously.

g. Memories

Memories can be beautiful and fun but can also be unpleasant. memories can be created by among others:

1. Accommodations were comfortable, clean and healthy, fast service, accurate, and friendly, the atmosphere that reflect regional characteristics in the form and style of the building and its decoration.
2. Art and cultural attractions distinctive and fascinating area either in the form of dance, sound and various ceremonies.
3. Food must has unique taste and fresh drink which comes from the original place, with an attractive appearance and presentation.

2.6 Prabumulih

Along time ago before being a new city, Prabumulih broke away from the Muara Enim sub-province. Prabumulih derived from the word “*Pehabung Uleh*”. “*Pehabung*” which means excessive / plentiful / affluent / poured and “*Uleh*” which means to acquire / obtain / generate. Prabumulih is inaugurated in october 17, 2001 and consist of six districts (Cambai, West Prabumulih, South Prabumulih, East Prabumulih, North Prabumulih, Rambang Kapak Tengah), twenty two sub-districts, fifteen villages. Ir. H. Ridho Yahya, M.M is

Prabumulih's mayor and H. Andriansyah Fiki,SH is deputy mayor. Visi and Mission of Prabumulih city is "PRIMA" *Prestasi* (Achievement), *Religius* (Religion), *Inovatif* (Innovative), *Mandiri* (Self-supporting) *Aman* (Peaceful).

Prabumulih is known as Pineapple city and oil city. Pineapple city because one of agricultural products in Prabumulih city is pineapple and it tastes sweet and it is sold until java. Oil city because Prabumulih produce thousands of barrels of oil and millions of cubic meters of natural gas per year. Prabumulih has an area 336,56 km² and total population is about fifty nine thousands four hundreds sixty eight inhabitants.

2.7 The potency of Tourism Destination

Potency of tourism destination is one of reasons why tourist comes to destination. Potency can be used as the strength and ability to attract the tourist's attention. According to Marrioti, the potency of tourism destination is the objects in the universe and it is formed naturally, such as historical things, cultural and religious, and the customs of human life.

According to R.S Damardjati (2001), the potency of tourism destination is everything in a state of both real and tangible, intangible, that was processed, arranged and provided such that it can be beneficial or utilized or realized as factors or elements in developing tourism destination, whether it are the atmosphere (surrounding environment of tourism destination) , events (attraction in tourism destination), objects (the heaven in tourism destination) and services (the way caretaker gives the good service in welcoming the visitors). According to J.S Badudu (1995), the potency of tourism destination is everything that can be utilized as the ability and necessary for business and tourism development that has the ability to develop.

2.8 Religious Tourism

Religious tourism is one of tourism sectors with specific purpose. According to zaman (2010), religious tourism is usually in the form of shrines, tombs of ulama or ancient sites that have excess. This excess, for example in terms of history, their myths and legends about the place, or the uniqueness and

excellence of its architecture. Someone who believes that around him there is a power called the spirit, the creature will occupy around man, a watchman buildings, trees, objects and so on. This will cause certain places become sacred (SACER), so that's why people often perform rituals or traditions to negotiate in order to smooth the power was not disturb his life. According to Nyoman S. Pendit (2002: 42), religious tourism have been linked with the intention or desire of tourists to obtain approval, inner strength, firmness of faith and not infrequently pual for the purpose of obtaining a blessing and abundant wealth. In this connection, the Catholic eg, make a religious tourism to the Palace of the Vatican in Rome, the Holy Land of Mecca to Islam, Buddhism in India, Nepal, Tibet and so on.

Indonesia's tradition of religious tourism to the shrine by Muslims is a continuation of the traditions of the ancestors who have a habit of visiting temples or other holy places with the intent to worship the spirits of ancestors. With the arrival of Islam, the pilgrimage activities only continue the old habit (Morissan, 2002: 26). In Indonesia many places of the sacred that is visited by followers of religions specific, such as Borobudur, Prambanan, Besakih in Bali, Sendang Sono in Central Java, the tomb of Wali Songo, Gunung Kawi, Tomb of Bung Karno in Blitar, etc. (Nyoman S. Pendit, 2002: 42). Indonesia reserve the religious tourist potential is huge. This is because since the first Indonesia is known as a religious state. Many of the buildings or historic sites that have special meaning for people of faith. In addition, the large number of religious communities in the Indonesian population is a potential for the development of religion in Indonesia wiasata (<http://nuruzzaman2.multiply.com>, December 11, 2010).

In Indonesia the term pilgrimage already familiar and often carried out by certain circles in the time-specific waktu anyway. The term pilgrimage is often interpreted as an activity undertaken by a person or persons to visit the holy places or places of worship with the purpose of running the ancestral traditions that are still upheld by society. Pilgrimage is a visit to a place that is considered sacred or noble (Ivana Dyah Sari, 2010: 19). Places in Indonesia are categorized into

pilgrimage attraction (attraction pilgrim) dalah including tombs, mosques, churches, temples, pagoda, and others. Java community has a tradition of pilgrimage to the tomb of the patriarchs, the habit of visiting the tomb, the tomb eg Raden Umar Said, ancestors, the tombs of the saints, poets palace or a tomb sacred to nyekar or send flowers and pray for those who have been buried in the Lord. It is imperative that the religious tradition of predecessors who never deterred by new ideologies that are completely different (Ivana Dyah Sari, 2010: 20).