

CHAPTER II

LITERATURE REVIEW

1.1 Definition of Perception

According to Walgito (1993:23) Perception is an active process that plays a role, not only about him but also stimulus individuals or single unit with its experiences, motivations, and attitudes relevant in response to stimulus. Furthermore, Slameto (2010:102) perception is a process that involves the inclusion of a message or information to the human brain, through human perception in constant contact with the environment. This relationship is done through the senses, the senses pengelihat, listeners, touch, taste, and smell. Everyone has a tendency to see the same thing in different ways. Such differences may be influenced by many factors, including the knowledge, experience and perspective. Perception is also interlocked with the eyes of a person against a particular object of different ways by using sensing devices owned, then attempt to interpret it. Persepsibaik positive and negative like a file that is already stored neatly inside our subconscious mind. The file will appear when there is precipitating stimulus, something happened to open it. Perception is the result of the brain to understand or assess a thing occurred in the vicinity (Waidi, 2006:118). Jalaluddin (2007: 55) states perception is observation of objects, events or relationships obtained by concluding information and interpret the message. From the above it can be drawn a common ground that perception is a process that starts from a vision to form a response that occurs within the individual so that individuals are aware of everything in the environment through the senses of its.

2.2 Definition of Tourism

Tourism is a journey made by someone for the purpose of recreation or vacation. Usually, it is conducted in a short time, not more than one year. The main purpose of tourism is not to generate wages. According to the World Tourism Organization, tourism is a journey made by someone or an activity of

living in a place outside of his usual environment for recreation or for vacation for not more than one year. Gamal (2002:3) defines tourism activity as a change of residence while someone outside of his residence for a reason and not to engage in activities that generate wages.

Meanwhile, Wahab (1975:21) states that tourism is one kind of new industry capable of accelerating economic growth and employment, increases in income, living standards and stimulate other productive sectors. Furthermore, as a complex sector, tourism industries also realize classics such as industrial handicrafts and souvenirs, lodging and transportation. Meyers (2009:11) defines tourism as a travel activity undertaken by the time of their original places to the area of interest for reasons not to settle or make a living but merely to satisfy curiosity, to spend free time or holidays as well as other purposes. There are a lot of kinds of tourism that we can found in this world.

2.3 Kinds of Tourism

The types of tourism according to Spillane (1987: 29-31) based on the motives of travel destinations types of tourism can be divided into several types of specialized tourism, namely:

1. Tourism to enjoy the trip (Pleasure Tourism)

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

2. Tourism for recreation (Tourism Recreation)

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

3. Tourism for cultural (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. *Tourism for sports (Sports Tourism)*

Tourism can be further divided into two categories. Big sports events, namely large sporting events like the Olympic Games, the ski world championship, world championship boxing, and others of interest to the audience or the fans. Sporting tourism of the Practitioners, namely sports tourism for those who want to practice and practice by yourself as mountaineering, sport horseback riding, hunting, fishing and others.

5. *Tourism for trading business affairs (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 time of travel.

6. *Tourism to Convention (Convention Tourism)*

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 will establish the buildings that support the holding of the convention tourism.

There are various forms of travel given by Gamal (2004: 14-17) when viewed from various aspects, namely:

1. In terms of tourist numbers, forms of travel consist of the followings:
 - a. *Individual tour (individual travelers)* is a travel journey undertaken by a single person or a couple.

- b. *Family group tour (family travel)* is a travel journey undertaken by a group of families who still have family ties.
 - c. *Group tour (tour group)* which trips made together and led by someone.
2. In terms of travel with regulator, forms of travel are divided by:
- a. *Pre-arranged tour (travel plans)* is a sightseeing trip that has been arranged in advance.
 - b. *Package tour (tour packages or travel packages)* is a tourism travel product sold by a travel agency.
 - c. *Coach tour (guided tour)* that trip excursion packages sold by travel agents, led by a tour guide.
 - d. *Special arranged tour (special tour)* is a sightseeing trip arranged specifically to meet the demands of tourists or more in accordance with the interests of tourists.
 - e. *Optional tour (additional travel)* is an additional tourist trips outside the arrangement that had been developed at the request of customers.
3. In terms of its objectives and purposes, forms of travel are divided by:
- a. *Holiday tour (holiday travel)* is a sightseeing trip organized and attended by its members for a vacation, having fun and entertaining them.
 - b. *Familiarization tour (tour introduction)* is a journey that is intended to get to know more fields or areas that have to do with work.
 - c. *Educational tour (educational tour)* is a tourist trip which is intended to give an idea, or a comparative study of knowledge about the field of work that you visit.
 - d. *Scientific tour (travel knowledge)* is a travel whose sole purpose is to acquire knowledge or investigation against a field of science.
 - e. *Pilgrimage tour (religious tourism)* is a travel which is intended to conduct religious services.
 - f. *Special mission tour (travel special program)* is a sightseeing trip specifically intended to fill the void.

- g. *Hunting tour (tourist hunting)* which organizes excursions to hunt animals permitted as entertainment.
4. And in terms of travel held, forms of travel are divided by:
- a. *Excursion (excursion)* is a short-distance travel trips taken less than 24 hours in order to visit one or more objects.
 - b. *Safari tour and travel* is organized specifically with special equipment that purpose and the object is not an object of tourist visits in general.
 - c. *Cruise tour* is a travel by ship Persia Attraction visit nautical and tourist attractions on land but using the yacht.
 - d. *Youth tour (travel teenagers)* is excursions specific to adolescents by age specified.
 - e. *Marine tour (nautical tourism)* is a visit to the attraction, especially to witness the beauty of the ocean, wreck-diving (diving) with full diving gear.

Yoeti (2008: 113) suggests four things why people do travel, namely:

1. Physical Motivation People to travel with the aim to restore the physical condition was tired because of work; need rest and relaxation, sports activities, in order to re-energize when to come to work.
2. Motivation cultural People moved to travel due to want to see and watch the progress of the culture of a nation, both cultures past and what has been achieved now, cultural, living habits (the way of life) a different nation or region.
3. The personal motivation People want to travel because there is a desire to visit relatives or friends who have not met.
4. Motivation status and prestige There are certain people who think by making tours can improve the status and prestige of the family, showing they have the ability compared to others.

2.4 Public Facilities

Public facilities are each facility that can develop and provide services to the tourists to fulfill their diverse needs. Gamal (2004: 22) says that public facility is the completeness of tourist destination that is required to serve the needs of tourist in enjoying a tourist trip. The construction of public facilities in tourism destinations and attractions certain to be adapted to needs of tourists both quantitatively and qualitatively. Public facilities in quantitatively refers to the number of public facilities must be provided, and in quantitative that shows the quality of services delivered and that is reflected in the satisfaction of tourists who get services.

According to Spiliane (1994:25) the public facilities are operational facilities and infrastructure that supporting tourism destination to accommodate all the needs of tourist, not directly encourage growth but it is growing at the same time or after developing an destination. Tourism development in Indonesia should be guided by public facilities that decent and comfortable for the tourist.

