

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Perception**

Lindsay and Norman (1977: pp.161) define perception as the process by which organisms interpret and organize sensation to produce a meaningful experience of the world.

According to James (2008: pp.279), Perception is the consciousness of particular things presented to senses. Our senses are described as the gateways of knowledge or windows of the mind or soul. The essential quality of a sense organ is that it must have the property of responding to certain stimuli outside itself. A sensation is a response aroused in us by stimuli. Perception is sensation in addition to meaning. We sense qualities and we perceive objects. Sensation is merely a part of perception.

Dash (1988: pp.344) defines perception as the process of interpretation of stimuli proceeding from the environment and acting upon the individual. It is through this process of perception individuals are able to maintain contact with environment.

According to Ellis (1975: pp.164), Perception is the interpretation of sensory stimuli and interpretation is the process associating the stimulus with past experiences that makes it meaningful.

From the definitions above, the writer concludes that all of them have certain things in common. All the definitions describe perception as the process or phenomenon by which a person perceives any object and interprets it. This involves our five sense organs and the brain, which help in interpreting and organizing the whole process. Thus, all the definitions commonly define "Perception" as the process in which an individual receives information through the sense organs. The incoming stimuli interact with the stored information in brain (memory) to give rise to perception. It is the process by which an individual interprets various stimuli received and forms a picture of the world. The stimuli are received through the sense organs namely eyes, ears, nose, mouth and skin and

are organized by brain. It is then stored as information. While doing so the individual's brain colours and tags the information using its own logic and previous memory and experience, if any.

Perception is thus based on assumptions about the construction of reality. Each individual is believed to develop a restricted set of perceptions through his/her unique dealings with the environment to handle the unlimited variety of possible sensory images which s/he receives. So, perception is a learned act of constructing reality to fit one's assumptions about it. The reality of the world and everything that surrounds is merely the perception of the individual. Therefore, there is a possibility that different individuals perceive different realities of a single event or object.

## **2.2 Tourism**

Beard (American historian, archivist and educationist) says that travel is more than seeing of sights, it is a change that goes on, deep and permanent, in the ideas of living. The tourism industry is a global phenomenon. It is big business and will continue to grow. Tourism is alive with dynamic growth, new activities, new destinations, new technology, new markets and rapid changes (Goeldner & Ritchie, 2006). Tourism is travel for recreational, leisure or business purposes. The World Tourism Organisation defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Therefore, based on the definition above, the writer concludes that tourism is an activity done by individually or in group of individuals, which lead to a motion from a place to another, from country to another in short time for performing a specific task, or it is a visit to a place or several places in the purpose of entertaining which lead to an awareness of other civilizations and cultures.

### 2.2.1 Types of Tourism

According to Spillane (1987: pp.29-31), tourism is divided into several types based on motif of travel destination. The types are:

1. Recreation Tourism

This tourism is done to use the days off to rest, recover physical fitness and spiritual, and refresh yourself from fatigue and exhaustion. Can be done in place ensure that these goals offer recreational enjoyment needed, such as the beaches, mountains, resort centers and health centers.

2. Cultural Tourism

This tourism is characterized by a series of motivations, such as the desire to study in the centers of teaching and research, studying the cultural, institutional, a different way of life, visiting historical monuments, relics of the past, art centers and religious, musical arts festival, theater, folk dance, and others.

3. Pleasure Tourism

This tourism is done by people who leave their homes for vacation, fresh air, fulfilling the will of curiosity, relaxaxing, see something new, enjoy the beauty of nature, know the local folktale, and others.

4. Sport Tourism

This tourism is divided into two categories:

1. Big sports events, namely the major sporting events like the Olympics, rugby, Commonwealth games, Asean Games and football World Cups.
2. Sporting tourism of the practitioners, namely sports tourism for those who want to practice and the practice itself as mountain climbing, horse riding sports, and others.

5. Business Tourism

This tourism is professional form of travel or trip because something to do with the job or position, which does not give it to someone to choose the destination and time to travel.

## 6. Convention Tourism

This tourism is much in demand by countries because when held a convention or meeting will be many participants to stay within a certain period in the country that organizes the convention. Countries often hold this convention will establish structures that support the holding of the convention tourism

### **2.2.2 The Elements of Tourism**

To support the tourism industry itself, we should pay attention to the elements of tourism. According to Spillane (1987: pp.32), there are five important elements of tourism, they are attraction, facilities, infrastructure, transportation and hospitality.

#### 1. Attractions

Attraction can be classified into two: site attraction and event attractions. Site attraction is a tourist attraction with permanent place such as zoo, palace and museum. Additionally, event attraction is a temporary attraction and its location can be moved depends on the location of event such as festival, fairs or cultural event.

#### 2. Facilities

Facilities tend to be oriented to the attraction of the facilities in a location, because the facilities and markets should be in one point. As a tourist, we need lodging facilities to sleep, eat and drink. In addition, there are some industries to support the tourism such as souvenir shop, laundry, guide and recreation facilities.

#### 3. Infrastructure

The infrastructure development is necessary to encourage the tourism development. Infrastructure and an area actually enjoyed both by tourists and people who also live in a tourism area, society will get the benefit. Fulfillment or creation of infrastructure is a way to create a suitable atmosphere for the tourism development.

#### 4. Transportation

The progress of transportation is necessary in tourism, because of distance and time is crucial in a tour. Transportation by land, air or sea is the main element in the symptoms of tourism. Transportation will help the tourists to reach a tourism object easily.

#### 5. Hospitality of the local society

Tourists who are in their unfamiliar environment need an assurance of security, especially for foreign tourists who need an overview of tourism objects to be visited. Therefore, the basic needs for security and protection should be provided and also the hospitality workers need to be considered in order to make tourists feel safe and comfortable during the tour.

### **2.3 Tourism Attraction**

Marpaung (2000: pp.16) states that tourism attraction is a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure, adventure and amusement. On the other hand, Suwanto (2001: pp.11) argues that tourism attraction is potential place that can attract tourist or visitor to go there. He also states that the specifications of tourism attraction are:

1. Tourism resources make comfortable and good desire
2. Accessibility to visit tourism object
3. Supporting facilities to serve the tourist
4. Natural tourism object
5. Cultural tourism Object

Furthermore, According to Inskip (1991: pp.20), Tourism attraction is the most important elements of destination as they provide the main reason or motivation for tourist to visit a destination. In general, tourism attraction tends to be an individual site in a clearly defined are that is publicity accessible. The attraction motivates large members of people to visit it, usually for leisure, for a short, limited period. Any feature of a destination, which attracts visitors,

including place, venues or activities, can be called an attraction. Attractions usually have the following characteristic:

Set out to attract visitors, including locals and international tourist

1. Provides pleasurable and enjoyable experience for visitors to spend their time
2. Develop to make it attractive and inviting for the use and enjoyment of visitor.
3. Managed as an attraction to give satisfaction to the visitor
4. Provides facilities and services to meet and cater to the needs of visitor

The writer concludes that tourism attraction is a place of interest or potential place, which can attract visitor to visit the destination.

### **2.3.1 Types of Attraction**

According to Lew in Inskip (1991: pp.77), there are three types of classification tourist attraction, as follows:

#### 1. Natural Attraction

The categories of natural attractions are climate, scenic beauty, beaches and marine areas, flora and fauna, special environmental features, parks and conservations areas, and health tourism.

#### 2. Cultural Attraction

The types of cultural attractions are archeological, historical, cultural sites, distinctive cultural patterns, arts and handicrafts, interesting economic activities, interesting urban areas, museums and other cultural facilities, cultural festivals, and friendliness of residents.

#### 3. Special Types of Attractions that are Artificially Created

The special types of attractions not particularly related to either natural or cultural features, but are artificially created. The categories of special type of attractions are theme parks, amusement parks, and circuses, shopping, meeting, conference and conventions, special events, gambling casinos, entertainment, recreation, and sports.