

CHAPTER II

LITERATURE REVIEW

In this chapter the writer presents theories about tourism, visitor, tourism attraction, requirement of potential tourism attraction and Bidar Race.

2.1 Tourism

Nowadays, tourism has been a familiar terminology in society. Unfortunately, the meaning of tourism itself is still being unfamiliar. There are so many definitions of tourism which have emerged as a result of the growth and changes of tourism- related activities. According to Burkat and Medlik (1987), cited in Soekadijo (2000, p 3) tourism means the movement of someone temporarily to some destination out of their living place. Meanwhile, Suwantoro (2004, p 3) states that tourism is a process of traveling from one place to another place temporarily for economic, social, cultural, politic, religion, health reasons or another reason such as for enlarging knowledge, adding experiences, or studying. Moreover, Hunziker and Krapf (1942) cited in Yoeti (2001, p 22) mention that tourism is totally phenomena arising from the activity of travelling and staying for a while as strangers. Staying for a while for strangers does not imply the establishment of a permanent residence and is not connected with a remunerated.

From the definitions above, writer concludes that tourism is the process of someone leaving his/her living place temporarily to another destination for cultural, social, economic, sport, health, leisure or religion reasons.

2.2 Visitor

According to Marpaung (2000, p 23) visitor is a person who visits someone or somewhere for the reason of friendship, business, duty, travel, etc.. While Kodhyat (1998, p 25) states visitor is someone who comes to a certain place and usually with the intent of any kind activities. Furthermore, United Nation Conference an International Travel and Tourism (1998, p 6) describes visitor is everyone who visits a country is not where he resides, for any purpose other than to generate revenue. In short, visitor is everyone who comes or visit certain place is not where he resides, for any purpose except to do job.

2.2.1 Kinds of Visitor

United Nation Conference an International Travel and Tourism (1998, p 6) mention that visitors are classified in two categories, namely: tourist and excursionist.

a. The Tourist

United Nation Conference an International Travel and Tourism (1998, p 7) tourist is a person who travels away from home for leisure, business or other purposes for longer than 24 hours but less than a year. In line Pendit (1994, p 39) states that there are two definitions of tourist:

1. International Tourist (Overseas) is people who travel outside their country.
2. National Tourist (Domestic) is Indonesia's people who travel in areas where they live outside their domiciled in the area of Indonesia, the minimum period of 24 hours or living because has an activities in the place their visited.

According to their needs and their reasons for traveling, Tourists are classified into three broad categories:

- a. Business and professional tourist Leisure and holiday tourists
- b. Tourists traveling to visit friends and relatives (VFR)
- c. Youth tourists, including backpackers and gap year travelers.

According to explanation above tourist is international and national travelers who travel away from home for leisure, business or other purposes for longer than 24 hours but less than a year, and there are 3 classified of tourist: business and professional tourist, VFR, and youth tourist.

b. Excursionist

Excursionist is visitors who live in a country less than 24 hours. This visitor is someone who visits on the object and tourist attraction. Smith (1991, p 13) states characteristic of excursionist can be divided in to two types, namely social-economic characteristic and travel characteristic. In this case the visitor characteristics do not directly influence to the development of tourism. They have their characteristics and traffic patterns, the needs, or a reason for visiting each attraction. It needs to be a consideration for tourism providers to provide product that match the interests and needs of visitors.

In short, excursionist has different characteristic, needs, and reasons for visiting each attraction that the providers should be take care to make the excursionist satisfied.

2.3 Tourism Attraction

2.3.1 Definition of Tourism Attraction

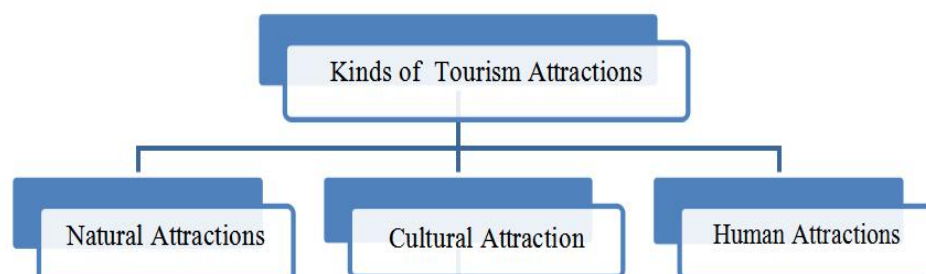
Suwantoro (2004, p 19) mentions that tourism attraction is everything that supports visitors to visit a destination. While Soekadijo (200, p 34) states that tourism attraction is things can fulfill the tourist's wants and satisfactions when they come to a destination. Moreover, Lubbe (2003, p 103) defines the term of tourism attraction as those occurrences or creations (such as scenery, climate, hot water springs, architectural work, scenes of historic importance, entertainment, etc.) or happenings (such as festivals, meetings, sport competitions, etc.) in the natural or human-made environments, that motivate people to travel.

In short, tourism attraction is all things (occurrences, creations, happenings) which support people to visit a destination and those things can fulfill people's wants and satisfactions.

2.3.2 Kinds of Tourism Attraction

According to Soekadijo (2000, p 52) there are three kinds of tourism attraction. Those are natural attraction, cultural attraction and human attraction.

Figure 1
Kinds of Tourism Attractions by Soekadijo (2000)



1. Natural Attraction

According to Soekadijo (2000, p 53), natural attraction means the nature physically, such as flora, fauna, and natural creature such as mountains, beaches, marine, lakes, forests, etc.

2. Cultural Attraction

Soekadijo (2000, p 53) mentions that cultural attraction is the culture in general, not only original cultural such as art, the living in a palace, etc., but also the custom, tradition, and also way of life in a society. To make it simply, Soekadijo (2000:53) classifies the culture in this case into two classifications. The first one is heritage culture which includes all artifacts in a society. The second one is living in one culture which includes some artifacts and also the activity of living in society, such as tradition, custom, way of life, traditional and modern art.

3. Human Attraction

Soekadijo (2000, p 54) states that human attraction here means the human activity which motivates people to come and watch the activity such as racing.

While Swarbrooke (2002:5) identifies three main types of tourism attraction, those are natural attraction, human-made attraction and special event.

Figure 2

Typology of Attractions by Swarbrooke (2002)

1. Natural Attraction

Swarbrooke (2002, p 5) defines natural attraction as kinds of natural sites that can attract visitors such as river, beach, mountain, waterfall, etc.

2. Human-made Attraction

According to Swarbrooke (2002, p 5) human-made attraction is all of human-made such as building structures and sites that attract visitors. Human-made attraction is divided into two. The first one is building, structures and sites that were designed for a purpose other than attracting visitors, but now it can attract substantial numbers of visitors who use the leisure amenities, such as religion building, bridge, monument, etc. And the second one is building, structures and sites that are designed to attract and accommodate visitors's needs, such as theme park, mall, etc.

3. Special Event

Swarbrooke (2002, p 5) mentions that pecial event is kind of event that attracting the visitors, such as festival, sport tournament, carnival, religion event, etc. From the explanation above, writer concludes that tourism attraction is all things (occurrences, creations, happenings) which motivated people to visit a destination and those things can fulfill people's wants and satisfactions. It can be divided into three things; those are natural attraction, cultural attraction and special event.

2.4 Special Event

2.4.1 Definition of Special Event

According to Shone and Parry (2002) cited in Noor (2013, p 8) events are the phenomenon arising from those non-routine occasions which have leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, and whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people.

2.4.2 Category of Special Event

Noor (2013, p 9) states that there are four categories of special events. Those are leisure event, personal event, cultural event and organizational event.

Figure 3

Categories of Special Events (Noor, 2013, p 9)

1. Leisure Event

Leisure event has grown since the Romans held *gladiator*. Leisure event that existed at the time is the match which is held in the Coliseum, Rome, Italy. Nowadays, leisure event has developed as a sport event which attracts many visitors, such as Olympic Games.

2. Cultural Event

Cultural event is the special event which has related to the culture of a place or country. For example a culture carnival, food festival, etc..

3. Personal Event

Personal event is kind of event which friends and family members are involved in organizing process. But in present times some personal events involve an event organizer to manage everything, such as wedding party.

4. Organizational Event

An organizational event was held based on the organization's goals and sometimes it is use as promotion media. For example a conference of politic organization, and brand exhibition, etc..

Based on description above the writer concludes that Bidar event could be categorized as leisure and cultural event. In one side Bidar could be categorized as leisure event because it is a kind of traditional sport event. In another side it could be categorized as cultural because there is cultural value contained in this event.

2.5 Requirement of Potential Tourism Attraction

Soekadijo (2000, p 61) states that a good tourism attraction should attract great quantities of visitors, hold them in that place for long time and give them a pleasure. To achieve those goals, some requirement should be completed. Those requirements are as follow:

1. The condition of tourism attraction

To be a potential tourism attraction, it should be in a good condition. Good condition in this case means that there are no missing parts of the attraction, so visitors can enjoy it completely.

2. The attraction's presentation

Soekadijo (2000, p 63) mentions that a tourism attraction can successfully attract visitors to come if it is presented well, so it can give impression and make visitors satisfy. To present a tourism destination precisely can be done by arrange space perspective, time perspective and social-cultural perspective. Space perspective means that the environment where the attraction is located. Tourism attraction can be more enjoyed and give impression if it is located in the precise location which can support the attraction. Time perspective means the precise time of tourism attraction's history, such as some information about the history of a place or a heritage which can be presented written or orally. Social-cultural perspective means the tourism attraction's position in society's social-cultural living either in the past time or present time.

3. The tourism attraction's location

Soekadijo (2000, p 66) states that the location of tourism attraction should can make visitors stand in the destination longer. To reach it, location should be comfortable and secure to visitors who comes from other city or even country.

4. Tourist impression

Soekadijo (2000, p 67) states that potential tourism attraction should give long lasting impression to the visitors . So, they will remember, tell their friend, and visit the attraction in other occasion.

5. Another supported factor of tourism

According to Soekadijo (2000, p 65) a tourism attraction will be visited by visitors if another supported factor of tourism has been fulfilled. Those factors are the transportation, accommodation and promotion. Transportation,

accommodation and promotion will make the visitors easily come and stay in a destination to enjoy the tourism attraction.

While Spillane (1994) cited in Nirmala (2015, p 17) mentions that a tourism attraction should be supported by five elements, those are attraction itself, facilities, infrastructure, transportation, and hospitality.

1. Attraction

Attraction can be classified into site attraction and event attraction. Site attraction is a permanent physical attraction by fixed location, the places in tourism destination such as zoo, keratin, museum, etc.. Meanwhile event attractions are held temporary and the location can be changed and moved such as festivals, theatre and traditional art show.

2. Facilities

Facilities are everything which support another tourist's wants besides the attraction itself, such as accommodation, food and beverage, souvenir shop, etc..

3. Infrastructure

Attraction and facilities cannot be reached easily if there is no basic infrastructure. If a location has an attracted tourism attraction complete with supported facilities, it has no meaning if it has no good infrastructure, such as road, bridge, etc.

4. Transportation

Transportation is very important because it decides distance and time in trip. Tourist will be more interested to visit an attraction if there is transportation which can help them easily to get the location.

5. Hospitality

Hospitality is one of the essential elements needed in a tourist attraction. The goal of tourism is tourist's pleasure and hospitality is the key to reach it. Hospitality in an attraction is the way society welcoming visitors and make the visitors feel pleasure and secure.

2.6 Bidar Race

In past time, Palembang was surrounded by hundreds tributaries and Musi River as its main river. For its area security, fastest boats were needed. The Palembang Sultanate formed river patrol using Pancalang boat. Pancalang means the fastest sailing boat. The boat has 10 to 20 meters length and 1.5 to 3 meters width and was rode by 30-50 people, each person use a bamboo or wood pedal to work the boat. Historian states that the Pancalang boat was the origin of Bidar boat. (Subair, 2009)

When Kesultanan Palembang did not have the authority of Palembang region, the use of Bidar boat was also stopped. So, to keep the existence of this Bidar boat, the society held a race in Musi River that uses Bidar Boat. The Race is usually held every June 17th (commemoration of Palembang city's anniversary) and every August 17th (commemoration of Indonesia's Independence Day). There are two kind of Bidar Race which is usually held in Palembang, those are *Bidar Traditional* and *Bidar Prestasi*.

1. Traditional Bidar Race (*Lomba Bidar Tradisional*)

Traditional Bidar Race or *Lomba Bidar Tradisional* is kind of Bidar Race where the participant should bring their own boats. It is called *Bidar Tradisional* or Traditional Bidar Race because the boat used is the traditional one or the original ones.

Figure 4
Bidar Tradisional

The boat should fulfill the criteria. The length is 29 meters. The height is 0.8 meter and the width is 1.5 meter. There are 57 crews in the boat which consist of 55 riders, a skipper or cheer leader and a person who has to take out the water from the boat. Traditional Bidar Race is held every August 17th in order to celebrate the independent day of Indonesia.

2. *Bidar Prestasi*

Unlike *Bidar Tradisional* where the participant should bring their own Bidar Boats, in *Bidar Prestasi*, the boat is provided by the committee. So the participants only have to prepare the team to ride the boat. The boat's size in *Bidar Tradisional* and *Bidar Prestasi* is also different. The boat for *Bidar Prestasi* is little bit smaller than the boat for *Bidar Tradisional*. The length of the boat for *Bidar Prestasi* is 12.7 meters. The height is 0.6 meter and the width is 1.2 meter.

Figure 5
Bidar Prestasi

There are 24 crews in the boat which consist of 22 riders, a skipper or cheer leader and a person who has to take out the water from the boat. *Bidar Prestasi* is held every June 17th in order to commemorate the anniversary of Palembang.