

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer explains about the definition of perception, definition of tourism, public facilities, visitors and “Sapta Pesona”.

2.1 Definition of Perception

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

Walgito (1993, p.344) mentions 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.

While Dash (1988, p.344) defines perception as the process of interpretation of stimuli proceeding from the environment and acting upon the individual. Through this process of perception, individuals are able to maintain contact with environment. In addition, Jalaluddin (2007, p.55), perception is observation of objects, events or relationships obtained by concluding information and interpret the message.

From the definitions above, the writer concludes that perception is a sense that is felt by people as stimulus to organize and interpret their sensory impressions to give meaning to the environment. People would have their own perception about the experience which they get from their environment. Therefore, there is a possibility that different individuals perceive different realities of a single event or object based on their experience.

2.2 Tourism

Based on UU No. 9 Tahun 1990 tourism is something that is associated with attractions including enterprise, attraction and tourist attractions as well as businesses related to tourism operation.

According to Meyers (2009: 11) defines tourism as a travel activity undertaken by the time of their original places to the area 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. While, Mathieson and Wall (1982, p.67) say tourism as the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during they stay in those destinations, and the facilities created to cater to their needs.

Based on the statements above, it can be concluded that tourism is an activity of people who spend the time or holidays for more than 24 hours and associated with attractions including enterprise, attraction, tourist attractions and a journey for business or pleasure purposes.

2.2.1 Types of Tourism

A tourist has different motivations that reflected in various kinds of tourism. It must be learnt by a tourism object places because motives related to facilities that need to be prepared and its promotional programs. 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 coutries 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.

Based on the explanations above, the writer conclude that there are many kinds of tourism in the world. In this case Sultan Mahmud Badaruddin

It is including as cultural tourism, because there is knowledge about the people habits, culture, the way of life, and the arts of Palembang's history.

2.2.2 Tourism Attraction

Based on UU. No. X Tahun 2009 tourism attraction is anything that has uniqueness, beauty, value of natural diversity, cultural and man-made that were targeted or destination of tourists to visit. While, 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. In addition, Inskeep (1991, p.75) cited in Suryadana (2014, p.17) says tourism attractions is the most important elements of tourist destination as they provide the main reason or motivation for tourists to visit a destination.

The writer concludes that tourism attraction is a place of interest or potential place, which can attract visitor to visit the destination. In short, tourism attraction is the main reason for tourist in visiting a destination that has uniqueness, beauty, value of natural diversity, cultural and man-made.

2.2.3 Kinds of Tourism Attractions

According to Inskeep (1991, p.23) cited in Suryadana (2014, p.19) There are three kinds of tourism attraction. Those are: natural attractions, cultural attractions and man-made attractions.

1. Natural attractions

Natural attractions are the attractions that are based on features of natural environment. For examples:

Climate	Beaches/Shorelines
Marine Tourism	Sea Garden
River	Flores

Mountain	Water fall
Flora & Fauna	Landscapes
National Park	Reserves Area

2. Cultural attractions

Cultural attractions are the attractions that based on the man's activities.

For examples:

Cultural pattern and life-styles	Traditional village
Society's Hospitality	Cultural/Historical heritage
Cultural Events	Cultural Performance

3. Man-Made attractions

Man-Made attractions are the attractions that artificially created by human. For examples:

Leisure/Recreation Park	Themed Park
Museum & Art Gallery	Resort
Zoo	Safari Park

Indeed, there are three kinds of tourism attractions: natural attractions, cultural attractions, and man-made attractions. In this case, Sultan Mahmud Badaruddin II Museum include as kind of Man-Made attraction.

2.3 Definition of Museum

Museum has historical objects that became tourist attractions and as the place of save historical products in a area. According to *Peraturan Pemerintah No.19 tahun 1995* Museum is an institution, storage, maintenance, security and utilization of objects material evidence and the result of human culture and the natural environment to support the protection and preservation of the cultural wealth of the nation. So, museum as the institution of object result the human culture serves all the historical products and showing to all the visitors. Meanwhile *The International Council on Museum (ICOM)* says, museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches,

communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.

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.

In this research, the writer took place at Sultan Mahmud Badaruddin II Museum. In terms of architecture, the museum is similar to a traditional house of Palembang (Limas). In the ground floor, there are no collections at all. That means visitors should go upstairs to enjoy the items. Sultan Mahmud Badaruddin II Museum offers a traditional atmosphere. Tourists can feel the local ambiance here. The entry fee is cheap and the museum is quite neat. The staff has been taking a good care of the entire collections. In the past, it once became a palace of Palembang Darussalam Sultanate.

Moreover, Sultan Mahmud Badaruddin II Museum also displays some traditional weapons. These were used in the war. The museum also has the collection of ancient denominations. With all these unique collections, tourists may have a good experience during their vacation. It is true the collection is not as much as other museums. Though, it quite represents Palembang's culture and characteristics. Today, more people visit the museum for both learning and getting fun. They can learn both history and culture of Palembang.

2.4 Public Facilities

According to 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. In line with Spiliane (1994, p.9), public facilities are operational facilities and infrastructure that supporting tourism attraction to accommodate all the needs of tourist. Public facilities are such as toilet, parking area, mosque, and restaurant. Then, Arikunto (2002, p.15), public facilities can be defined as anything that can facilitate the implementation of

business, so in this case facilities can be equated with the existing facilities in the destination.

Based on the explanation above the writer concludes that public facilities are anything that can facilitate implementation of business or operational facilities that supporting tourism attractions to accommodate all the needs of tourist.

2.5 Visitors

According to Soekadijo (1997), Visitors are people who travel to a region or a foreign country and stay at least 24 hours or a maximum of six months in the place. In addition, Kodhyat (1998, p.25) states visitor is someone who comes to a certain place and usually with the intent of any kind activities. While United Nation Conference an International Travel and Tourism (1998, p.6) describes visitor is everyone who visits a country is not where she or he resides, for any purpose other than to generate revenue. In short, visitors are everyone who travel to a region or foreign country or visit certain place is not where she or he resides, for any purpose except to do job.

2.7 “Sapta Pesona”

“Sapta Pesona” made by the government of Indonesia to improve the quality of tourism in Indonesia. Chalic (1994, p.26) states that “Sapta Pesona” is a condition must be realized in order to attract tourist to visit an area or region in the country and also create beautiful and enchanting atmosphere especially in places that frequently visited by visitors. Attractive and comfortable atmosphere can make the visitors stay longer and feel satisfied while visiting the region. Afterward, according Sidoarjo (2011, p.17) “Sapta Pesona” is the condition that should be realized in order to attract visitors to come to the certain destination. The destination should be able to create comfortable atmosphere to the visitors. Therefore, the visitors will feel endure in that destination and they will be satisfied while visiting that place. There are seven elements of “Sapta Pesona” that are very useful to operate and improve Indonesia Tourism. According to Directorate of Tourism (1993), there are more descriptions about “Sapta Pesona” elements. Those are:

1. Safety

This is in line with the Department of Tourism, Art and Culture of West Sumatra Province (2004: 30), namely:

"Safe travelers will be happy to visit places where they feel safe, secure, unafraid, protected and free from things like crime and violence, threats caused by poor facilities by society, so safe means secure life And physical, including tourist property ".

2. Orderliness

In line with Muljadi (2010: 105) State or atmosphere of orderliness face of tourists addressed in several aspects, namely:

“1) "Order in terms of regulations where tourists will get a consistent and uniform implementation of rules anywhere.

2) Order in terms of time where travelers will find everything that is sure timed according to schedule.

3) Order in terms of quality of service where tourists will get a high quality service quality.

4) Order in terms of information where travelers always easily get accurate information and in understandable language ".

3. Cleanliness

In line with the Department of Tourism, Art and Culture of West Sumatra Province (2004: 31), "Clean is a state or environmental conditions which show the atmosphere free of waste, dirt, waste, diseases and pollution".

4. Cool Atmosphere

Muljadi (2010: 106) "Cool Atmosphere is a condition or state of the environment that provides a fresh and comfortable atmosphere". Classified with "Such environmental conditions created by the effort to create an atmosphere of environmental arrangement, plants, greening on the tourist route".

5. Beauty

According to Muljadi (2010: 106) "Beauty is a condition or circumstance that reflects a regular arrangement, orderly, and harmonious so that emits beauty". Further explained that "Beauty views from the point of use of the color matching with the surrounding environment and beauty is demanded from the appearance of all elements directly related to tourism, such as the appearance of the face of the city, the tourist routes, and the tourist environment".

6. Friendliness

According to Muljadi (2010), Friendliness is "The attitude or behavior of people who are familiar with the association, respect, and polite in communicating, likes to smile, greeting, likes to give service and light legs help selflessly, both provided tourist officer for the tourists".

7. Memorabilia or memories

Supported by the theory Muljadi (2010: 107) suggests the sense of memorabilia or memories include in it are:

"1) The memories in terms of comfortable accommodation where travelers during the stay will get comfort in terms of environment, room service, food and beverage service and other services.

2) Memories in terms of fascinating cultural attractions where tourists will get a memory of a fascinating culture, in terms of variety, quality and continuity as well as the right time.

3) Memories in terms of typical food areas where tourists will get a memorable of delicious local food, hygiene, bervarisi and interesting in the presentation.

4) Memories in terms of souvenirs where tourists get good quality products, charming and reasonable price ".

Based on the statement above, the writer concludes that “Sapta Pesona” is a concept which related to the support and role society in order to create conducive environment to encourage the development of tourism industry through the implementations of seven elements of “Sapta Pesona”. It also has a big function to create the good atmosphere, which has to be fulfilled to every destination for attracting visitors to visit. That is the reason why “Sapta Pesona” is really important to be implemented for every tourism destination in Indonesia. By fulfilling “Sapta Pesona”, the visitors will be satisfied with the destination and comfortable to stay longer in the destination.