

CHAPTER II

LITERATURE REVIEW

2.1 Tourism Definition

Koen Mayers (2009) explains that Tourism is temporary travel activity from the original place to the destination places with the reason not to settle or earn a living but only to satisfy the curiosity, spend the leisure time or holiday and the other purposes. According to Yoeti (1996, p.113) tourism is a trip done for a while, which was held from one place to another with the intention is not to make a living in the place that visited, but merely to fulfill the various needs. Fandeli (1995) defines that tourism is everything to do with travel including concession of tourism object and attraction as well as related efforts in the field. He also explained that tourism is an activity traveling from one place to another destination outside the home, with the intention not to make a living, but to re-create both physical and psychological leisure.

Based on the explanation above the writer concludes that tourism is a travel activity which is done individually or in a group from one place to another place with the intention is not to make a living, but to spend the leisure time or holiday.

2.2 Types of Tourism

According to Yoeti (1996:120-124) in terms of the economy, giving the classification of the type of tourism that is considered important, because in that way we will be able to determine how much foreign exchange income received from a kind of tourism that is developed in a place. Kinds of tourism that known such as:

1. Based on location

a. Local Tourism

Local tourism is a place which has small space and is limited only in certain places.

b. Regional tourism

Regional tourism is activities of tourism business which is developed in a place area and has a bigger space than local tourism.

c. National Tourism

National tourism has a meaning which is the activities of tourism which is developed in a region of country. This meaning has synonym with “Domestic Tourism”, where the people do a journey in their country.

d. Regional-International Tourism

Regional-International Tourism is the activities of tourism which is developed in a limited international region, but passed by more than two countries in the region.

e. International Tourism

International Tourism is similar to with World Tourism Business. It means that tourism business which is developed in whole country in the world. It includes “Regional-International Tourism” and “National Tourism”.

2. Based on the payment

a. In Going Tourism

In Going Tourism is the activity of tourism business which is marked by the arrival of the foreign tourist to one state. It can take foreign exchange for state visited by tourist. It is supporting the position of balance of the state.

b. Out-Going Tourism

Out-Going Tourism is the activity of tourism which is marked by the influence of out-going foreign tourist to another country.

3. Based on reason or purpose of the tour

a. Business Tourism

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

b. Vocational Tourism

Vocational Tourism is a kind of tourism where people do the journey for vacation, recreation, or holiday.

c. Educational Tourism

Educational tourism is a kind of tourism where the people do or visitors do the journey for the purpose of study or learn something in field of education.

4. Based on visit time

a. Seasonal Tourism

Seasonal tourism is one kind of tourism which depends on the season, such as summer or winter.

b. Occasional Tourism

Occasional Tourism is one kind of tourism in which the tourist do journey connected with occasion or events.

5. Based on the object

a. Cultural Tourism

It is a kind of tourism in which the motivation of people to do the journey is caused by the fascination of cultural art in that area.

b. Commercial Tourism

It is also called trade tourism because this journey is related to the national or international commercial activities like Expo, Fair, Exhibition, and the others.

c. Recuperational Tourism

It is called Health Tourism. The purpose of this journey is to cure a disease.

d. Sport Tourism

It is a journey where people aim at seeing or witnessing the sport fair in an area, such as Olympiad.

e. Political Tourism

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

f. Social Tourism

It is a kind of journey, representing one kind of tourism which do not emphasize to get advantage, like study tour.

g. Religion Tourism

It is a kind of tourism where the purpose of this journey is to witness the religious activities.

2.3 The Issue of Museum

According to ICOM (International Council of Museums) Museum is a nonprofit making, permanent institution in the service of society and of its development and open to the public, which acquires, conserves, communicates and exhibits for purposes of study, education and enjoyment, material evidence of man and environment. (As cited in Komarac, 2014). Furthermore, Ambrose and Crispin (1993) define that museum is the part of social order in society, because the museum is used as a vehicle to provide knowledge, education, and development to every community or public. Then, Sri Soejatmi (1992, p.2) argues that museum is an institution which in charge of preserving and inheriting culture by collecting, maintaining, possessing, exhibiting, and communicating to the public.

Based on the explanation above the writer conclude that museum is a nonprofit institution as the media to provide knowledge and education about the cultural heritage to the public.

According to Zakaria (2011) museums in Indonesia can be distinguished through several types of classification, as follows:

1. The type of museum based on the collection owned, there are two types:

- a. The Public Museum, a museum whose collection consists of a collection of human material and / or environmental evidence relating to various branches of art, disciplines and technology.
 - b. Special Museums, museums which the collections consist of a collection of human or environmental material evidence relating to one branch of art, a branch of science or a branch of technology.
2. The type of museum based on its position, there are three types:
- a. The National Museum, a museum whose collection consists of a collection of objects originating, representing and relating to human and material evidence of the entire territory of Indonesia of national value.
 - b. Provincial Museum, a museum whose collection consists of a collection of objects originating, representing and relating to the material evidence of a human being and / or its environment from the province where the museum is located.
 - c. Local Museum, a museum whose collection consists of a collection of objects originating, representing and relating to human material evidence and / or its environment from the district or municipality where the museum is located.

2.4 Public Facilities

According to Buchari (2001, p.12) public facilities are physical equipment available to give the convenience to its users, so their needs of those facilities can be fulfilled. Public facilities are such as toilet, parking area, mosque, and restaurant and so on. Furthermore, Kotler (1997, p.146) defines that public facilities are as everything that has been provided by the company to consumers that can provide comfort, security, convenience, and satisfaction. Then, Zakiah (2008, p.32) argues that public facilities are infrastructure, as a complement of the main facilities that

can make visitors will feel more comfort. Public facilities are including mosque, public toilet, security post, canteen, or restaurant, and entertainment.

According to Peter Mason (2000, p.46) there are some standard for public facilities in a place or destination, as follows:

1. Public facilities should be strategic, to ease visitor / tourist accessibility.
2. The shape of the facility should be known (recognizable), preferably using a universal language which is the language of local domain or a foreign language (English, Chinese, and Arabic).
3. Utilization of facilities must be in accordance with its function.
4. Public facilities are placed in the right area so that visitors can see and can directly use without having to search. Should avoid in a quiet place (isolated) to minimize the risk of crime.
5. Affordability of emergency communications for the protection of crime threats.
6. The quality of the facility itself must conform to the standards applicable to tourism.

Peraturan Menteri Pariwisata Republik Indonesia Nomor 1 Tahun 2017 decrees some standard of public facilities for tourism area:

1. Toilet

The toilet should be clean, well maintained and separate toilets for male and female visitors, including persons with disabilities. Each toilets equipped with clear signboards, pure water, closet, closed dustbin, urinal for male visitors, and good air circulation and lighting.

There are some standard technical provisions of toilet in tourism area:

a. Room size

The area of toilets in the tourism area consists of floors, walls and roof. The size of the room determined by the position of defecation using a sitting closet or squat closet. Technically, the minimum size of the toilet is 80cm × 150cm × 220cm. For the recommended size is 90cm × 160cm × 240cm.

b. *Air circulation*

Good air circulation is necessary in the toilet area. Wet room toilets have a very high humidity of 40-50%, therefore a good air circulation is needed to overcome the moisture. To overcome the moisture, some alternatives are used such as, by using exhaust fan or dryer fan on top of wash basin that can help the drying process of the floor around it.

c. *Lighting*

The lighting standard of toilet is 200 lumens (TOTO). Lighting can be done by using artificial lighting as well as natural lighting. A good natural lighting, besides to saving energy also can give a positive impression, while bad lighting will give the impression of dull, dark, and dirty in the toilet.

d. *Door*

The doors are used using waterproof materials such as fiber which is laminated with waterproof material or made of aluminum.

e. *Ceiling*

The shape of the ceiling can be flat or following the slope of the roof and must be waterproof to prevent leakage during rain.

f. *Wash basin*

The wash basin in the toilet area should provide liquid soap, mirrors, and water tap, either turning water tap or sensor water tap (can be opened without touching for hygiene)

g. *Water tap*

The water tap that can be used in the toilet is an electric water tap (sensor water tap) that is water efficient or a tap by using a lever handle.

2. Parking lot

The parking lot is a parking area for visitors to accommodate cars, motorcycles, and tourist buses that is equipped with signboards and also provided parking spaces for persons with disabilities. The parking lot also should be clean, safe, maintained, and equipped with direction signs.

3. Canteen or Culinary center

- a. The location of the canteen or culinary center should be easily accessible and not cause disruption to traffic.
- b. Cooperate with developers
- c. Has air circulation and lighting system, entrance and exit accordance to standard.
- d. There are directions and canteen signs or culinary centers with clear and visible text.

4. Mushola

Mushola is a building provided for tourists who want to fulfill their religious duties. There are some standard of mushola for tourism area:

- a. Easily accessible and close to tourism destinations.
- b. The minimum space can accommodate thirty (30) people.
- c. Has air circulation or air conditioner and lighting, as well as entrance accordance to standard.
- d. Has a clear, visible, and readable signboard.

2.5 Perception Definition

There are many definitions of Perception. Kotler (2000) defines perception as the process how people selects, organizes, and interprets the input of information to create the totality of meaningful representation. According to Slameto (2010, p.102) perception is a process related to the entry of messages or information into the human brain. Through the perception, people continuously make contact with the environment. This connection is done through the five of senses such as sight, hear, touch, taste, and smell. Then, Robbins (1999, p.124) states that perception is the impression obtained by individual through the five of senses to be analyzed (organized), interpreted, and then evaluated, until the individual obtains meaning. Meanwhile Sudarsono (1997, p.175) said that perception is the ability to understand or respond the observations, views, processes for remembering or identifying

something with the ability to organize the observation which is captured by our senses.

From the definition above the writer conclude that perception is a process done by someone to select and organize or interpret information by using the senses to get the representation about something. In this final report the measure of the perception of public facilities is based on *Peraturan Menteri Pariwisata Republik Indonesia Nomor 1 Tahun 2017*.