

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism**

Many kinds of activities done by people to enjoy life and refresh brain from boring activities in their work or daily activities such as fishing, watching TV or movie, gathering friends and many others. One of those activities is tourism. Based on Indonesia dictionary. Tourism is an activity associated with leisure travel. According to Soekadijo (2003:10) tourism means that displacement of people for a while to destinations outside the places where they normally live and work, and their activities during stay at the destination. To enjoy their tourism there are some of elements need to be cared, so that tourism will be impressed and interested. According to Leiper (2002) there are three main elements that make these activities can occur.

##### **1. Travellers**

Travellers are as actor in tourism activities. In this activities they will get an experience.

##### **2. Elements of geography**

Element of geography is Traveler's movement which takes place in three geographic areas, such as the following:

###### **A. Regional Transit**

Not all travelers had to stop in that area. However, all the tourists definitely go through that area so that object destinations will be an important role.

###### **B. Destination Region**

Serves as a spur overall tourism system and create demand for travel on a tourist destination.

##### **3. The tourism industry**

The third element in the system of tourism is the tourism industry. Which provide services, tourism attractive, and tourist facilities.

From those explanations, the writer can conclude that tourism is a happiness activity that is focused on pleasure and leisure activities for tourists. There is no sadness during the trip until finished. Some of activities that is done during tourism always offer happiness. Tourists who enjoy tour and decide what kind of tourism they like before. Because tourist can decide what kind of activities they like to do. Most of people use tourism as moodbooster and media to refresh their brain after working or other activities. Those activities that they get from their tour getting new experiences for tourists to feel better than before.

## **2.2 Kinds of tourism**

There are many kinds of tourism that could be chosen by tourists. They can select and search before enjoying their tourism activities. They also can be more selective to choose kind of tourism which they want. Based on Spillane (2001:33) mentions the type of tourism can be determined by the destination in the tour. The types of tourism, are:

- a. Tourism for enjoy the trip (Pleasure Tourism)  
Pleasure tourism is the type of tourism that is done by people who leave their homes for a vacation to enjoy some new fresh air, to satisfy curiosity, to refresh their rain, to see something new, to enjoy the beautiful of nature, to find out the story of the local people, to get peace in the village.
- b. Tourism for recreation (Tourism Recreation)  
Tourism recreation is travel which is undertaken by people who use their holiday to rest, recover the freshness of body and soul, who want to refresh tiredness.
- c. Tourism for cultural tourism (Cultural Tourism)  
The type of this tourism is characterized by a motivation, such as the desire to study in the centers of teaching and research, to learn the customs and way of life of the people of other countries, to visit historical monuments or relics of past civilizations.

d. Tourism for sport (Sport Tourism)

Actually, sport tourism is focused on sport event. Everything that related with sport and contained tour is called sport tour or sport tourism. There are two types of sport tourism, those are divided into:

1. Big Sport Events

Big sports events such as the Olympics, the ski world championships, World Cup and others who draw attention not only to the athletes, but also the spectators and fans.

2. Sporting Tourism of the Practitioners

Sport tourism of the practitioners is kind of sports tourism for them who want to practice lonely, such as climbing mountain, horseback riding, hunting, fishing, and others.

e. Tourism for trading business (Business Tourism)

According to the theorists, this is a business trip from a travel professional or travel because they had something to do with the job or position that does not give the culprit a good choice selection of destinations and travel time.

f. Tourism for convention (Convention Tourism)

Tourism convention or meeting is a meeting attended by hundreds or even thousands of participants who usually stay a few days in the city or the host country.

Beside that, there are many kinds of tourism which are more popular. That is caused of most of people have knew and often enjoying those tourism. Yoeti (2005) mentions some of tourism which are more popular, they are:

1. Based on the location, there are five kinds of tourism:

a. Local Tourism

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

b. Religion Tourism

Religion tourism is activities of tourism business which are developed in a place or area and has a bigger space than Local tourism, but smaller than National tourism.

c. National Tourism

Tourism business in certain meaning means the activities of tourism is developed in a region of country. This meaning has synonym with domestic tourism, where people do a journey in their country. Tourism business in broad meaning means the activities of tourism which are developed in one country. Besides the activities of “domestic tourism” it includes “in bound tourism” and “outgoing tourism”.

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 or three countries in the region.

e. International Tourism

International tourism is similar to World Tourism Business. It's the activities of tourism business which are developed in whole country in the world. It includes Regional-International Tourism and National Tourism.

2. Based on the reason or purpose of tour, there are three kinds of tourism:

a. Business Tourism

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

b. Vocational Tourism

Vocational tourism in kind of tourism which people do the journey for vacation, recreational, or holiday.

c. Educational Tourism

Educational tourism is kind of tourism which the people or visitors do the journey for the purpose studying or learning in the field of education.

3. Based on the object, tourism consists of ten kinds of tourism, namely,

a. Cultural Tourism

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

b. Commercial Tourism

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

c. Recuperation Tourism

Recuperation tourism is called Health tourism. The purpose on this journey is to cure a disease.

d. Sport Tourism

Sport tourism is aimed at seeing or witnessing the sport fair in an area, such as football, Olympiad and etc.

e. Political Tourism

Political tourism 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

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

g. Religion Tourism

Religion tourism is a kind of tourism which the purpose on this journey is to witness the religious activities.

h. Recreational Tourism

Recreational tourism is almost done by most of people in our society they use their leisure tie to have new situation in fleshing themselves after working. The locations where they want to go other places, are namely the beaches, the forests, the mountains and entertainment.

i. Maritime Tourism

Maritime tourism is tourism where the sea and the river will be the destination for the tourist to have the picnic. There are some activities we can like namely sailing by boats surfing, fishing, diving and other activity.

j. **Business Tourism**

Business tourism is a tourism where the tourist can go to other country for doing the business activity which can improve the economy and increasing the own money of people and society.

There are many kinds of tourism that has been popular in the tourism industry. They have special pleasure and leisure for tourists. But, recently there are kinds of tourism that can be developed in Palembang. That is Pilgrimage tourism.

## **2.3 The Importance of Tourism**

Saskatchewan (2007:12) Tourism, is one of the most popular way of spending free time. It is highly developed in almost all countries, mainly because of material profits it brings. But unfortunately, there is the other side of the coin too, especially if it comes about foreign tourism.

From educational point of view, travelling lets people to see world, other peoples, culture and traditions. It is said, that “traveling broadens” and most people consider, it does. At the same time, tourists who has not wide knowledge about World, can “see the grass greener on the other side of the fence”. Also economical aspect plays huge role in domestic market economy. Lot of people works in tourist branch what is often their only source of income. What is more, there are some countries - like Malta for example where tourism is basis of all its revenue. However, if all field are tourist-minded, prices are inflated what is huge drawback for natives.

## **2.4 Potency of Tourism Object**

In general, potency is ability, strength, either has not realized or has not yet seen or utilized optimally. The definition of potential which is related to the tourism world

stated by Pendit (1999). He says various resources which is located in a certain place and can be developed into tourism attraction and used to economic needs by concerning another aspect such as attraction, hospitality, transportation and etc. Undang – Undang No. 10 Tahun 2009 Negara Republik Indonesia says that tourism attractions are all things that consists of uniqueness, convenience, and value such as diversity of natural resources, culture, and outputs which are created by men should become a target for tourist visits. By the definitions, potential for this matter is all things that each place has attractions such as natural attraction, social attraction or culture attraction and it should be optimally managed by men in order to make tourist interested to visit and bring income.

Potency of pilgrimage place . Typically, this is a physical journey to going to some place of special significance to the adherent of a particular religious belief systems. In the spiritual literature of Christianity, the concept of pilgrim and pilgrimage may refer to the experience of life in the world or to the inner path of the spiritual aspirant from a state of wretchedness to a state of beatitude.

Pilgrim do a pilgrimage because of some purpose like the desire to be healed of mental and physical ailments, to pray for the family and friends, find grace, to fulfill the God-pleasing work, to express gratitude for the blessings sent from above, to show loyalty to the faith, the desire for asceticism in the name of faith, find the meaning of life.

According to Spillane (1994) states that a tourist attraction or destination must include five essential elements in order to make tourist enjoy in the journey, namely:

1. *Attraction*

Attraction are able to attract tourist who want to visit it. Tourist motivates for visiting a tourism destination to meet or satisfy some need or request. They are usually interested in a location because of certain

characteristics, e.i: the natural beauty, climate and weather, culture, history, and accessibility or ease of walking or specific to the place.

## 2. *Facilities*

Facilities of tourism object should be close to the tourism destination. The number and type of facilities depend on the needs of tourist. Facilities should match the quality and price lodging, food, drinks, and ability of tourist to pay the visiting place.

## 3. *Infrastructure*

Attraction and facilities cannot be achieved easily if there are no basic infrastructure includes all construction under and above the ground, and a territory or region.

## 4. *Transportation*

There are several advice on the transportation and facilities which may be some sort of guidelines including :

- a. Detailed information about the facilities, the location of the terminal, and local freight service at the destination should be available for all passenger prior to departure from the area of origin.
- b. The security system must be provided at the terminal to prevent the crime.
- c. The standard or uniform system for traffic signs and symbols must be developed and installed in all airports.
- d. The information system should be provided data on the transport service of other information that can be contacted in the terminal, include schedules and fares.
- e. The latest information is applicable, either departure or arrival schedules should be available on the notice board, verbal or telephone.
- f. Labor to help the passengers
- g. Information about the location, rates, schedules, and routes and local freight service



h. Maps of cities should be available for passengers.

### 5. *Hospitality*

Hospitality is very important to supports tourism activities especially for the tourist to serve them during the journey like hotel, restaurant, and tour guide. Tourist who are in an environment that they do not know the certainly of security is very important, especially foreign tourists so they need tour guide to accompany them.

Farmal (2001) says that specifications of tourism object are as follow:

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

Furthomore Farmal said there are three requirements to improve tourist attraction as follows :

1. Something that can be seen (something to see)
2. Something that can be done (something to do)
3. Something that can be bought (something to buy)

## **2.5 Definition of Pilgrimage**

According to Ficci (2012:21) increasing important segment of cultural tourism relates to ‘faith travel’, tourism motivated by religious or spiritual reasons or associated with religious heritage sites. Previously, a largedomestic phenomenon, religious tourism has turned into a major international commercial service. Travel agencies offer extensive multifaith journey packages to ancient places of worship, sacred destinations and pilgrimage sites associated with the mainstream faiths. Thus globalization has open up religious tourism to commercialization, transforming it into a marketable economic product that serving overlapping markets: spirituality, physical and mental health, leisure activities, culture, short stays and city breaks.

Palembang as one of a capital city, in Palembang also has some pilgrimage places:

1. Alqur'an Al akbar in Gandus City



*Picture1. Al-qur'an Al akbar/ [www.palembang.terkini.com](http://www.palembang.terkini.com)*

This Place is provide a new Pilgrimage Place because the pilgrims can seeing Alqur'an clearly because the size is really big. This place is usually crowded in ramadhan.

2. Arab Village



*Picture 2 Arab village/ [indonesia.travel.com](http://indonesia.travel.com)*

Palembang also has Arab Village. This village is consist of Arabian who have been live in Palembang for a long time. They have some different ritual in a year. They are always do “Ziarah Kubro”. They are visting the tomb of some great ulama from Arabian like Al-Faqihil Muqaddam, Tsuani Al-Iman Al-Habib, Abdurrahman As-Seggaf bin Muhammad Maula Ad-Dawilaih, and Babus Salam As-Seggaf. They are strat from Telaga Swidak Plaju, then go to Kawah Tengkurep to visit the tomb of Pangeran Syarif Ali Syeikh Abubakar.

### 3. Agung mosque



*Picture 3 Agung mosque/ palembang-tourism.com*

Agung Mosque is one of the oldest Mosque in Palembang. Agung Mosque is a unique mosque located on the centre of the city. It is located between Merdeka Street and Sudirman Street

This mosque is a unique most because of the blends of three main architecture. With its scenic of architecture, it is a normal thing if this mosque will be a good icon for Palembang tourism beside Musi River and Ampera Bridge.

### 4. Siguntang Hill



*Picture4.Bukit*

*Siguntang/www.palembang.terkini.com*

Siguntang hill is a historic place in the city of Palembang. Lush and beautiful hill which is the highest point in the city of Palembang save a lot of stories and mysteries. Throughout the eye could see when entering this place just look shady trees, chairs and gazebo that is built around the hill.

#### 5. Kiai Muara Ogan Mosque



*Picture 5 Kiai Muara Ogan Mosque/ jalan2men.com*

This mosque is unique , this mosque located near the musu river in Kertapati, Palembang. Kiai Marogan Mosque was built at 1871 as the place for moslem to pray. Kiai Mrogan Mosque was built by Masagus Abdul Hamid. It named as “Kiai Abdul Hamid Mosque” at first. But , day by day people start to called it “Kiai Marogan Mosque” and this use until now.