

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Davidson (1993:7) states that tourism is the activity of a person who is performed outside his / her residence area, within a short time for a stopover to travel purposes. Kodhyat (1998) states that tourism is a journey from one place to another, temporary, individual or group, in an attempt to find balance or secrecy and happiness with the environment in the social, cultural, natural and scientific dimensions. Meanwhile, according to Presidential Instruction No. 19 of 1969, tourism is a service activity that utilizes natural wealth and a unique environment, such as cultural products, historical relics, beautiful natural scenery, and a comfortable climate. Furthermore, Central Bureau of Statistics (1986:17) states tourism is a whole set of activities that deal with the movement of people who travel or temporary stopover from a place to a place or several destinations outside of a residential environment driven by several purposes without intending to earn a living. According to McIntosh and Goeldner (1995:5), tourism is a combination of various phenomena related and created from the interaction between tourists and other migrants.

According to Spillane (1987: 29-31), there are seven kinds of tourism based on the purpose of the trip, they are pleasure tourism, recreation tourism, business tourism, sport tourism, convention tourism, cultural tourism, and religious tourism.

1. Pleasure Tourism

This type of tourism is done by people who leave their homes for vacation, looking for fresh air, to reduce

their nervous tension, to enjoy the beauty of nature, to enjoy the sights of the people of a region, to enjoy entertainment, and so forth.

2. Recreation Tourism

This type of tourism is done by people who want a holiday to rest, to restore the physical and spiritual freshness that will refresh exhaustion and fatigue.

3. Business Tourism

In this type of tourism, the emphasized element is the opportunity used by this traveler who uses his free time to enjoy himself as a tourist visiting various tourism objects and other types of tourism.

4. Sports Tourism

This type of tourism aims for sporting purposes, both just to attract sports audiences and its own sportsmen as well as aimed at those who practice it on their own. This tourism can be further divided into two categories:

- a. Big sports events, namely major sporting events like the Olympic Games, the ski world championship, world championship boxing, and others of interest to the audience or the fans.
- b. Sporting tourism of the practitioners, ie sports tourism for those who wants to practice and practice themselves such as mountain climbing, horseback riding, hunting, fishing and others.

5. Convention Tourism

Many countries are interested and consider this type of tourism with the number of hotels or buildings specifically equipped to support the convention tourism.

6. Cultural Tourism

For cultural tourism marked a series of motivations such as the desire to learn in a research center, studied the customs, visiting historical monuments and festival music.

7. Religious Tourism

Whereby people of faith travel individually or in groups for reasons related to religious or spirituality in their quest for meaning.

Thus from, several definitions from the experts, it can be concluded that tourism is travel activities, which are often carried by many people with different reasons, or purposes and these activities are a temporary displacement with long term or short term. There are several kinds of tourism, one of which is sport tourism.

2.2 Tourism Destination

According to Gunn & Var (2002), tourism destinations is a place or location in addition to having the attraction that can be seen by tourists, also available a variety of activities that can be done tourists in the place, so that tourists are hooked to visit. Cooper (1993) states tourism destination is one of the most important elements in the tourism system because it becomes a pull motivation for tourists to travel and attractions and attractions that destinations will lure tourists to visit. Furthermore, Law No.10 of 2009 which confirms that the tourism destination is a geographical region located in one or more

administrative regions where there is a tourist attraction, public facilities, tourism facilities, accessibility, and community are interrelated and complementary realization of tourism.

From the above opinion can be said that in order to be called tourist destinations, should the region has a characteristic or uniqueness in order to provide the charm or attractiveness of a visitor during his visit and can even lure longer with a return visit to the destination. According to Herber (1996:2), the elements of a destination that must be owned on a tourist attraction in order to have an attraction associated with the quality of services, among others:

1. Attractions
2. Culture
3. Facilities and infrastructure
4. Transportation
5. Support services
6. Accommodation
7. Service

According to Suwanto (2001: 54), generally elements of destinations that must be met by a tourist attraction in order to have appeal associated with the quality of services, among others:

1. Lack of resources that can lead to a sense of fun, beautiful and clean
2. The presence of high accessibility to be able to visit it
3. The existence of special features / specifications that are rare
4. The existence of supporting facilities and infrastructure to serve the tourists who attend
5. Natural attractions have a high attraction because of the natural beauty, mountains, rivers, sand, forests and so forth

6. Cultural attractions have a high attraction because they have special value in the form of art attractions, ceremonies adapts, noble values, contained in an object

2.3 Promotion

Alma (2016) defines promotion as a kind of communication that gives explanations and convinces potential consumers about the goods and service in order to gain attention, educate, remind, and convince potential customers. Furthermore, Zimmerer (2009) defines promotion as all forms of persuasion communication designed to inform customers about the products or services and to induce them to purchase goods or services that includes publicity, individual sale, and advertising. Meanwhile Yoeti (1996:188) states that promotion instruments the most widely used, among others:

1. Advertising

Advertising is a great way to deliver products to consumers they are not familiar with. The advantage of using advertising is mainly because it can reach many people through mass media, such as newspapers, magazines, television, radio, and cinema. Its task is to launch a channel designated work (travel agent / tour operator) and can facilitate personal selling activities in their respective intermediaries.

In tourism, in addition to advertising as we know it through the mass media, we also know of other advertising big role for the promotion of tourism, namely:

- a. Outdoor Travel Advertising

This advertising is very static; it is only placed in places that are considered strategic along the way, from the airport, station, terminal, shopping

center. This advertising is used in sentences that are catchy slogan, for cursory reading. Here the symbol or brand company plays an important role to be placed on posters or billboard travel destination. Sometimes this advertising is made with paint that contains phosphorus so it can be seen clearly at night.

b. Point of Sale Advertising

This is a form of advertising that is tailored to the place where advertising messages are loaded. Usually this type of advertising is made of cartons formed in various ways, placed on the table, or hung in office, in windows, or in the form of traveling bag, ball-point, and map or to store travel documents.

2. Sales Support

Sales Support can be interpreted as assistance to the seller by providing all forms of promotion materials that are planned to be given to the general or travel trade specifically intended as an intermediary. Promotion materials are complete and detailed information about transport, accommodation, bars and restaurants, entertainment, attractions and souvenir shops. The most important kinds of "sales support." such as brochures, leaflets, wall-posters, and can also provide a point of sale advertising. All promotion materials are sent periodically to intermediaries as hotel representatives, travel agents and other tour operators.

3. Public Relation

In the daily sense of "Public Relation" is known as the meaning of public relations, which is a section or section in a company or organization whose purpose as a

spokesman for the company with other parties who need information about everything about the company, of course what it wants to be informed upon the knowledge of the Board of Directors or the designated leader as the release given may bring the good name of the company. Public relation's tasks are to maintain relationships with the outside world company provide the necessary information, try to have a good impression on the company so have goodwill in society. Its function is to provide in general or those who require such as tourists, research officers or the prosecutor or the police. The activities of public relations occasionally hand out the news that the public needs to know, sometimes by inviting journalists and officials to explain and clear a problem, or hold a press conference.

Based on the definitions above, the writer can conclude that promotion is any kinds of communication that persuade the potential customers to use a service or buy goods.

2.4 Audio Visual Media

Audio-visual media is a media that has elements of sound and image elements. This type of media has a better ability, because it covers both types of additive media (listening) and visual (viewing). According to Briggs (2002:4), the tools that are physically used to convey the content of the material consisting of books, tape-recorders, tapes, video cameras, video recorders, movies, slides, photographs, pictures, graphics, television and computers.

Vienna (2010) states that visual media means that all the props used in the process of learning that can be enjoyed through the five senses and it can facilitate understanding and strengthening the memory of something that is in elements in addition to voice also contains elements of the image can be seen, for example, video, recording, films, slide sound, and so forth. Furthermore, according to the AECT (Association of Education and Communication Technology) states that the media as all forms and channels used to convey messages and information.

According to Mac Farland (2014), video is a powerful tool for promotion; he mentions several advantages of video. They are:

1. Video has become so easy to use that a person can simply use a smart phone, camera, or computer to record a video.
2. Video is an impeccable storytelling medium that allows the viewer to look and listen to the content, using multiple senses that have the ability to transport your mind from the environment you are in and place you inside the environment of the video.
3. Video is being watched online more and more every you are including an 80% increase in online video consumption over the past six years, a 55% majority of video news viewers among internet users and 2 billion video views week are monetized on Youtube.

According to Ciampa (2016), there are four components that make a good video, they are:

1. Good Lighting
Good lighting (as opposed to merely adequate lighting) needs to bathe the subject in a flattering way,

as shown. It does not matter if using a sophisticated light kit or depending on the sun, as long as the final product looks good.

2. Top Quality Audio

The better a video sound, the better it looks. Visual elements can easily be accepted when the sound is clear.

3. Steady Camera

Steady camera will produce a steady shot as well. Steady shots will ease the editor when selecting the best shots. The result of video will look professional if the display do not shake or move too much. Therefore, using of a tripod is highly recommended.

4. Shot Structure

A good video display the object in different shot types and angles. The editor should strive for a nice selection of shot types and angles in order to keep the viewers engaged.

From some explanations of the experts above, it can be identified that the audio visual media is a tool used to facilitate the grasp of someone in considering an image that contains information that will be submitted. Through audio visual media, the process of information will easily deliver and the purpose of the contents visual exposure can directly define.

2.5 Rafting

According to Atom (2017), rafting is one of the extreme water sports that demands compactness team in its execution. Furthermore, Darsono and Setra (2008: 53) state that rafting is an activity of rafting rapids river channel section or cascade

using a particular vehicle. The definition of the vehicle in this case is a tool or tool that consists of inflatable boats, kayaks, canoes, and oars. The purpose of rafting can be seen from the side of sports, recreation, and expedition. Thus, it can be defined as rafting sport as a sport wading river rafting by using inflatable boats, kayaks, canoes, and oars for the purpose of recreation or expedition.

Rafting is a sport that relies on teamwork group or groups with an integrated cooperation or compact. An integrated and compact cooperation is a factor of the success in passing various obstacles river. Whitewater rafting is a risk sport. However, all can be prevented to a minimum by understanding technically, and able to read the field cognitively, physically healthy mental.

People who just do rafting activities are usually not allowed to wades the rapids without a skipper so that the risks that occur can be reduced or prevented. Skipper is the one who directs where the boat will be directed and when instructs the team to make a change of course; he becomes the person responsible for the speed of the boat and the safety of the passengers of his boat. So, a skipper can be said as a boat captain to wade through the river rafting. Therefore a skipper should be able to read the properties of the river. Experts in rowing techniques and can deal with emergency situations in rivers that may occur at the time.

So, the writer can define that rafting is a sport across the river rapids, using inflatable boats, kayaks, canoes, and paddle with the purpose of recreation or expedition.

2.5.1 Rafting Equipment

Equipment is one of the requirements in rafting activities. According to Burhan (2009), some of the equipment commonly used:

1. Rubber Boat

Boats used in rafting are not just floating. Boats in the 80s and above have been able to remove water automatically can perform maneuvers quickly, very sturdy, has four tubes of air that support each other if there is one tube there is leak. Size Rubber boats vary widely, from 8 - 30 feet. This is normally used for rafting between 12-18 feet, depending on the river to be forded.

2. Rowing

Rowing as a paddling tool on rafting wherever possible made from a strong but lightweight material. There are several types of paddles commonly used for rafting:

a. Wooden Paddle

The paddle is heavier and its strength is less than the oars made from other materials.

b. Fiberglass Paddle

The paddle is light but easy to break and the shards are very sharp, can hurt the wearer.

c. Aluminum and Plastic Paddles

This paddle is light enough, easy to float, stronger than other oars. This type of paddle is used more gloved rafting.

Rowing used by boat crews, the length ranges from 4.5 to 6 feet. But generally it is 5 - 5.5 feet. Indeed, the determinants of the length of the oars are three things: the body and the strength of the crew, the diameter of the tube of the boat and its circumference, as a crew or boater / captain.

3. Carabineer

Rafting in the activities of very little use, can be made to hang items, useful for rescue tools.

4. Buoy

There are two types of buoys that are commonly used are solid buoys and inflatable floats. Types of buoys is good and right for rafting is a float in accordance with the size of the posture, contain thick cork (can function as a barrier impact against a hard object). For possible emergencies, need to be considered regarding the use of buoys in addition to the rear of the head, in order to stay afloat head looked up, if not unconscious.

5. Helmet

Wading through a river rafting with irregular rock or river with a high degree of difficulty, the helmet is absolutely used. The goal is to protect the head from a hard object collision probability. Good helmets should be light, waterproof, and do not interfere with sight or movement.

6. Throw Rope

The length is approximately 30 meters. This rope is used for emergencies and in the boat there must be one reel of this string from the kern mantel dynamic type.

7. Flip Line

Usually associated beside the boat. If the boat is reversed then this rope can be used to reverse the boat to its original position.

8. Pumps

Pumps are useful to keep when the boat tube is deflated. So the tool should be taken at the time

of the rafting. In addition to foot pumps, there is also a two barrel pump, which means that in addition to pumping air into the boat can also suck the air from the boat. It is not advisable to pump a boat using a compressor, because the air coming out of the compressor is hot air. This can cause the boat to break.

9. Whistle

Communicating by voice is very difficult because the sound of the roar of rapids is very loud. To overcome used whistles, assisted gestured with their hands or paddles.

10. Dry Bag

Dry Bag is used to store / carry items that are not water resistant like food, medical kit, and others.

11. First Aid Kit

Absolute must be taken. The medicinal type can be adapted to the terrain conditions and needs during wading through the river.

12. Prussic

Prussic we carry should be 50-60% of the main rope that we use or about 5 - 7 mm. Use the Double Fisherman knot tie the two ends into a loop (prussic). Very helpful when using the system C-Rig or Z-Rig to pulled boat trapped obstacles in the middle of the river.

13. Pulley

Can also be used with carabineer to reduce friction when using rope using C-Rig or Z-Rig system so that load becomes light when pulled. Pulley diameter is 2 inches, based on the most

ideal bending radius. But actually with the size of the rescue kit is too heavy and less effective, because it now has Pulley with the same material but smaller size with a power of 3000 - 5000 pounds.

14. Knife Pocket (Pocket Knives)

With a relatively small size so efficient to carry, incorporated into a float pocket. It's a lot to do in addition to survival kits. There are two kinds of knives commonly used for rafting, single blade, and double-blade. Just keep in mind how to save it so as not to endanger you.

2.6 River

The Government Regulation no. 35 Year 1991 about the river mentioned that the river is the places and containers and water drainage network from the spring to the estuary with the right and left limits and along the flow by the line border. Furthermore, Darsono and Setra (2008: 65) state that requires frequent and repeated exercises to be able to read and understand the ins and outs of the river.

It can be concluded that the river is part of the land into a stream of water coming from springs or rainfall.

2.6.1 Characteristics of the River

According to Burhan (2009), there are some characteristics of the river. They are:

a. Water Volume

The amount of river water volume depends on the flow of the river flow and also the amount of bulk that descends on the watershed. The volume of water or river water discharge can be calculated in units of cfs, or cubic meters per

second (m^3 / sec). Knowing the volume of water is very important to take into account the level of difficulty so as to estimate the risk to be faced in the rafting. Generally, if the volume of water increases it will be directly proportional to the degree of difficulty.

b. The level of the slope or steepness

Usually referred to as a gradient that shows the average decrease in a certain distance. Each river at a certain distance has a different steepness; the gradient can be calculated from the topographic map. The magnitude is stated in m / km . Generally the river gradient for rafting activities ranges from 10 - 20 m / km . The steepness or slope of the river can be regarded as a harsh indication of the rate and difficulty of river flow.

c. Roughness

The location of rocks or irregular river floor bulges leads to river flow turbulence. The more irregular the bottom of the river lays the larger stone vortex water. The occurrence of rapids is largely determined by the shape and size and layout of the rocks that lie beneath the surface of river water.

d. Constriction

The cross section of the river is not always the same width. The narrower the cross sections of the river, the more rapid the current. Usually after the narrowing it will form the waves.

2.6.2 The Forms of River Currents

Ripple is a variety of shapes and velocity of streams, both from the surface of the river bed.

Usually the fastest current is when approaching the surface. Burhan (2009) states, there are two current forms in the river.

a. Main Flow

The fastest river current is the main stream. The main stream is part of the best river path to ford because it is the deepest and fastest region of the stream, but it is also safest and most enjoyable.

b. Rapid

It is part of a stream that has accelerated currents and turbulence. Rows of rapids are generally interspersed with the bottom of the river, which is part of a deep river and flow calmly.

Cascade consisting of several types of currents in a river path, namely:

1. Tongue

Formed between two blocks of stone or holes due to acceleration.

The shape resembles the letter "V."

Generally the best trajectory to dawn.

2. Standing Wave

Due to the decrease in the bottom of the river, then it is relatively flat again and without the protrusion of the rock that pops to the surface. The first wave is the largest wave, then smaller and eventually become flat again. This wave line is formed half a tongue of water.

3. Reversal

It is a current that rotates from the bottom up and flips upstream due to the extreme river floor decline.

2.6.3 The Difficulty Level of River by an International Scale

Burhan (2009) states there are four difficulty level of the river by an international scale. They are:

1. Grade I (Easy)

It is the lowest difficulty level of the river. The river has a flat properties, decreased slightly and has a little ripple. It only takes a basic maneuver to cross the river. Monitoring is not required prior to implementation. In this river the risk is very small and self rescue can be done. Rivers with this grade can be skipped easily and can be followed by everyone who does not even have swimming skills.

2. Grade II (Novice)

Grade II has a rapids that are slightly larger than grade I and have rocks but not too much different. Although the level of difficulty rapids increase but the river has a wide riverbank and ramps. Tracks rafting clearly visible and thus no previous monitoring. In this grade some maneuvering is required and a little basic rowing skills. Self rescue is possible. Suitable for family rafting and all participants can join the activities in this rapids.

3. Grade III (Intermediate)

The rate of rapids on this grade is increasing and difficult. This grade has

specifications rapids irregular, wide river narrows and rapids can occasionally reverse the boat, but the risk is still relatively small. Monitoring and referrals are required for passing this rapids. Strong and swift current currents are often found, especially in large rivers but can be easily passed. Some maneuvering is needed to pass through the narrow rapids. When a participant falls off a self rescue boat it can still be done but to minimize the possibility of a greater risk of a ground rescuer required on this grade.

4. Grade IV (Advance)

The river that has a grade IV have characteristics that connect long rapids, extreme gradients and large rocks around the rapids. In this grade sharp and fast maneuvers are required. Rapid monitoring of riverbanks is required. The risk of injury to passengers is large enough and water conditions cause self-rescue is difficult to do so need help help. Relief help requires special training to make the rescue technique work properly. River with this level of difficulty is very pleasant and promises more challenges. Obviously with adequate equipment support, sufficient knowledge, and skilled guides.

5. Grade V (Expert)

River with grade V rafting is in high difficulty. This river has a typical wild rapids connecting as well as objects of rocks adjacent to the rapids. Some sudden decreases, steep

cliffs, holes and waterfalls are often encountered in rivers with this grade of rapids. The rapids usually have the characteristic so that the required physical endurance is excellent. Not recommended for beginners. There should be a guide with enough flying hours to pass this river. At the highest scale in rivers with rapids it is possible to have a very diverse combination of rapids, ranging from curler, hair, hay stakes, headwall, strainer, under cut, wave train, to very dangerous and deadly pin holes. If the boat upside down or participant thrown from the boat, fast rescue action is needed. Rescue capacity with extensive experience and trained skills is essential when rescuing the rapids with grade V.

6. Grade VI (Extreme)

River with grade VI rapids, has the most difficult and most risky rapids. River rafting activities on the river with grade VI is almost impossible because the existing rapids are very unpredictable despite monitoring. There can only be forded by professionals with proper preparation and sincerity lost their lives. In other words if there is an accident then there are only 2 possibilities of serious injury or death. Special skills are required such as rowing, maneuvering, teamwork and swimming as a vital factor. Successful rafting on the

rapids is more common in the claims as extreme luck and skill.