

CHAPTER II

LITERATURE REVIEW

In this part, the researcher will discuss definition of tourism, terms of tourism, kinds of tourism, elements of tourism and the potency of tourism object.

2.1 Tourism

Tourism is travelling activities where people go to some places to get relaxation and pleasure. According to Sinaga (2010), tourism activities is a planned trip that is undertaken individually or in groups from one place to another with the purpose to get satisfaction and pleasure. According to Kusmadi and Endar (2000) tourism is a journey of people for a while to destination outside their residence and work place as usual, this includes the journey for many purposes. According to Amin (2004) tourism is everything connected with the tour, including the effort of some tourism objects and also their connected efforts. While the tourism is anything which related with how tourism will be held. We can do tourism activities individually or we can invite our families and friends to do it because we do tourism activities essentially to get satisfaction or happiness.

Commonly, people are interested to look something that they have not known yet so that they do a travelling to other place. For along time, tourism is becoming an attention in many context, such as economic, politic and sociology but there is no academic agreement about tourism definition because tourism definition is different in every context. According to Gede and Putu (2005), tourism has long been an attention, in term of economic, politic, public administration or sociology, so far there is no academic agreement about what is tourism. According to Pendit (2002), tourism is one of new industries that is able to accelerate economic growth and provides job opportunities, increases people's revenue and standard of living and stimulates other productive sectors.

Further, as a complex sector, tourism also realizes classic industries such as handcraft and souvenirs, accommodation and transportation. According to Pendit, I (2010), tourism is dynamic activity that involves and it can raise some businesses. Economically, they are also seen as industries.

According to Wahab and Yoeti (1993), tourism is purposeful human activity that serve as a link between people either within one or some countries or beyond the geographical limits. It involves that temporary displacement of people to another region, country or continent for the satisfaction of varied need other than exercising a remunerated function.

According to McIntosh and Gupta in Yoeti (1992), tourism as the sum of the phenomena and relationships arising from interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourist and other visitors. It means that meaning of tourism is contain someone do the journey to get the service from the service provider, and to communicate with local or foreigner.

According to Marpaung (2002), there are three kinds of tourism, as follows:

1. Natural Tourism

Natural tourism is a kind of tourism where the visitors come for having the natural resource attraction both in its natural state and the cultivation efforts from people. This tourism can be divided into four areas:

- a. Flora and fauna.
- b. The uniqueness and distinctiveness of ecosystems.
- c. Natural phenomena such as craters, hot springs, waterfalls, and lakes.
- d. Cultivation of natural resources such as plantations, livestock, and fisher.

2. Socio - Cultural Tourism

Socio - cultural tourism can be utilized and developed as a tourist destination includes museums, historical heritage, traditional ceremonies, arts performances, and crafts.

3. Typical Interest Tourism

This tourism is a kind of tourism newly developed in Indonesia. This tourism is especially for tourists who have special motivation. Thus, the tourists usually should be able to have expertise such as hunting, hiking, rafting, treatment goal, ecotourism, fishing, and others.

According to Pendit (1999), there are 14 types of tourism as following:

1. Cultural Tourism

Cultural tourism is a journey undertaken on the basis of a desire to expand the view of life, Learn people condition, habits and culture and their art.

2. Health Tourism

Health tourism is a journey do by tourists with the aim to rest in the sense of physical and spiritual by visiting places like hot springs resort or a place that provides other health care facilities.

3. Sports Tourism

Sports tourism is journey with the purpose of sport or intends to follow an active part in sport festival a place or a country. such as, Asian Games, Olympic, Thomas cup, Uber cup and others.

4. Commercial Tourism

Commercial Tourism is a journey that aims to visit exhibitions places and fairs with commercial purposes such as industrial fairs, trade shows, and others.

5. Industry Tourism

Industry Tourism is a journey do by a person or group of students with the purpose of do observation or research.

6. Political Tourism

Political tourism is a activity purpose with take a part of activity in political such as, Independence Day, coronation of British queen etc.

7. Convention Tourism

Convention tourism same like Political Tourism but Convention tourism is more specific to provision of facilities such as, court room, conference and other.

8. Social Tourism

Social tourism or youth tourism is a travel for people are economically weak or can not pay for everything that is luxurious. This travel is usually for labor, young people, students and farmer and etc.

9. Farm Tourism

Farm tourism is a journey with purpose to visited agricultural projects, plantation, breeding ground and etc.

10. Maritime or Nautical Tourism

Maritime or Nautical tourism is a journey related to water sports. Such as fishing, sailing, diving, surfing, racing rowing and etc.

11. Nature Preserve Tourism

Nature Preserve Tourism many organized by an agency or a travel agency that aims to nature reserves, protected parks, forests, mountains and so on. Nature Preserve tourism usually do by enthusiasts and nature lovers.

12. Hunt Tourism

Hunt Tourism many do in countries that do have forests for hunting. Hunt tourism regulated become safari hunting to forests. In our country government unwrap Hunt tourism on Baluran in east Java. Tourist may shoot the bull or boar.

13. Pilgrim Tourism

This is kind of tourism that many attributed with religion, history, customs, people faith. Pilgrim Tourism is usually do by a person or group to

visited holy place, the tomb of a famous person or a tomb revered leader and hill considered sacred.

14. Honeymoon Tourism

Honeymoon tourism is a journey for new bride and usually hold on romantic places. And with a special facilities for new bride such as, a beautiful wall décor, big mirror, and ceiling.

According to Pendit (1999), there are forms of tourism as follows;

1. Origin of Tourists

First we must know where the tourists from. They are from domestic or foreigner. If the tourist is from domestic that can namely domestic tourism. While, if the tourist is from foreign that can namely International Tourism.

2. The balance payments

The arrival tourist from outside they usually bring foreign currency. Inflowing foreign currency is give positive effect for balance payment and this namely call Active tourism. And the departure of domestic tourist is bring negative effect for out balance payment and this namely call passive tourism.

3. Period of time

The arrival tourist in a place or county it also calculated with period of time. this also can we call with short term and long term tourism.

4. Number of tourist

This calculated how many visitors come to that places or country. and this also give a new term that is A personal or Group tourism.

5. Transportation Used

We can observed what kinds of transportation that tourist use for they journey. Then it can divided into three (3) category,

1. Land Transportation
2. Air Transportation
3. Water Transportation

Tourism can also give motivation and contribution to execution of project development of various sectors for government. It can be concluded that the tourism is not only the activity which makes somebody happy, easy going, relax, adds the knowledge, but also is the center of information and media of learning and can improve the economy.

2.2 Kinds of Tourism

According to Yoeti (1996) in terms of economy, giving the classification of the types of tourism is considered important, because in that way we will be able to determine how much foreign exchange income received from that kind of tourism developed in a place. Yoety (1990) classifies types of tourism as follow:

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

a. Local tourism

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

b. Regional tourism

Regional 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 touristm

Tourism business in certain meaning means the activities of tourism which 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.

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 is a kind of tourism which people do the journey for vacation, recreational, or holiday.

c. Educational tourism

Educational tourism is a 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 motivated 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 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. Regional tourism

Regional 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 in our society they use their leisure tie to have new situation in fleshing themselves after working. The locations where theu want to go other places. are namelv the beaches, the forest, 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 suring, 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.

According to Spillane (1987), there are six kinds of tourism based on the purpose of tour:

1. Pleasure Tourism

This type of tourism is conducted by people who leave their homes for a vacation, get some fresh air, relax, see something new, and enjoy the beauty of nature.

2. Recreation Tourism

This is done for the utilization of tourism holidays for a rest, recover physical health and spiritual, and freshen from exhaustion. It can be done in a place that ensures recreational purposes such as necessary offers the pleasure beach, mountain, resort centers and health centers.

3. Cultural Tourism

There are motivations, such as a desire to learn at centers of teaching and research, the customs learning, institutions, and ways of life of different societies, historical monuments visit, relics, art centers and religious, arts festival of music, theater, dance and etc.

4. Sports Tourism

Sport tourism can be divided into two categories:

- a. Big sports events, namely the major sporting events like the Olympic games, the ski world championship, world championship boxing, and others that would attract the audience or the fans.
- b. Practitioners of the sporting tourism, sports tourism is for them who want to practice themselves as mountain climbing, horse riding sports, hunting, fishing and others.

5. Business Tourism

According to the theorists, this is a form of tourism travel because it is related jobs or positions that do not give it to someone to choose the destination and time of travel.

6. Convention Tourism

The tourism is demanded by countries because when held a convention or meeting it will be many participants to stay within a certain period at the country which held convention.

2.3 Elements of Tourism

Element of tourism is something which can be seen and felt by the tourist during the tourism activity. Elements of tourism are important factors in doing the activity of tourism, because they are related to each other.

According to Subroto (1997), elements of tourism which need to be developed in the effort of the development of tourism are:

1. Attraction and activities, represent something that can be seen and conducted by visitors.
2. Hospitality facilities are places tourist can stay during their trip.
3. Transport facilities are facilities which are used to give access to the tourism objects and also to conduct the travelling.
4. Basic community infrastructure such as clean water, electrics. exile of garbage and telecommunication.
5. Travel arrangement, travel agents and guidance for tourist.
6. Promotion and tourist information service which gives information which can be seen and conducted by tourist in tourism activity.

2.4 Tourism Component

The tourism component can be provided by the businessman, government, public or anyone interested in provide tourism services. According to Paul (2016) There are three basic components of tourism which is known as the **3 A's** of tourism as follows:

1. Accessibility (Reach ability/Transportation):

Accessibility means ability to reach the place of destination through various means of transportation. Transportation should be regular, comfortable, economical and safe. Today there are various means of transportation like airlines, railways, surface (road transportation) and water transportation. The transportation should be there for all kinds of tourists and destinations

2. Accommodation

It is a place where tourists can find food and shelter. He/She is in a fit position to pay for it. There are various types of accommodation from a seven star deluxe hotel to a standard class hotel.

3. Attraction

It is considered as the most important basic component of tourism. Attraction means anything that creates a desire in any person to travel in a specific tourist destination or attraction.

2.5 The terms of Potency of Tourism Destination

According to Spillane (1994) an attraction or destination, should include five (5) elements that are important to allow tourists to feel satisfied in enjoying the journey, the attraction must include:

2.5.1 Attraction

Attraction is very important in tourism destination and have to able to attract tourists who want to visit it. Tourist motivation is to meet or satisfy some needs or requests. Usually tourists are interested in a location because of certain distinctive characteristics.

Characteristics that attract tourists are:

- a) The natural beauty.
- b) Climate and weather.
- c) Culture.
- d) History.
- e) Ethnicity-tribal nature.
- f) Accessibility-ability or ease of walking or specific to the place.

2.5.2 Facilities

Facilities support the tourism destination. The number and types of facilities depend on the tourists' need. Such facilities should be matched by the quality and the price of lodging, food, and drink are also matched with tourist's ability to pay the place.

2.5.3 Infrastructure

Infrastructure is also support the tourism destination because without infrastructure a place can't be a tourism destination. Which includes critical infrastructure in tourism are:

- a. The system of irrigation / water

Water quality is quite essential or indispensable. Such as lodging require 350 to 400 gallons of water per room per day.

- b. Sources of electricity and energy.

An important consideration is the antidote to energy power available on hours of usage the highest or peak hours (peak hours). This is required so that the services offered continuously.

- c. The communications network

Although many tourists want to escape from the usual situation is fraught with tension, but there are also some who are still in need of telephone services and / or telegram available.

d. Systems sewerage / drainage

The need for sewage water requires approximately 90% of the demand for water. The network must be designed based on the maximum peak demand or request.

e. Health Services

Health services provided will depend on the number of guests expected, in general, the type of activities undertaken or local geographic factors.

f. The streets / highways

There are several ways to make highways more attractive to tourists:

- ☐ Providing a comprehensive view of the universe.
- ☐ Making your way up and down to variations in scenery.
- ☐ Developing a place with a beautiful view.
- ☐ Making a highway with two separate directions but in accordance with the state of the ground.
- ☐ Choosing a tree that is not too thick so that there is still a beautiful view.

2.5.4 Transportation

There are several proposals regarding transport and facilities that will serve as a guideline include:

- a. Detailed information on the facilities, the location of the terminal, and local haulage services at the destination should be provided for all passengers prior to departure from the area of origin.
- b. The security system must be provided at the terminal to prevent crime.
- c. A standard or uniform system for traffic signs and symbols should be developed and installed in all airports.
- d. The information system should provide data on other transport information services can be contacted in the terminal, including schedules and fares.
- e. the latest information and are applicable, whether the scheduled departure or arrival should be available on the bulletin board,
- f. Manpower to help the passengers.

- g. Information about the location, fares, schedules and routes and local haulage services.
- h. Map of the city should be provided for passengers.

2.6 The criteria of Tourism Destination

According to Maryani (1991), An attraction can be interesting to be visited by tourists it must meet the requirements for regional development, requirements - these requirements are:

A. What to See

In these places, the tourism destination should have an attraction and those tourist attractions are different between other regions. In other words, the area should have appeal specific cultures and attractions that can be used as "entertainment" for tourists. What to see include landscapes, art activities, and tourist attractions.

B. What to Do

In these places besides a lot to choose from and witnessed, recreational facilities should be provided to make tourist welcome to stay longer in that place.

C. What to buy

A tourist destination should be provided facilities for shopping mainly souvenirs and handicrafts as souvenirs - by to be brought home to the place of origin.

D. What to Arrived

These include accessibility, how we visit the attraction, what vehicle would be used and how long to arrive the place of destination of the travel.

2.7 Tourism Destination

The main point of the tourism product is the destination which is the core business of tourism industry. Tourism destination is specific areas selected by a visitor to be able to stay for a certain time. According to Ismayanti (2010), tourism destination is a place travelers spend a vacation

The characteristics of destination according to Handinoto (1996):

1. Natural resources such as climate, beaches, forests.
2. Cultural resources, such as historic sites, museums, theaters.
3. Recreational facilities such as amusement parks.
4. Events like the party and the night market.
5. The specific activity, such as casinos and shopping.
6. The appeal of psychological as romantic, adventure, isolation.

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

1. Attractions

Attractions are able to attract tourists who want to visit it. Tourist motivates for visiting a tourist destination to meet or satisfy some needs or requests. They are usually interested in a location because of certain characteristics, i.e: the natural beauty, climate and weather, culture, history, ethnicity-tribal nature and accessibility-ability or ease of walking or specific to the place.

2. Facilities

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

3. Infrastructure.

Attractions and facilities cannot be achieved easily if there is no basic infrastructure. Infrastructure includes all construction under and above ground, and a territory or region.

4. Transportation

There are several advice on the transportation and facilities which may be some sort of guideliness 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 crime.
- c) A standard or uniform system for traffic signs and symbol must be developed and installed in all airports.
- d) The information system should provide data on the transport services of other information that can be contacted in the terminal, including schedules and fares.
- e) The latest information and 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 support tourism activities especially for the tourist to serve them during their journey like hotel, restaurant and tour guide. Travelers who are in an environment that they do not know the certainty of security is very important, especially foreign tourists so they need tour guide to accompany them.

In addition. According to Pitana (2009) gives five important requirements for tourism destination that is feasible to be developed, such as:

1. Attraction

The elements contained in the destination and the environment in which that individually or in combination take an important part in motivate tourist for come to tourism destination. attractions can be natural attractions such as, Landscape, beach, mountains, climate, valley. Artificial attraction such as, town history, parks and resorts. Cultural attractions such as, theatrical, drama, festivals, museums and galleries. Social attractions such as, opportunity mingle with the people in the area of tourism and come to experience their way of life.

2. Amenities

The element in tourism destination and related with tourism destination it self. which allows tourist to stay at these destinations for enjoy or participated in tourism attraction. Amenities can be accommodation, restaurant, café, bar, transportation, taxi, beauty shop, information center and etc.

3. Accessibility

Traveler is easy or difficult to reach the desired destinations. That access related with Transportation such as, airfield, bus station, trainstation, and highway. including transportation technology that reduces the time and cost to reach that tourism destination.

4. Image

Image is an idea or a belief that a rating of a product or service they bought or will buy. Image not always based on experience or facts. but can be formed in such a way so that become a strong motivating factor.

5. Price

Price is a total number of the costs during the trips. That include accommodation, food and drink, travel expense and participation in service consumed while at the intended destination. The prices always varies according with the class travel package, season, distance and etc.

Furthermore, According to Khoiron (2015) A destination must examine four major aspects of attraction, accessibility, amenities and ancillary.

1. Attraction

Attraction is the things with regard to what to see and what to do in these destinations. Things can be the beauty and uniqueness of nature, local culture, heritage of historic buildings, as well as attractions such artificial means of games and entertainment.

2. Accessibility

Accessibility is a means and infrastructure to reach destinations such as access roads, availability of transport etc.

3. Amenities

Amenities is all the support facilities that can fulfill the needs and desires of tourists and business addresses in destinations such as accommodation, public toilets, park, places of worship etc .

4. Ancillary

Ancillary is relating to the availability of an organization or people who take care of these destinations. Organization of a destination will perform his duties as a company to related parties such as governments, local communities and other stakeholders.

2.8 Potency of Tourism

Potency of tourism destination is one of reasons why tourist comes to destination. Potency can be used as the strength and ability to attract the tourist's attention. According to Marrioti, the potency of tourism destination is the objects in the universe and it is formed naturally, such as historical things, cultural and religious, and the customs of human life.

Tourism potency is anything that can be processed and developed into objects and tourist attractions, to attract people to come to the place (Yoeti). According to Poerwadarminta (1993), potency as the power, ability, capability. associated with tourism potency, it can be explained that the definition of tourism potency is the entire potency of natural resources, artificial resources and culture. Tourism potency is everything that is contained in an area that can be developed into a tourist attraction. Moreover, According to Pendit (1999), potency are various resources available in a particular area that could be developed into a tourist attraction. In other words, the tourism potency is the variety of resources that are owned by one place and can be developed into a tourist attraction (tourist attraction) that is used for economic interest with regard to other aspects. According to KBBI (2007), Potency is the ability to have the possibility to be developed, ability, The attractiveness or strength attractions.

According to R.S Damardjati (2001), the potency of tourism destination is everything in a state of both real and tangible, intangible, that was processed, arranged and provided such that it can be beneficial or utilized or realized as factors or elements in developing tourism destination, whether it are the atmosphere (surrounding environment of tourism destination) , events (attraction in tourism destination), objects (the heaven in tourism destination) and services (the way caretaker gives the good service in welcoming the visitors). According to J.S Badudu (1995), the potency of tourism destination is everything that can be utilized as the ability and necessary for business and tourism development that has the ability to develop.

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

related to the tourism world. According to Pendit (1999), 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. Act of Republic of Indonesia No. 10 year 2009 about Tourism 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 cultural attraction and it should be optimally managed by men in order to make tourists get interested visiting and it will give income for the tourist destination.

