

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to Pendit (1999:p.35) Tourism is one kind of new industries that can grow economic very fast in providing employment, increased income, and stimulating other industries. In addition, Wahab and Yoeti (1993:106-107) state that 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. Same as McIntosh and Gupta in Yoeti (1992:8) defines 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.

2.1.1 Types of Tourism

Marpaung (2002, p.80) says that 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.

Moreover, Pendit (1999, p.42-48) says there are 14 types of tourism as follows:

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 done 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 a 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 done by a person or group of students with the purpose of do observation or research.

6. Political Tourism

Political tourism is an 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 un-wrap 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.

2.2 Potency of Tourism

Tourism potency is anything that can be processed and developed into objects and tourist attractions, to attract people to come to the place (Yoeti, 1996: 160-161). In addition, Poerwadarminta (1993: 766) defines 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 Pendif (1999: 21) says 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.

2.3 Elements of Tourism

Spillane (1994:63-72) states that a tourist attraction or destination must include five essential elements in order to make travelers enjoy in the journey, namely:

1. Attraction

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

2. Facilities

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

3. Infrastructure

Attraction 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 maybe 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 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 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 industry

Hospitality industry is very important to support tourism activities especially for the tourists to serve them during the 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 a tour guide to accompany them. In addition Pitana (2009:130-131) gives five important requirements for a 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 motivating a tourist to come to a tourism destination. Attractions can be natural attractions such as, landscape, beach, mountains, climate, valley. Artificial attractions such as, town history, parks and resorts. Cultural attractions such as, theatrical, drama, festivals, museums and galleries. Social attractions such as, opportunity to mingle with the people in the area of tourism and come to experience their way of life.

2. Amenities

The element in a tourism destination and related with a tourism destination itself, which allows a tourist to stay at these destinations for enjoyment or participation in a 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, train station, 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 is not always based on experience or facts, but can be formed in such a way so that it becomes a strong motivating factor.

5. Price

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

2.4. Tanjung Kelayang Beach

Both the locals and foreigners have acknowledged Tanjung Kelayang's beauty. In fact, it has become a major tourist attraction in Bangka Belitung Archipelago (Indonesia-Tourism : 2017). This section discuss the location, history and condition of Tanjung Kelayang Beach.

2.4.1. Location

Tanjung Kelayang Beach as one tourism destination in Belitung is located at Jalan Tanjung Kelayang, District Sijuk. The distance of Tanjung Kelayang Beach is 30 minutes from City Center or from H.A.S Hanandjoeddin International airport. It has an area 324,4 hectares.Tanjung Kelayang Beach is a beautiful place because there is white sand and giant granit stones.The visitors can walk on the stone to look at the area of Tanjung Kelayang Beach from the highestplace and see the beautiful sunrise and sunset.



Figure 1 Belitung Island Map

2.4.2. History

The name of Tanjung Kelayang itself is also not necessarily present, but because it is inspired from a giant bunch of granite stones that resemble the head

of a bird. And also Tanjung Kelayang also has a legend that is quite unique and until now was still inherited from generation to generation.

According to existing legend, that the granite stone in Tanjung Kelayang is derived from the megalithic period which is believed to have magical powers. Not only the laity, but historians and archaeologists also believe that.

granite stone is believed that the bird is in the middle with a position that is always the same, which is facing the direction of qibla or west. And the unique of this beach is, there is a separate philosophy of granite rock formations piled on each other and never shifted. And this also indicates that Belitung Island is safe from earthquakes or something.

2.4.3. Condition

Tourists can go to Tanjung Kelayang beach by using Private Transportation and Rental Transportation. There are two kinds of Rental Transportation that can be taken such as cars and motorcycles. In the front of Tanjung Kelayang Beach, there are many restaurants where tourists can buy traditional food like Gangan, fried fish, etc. There is a four stars hotel, the Santika Hotel near the beach. The distance of Tanjung Kelayang beach is 10 minutes from Santika Hotel. To make Tanjung Kelayang beach deserves to become a tourist destination it requires the addition of facilities.