

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 The Definition of Tourism**

Tourism is a travelling that was done for a while, leaving the original place to the destination with a plan and main purpose is not to seek money or some business but to seek happiness, in short to enjoy the leisure activities. (Marpaung :2002).

Suwantoro (2004:3) adds that tourism is travelling was done for predominantly recreational or leisure purpose, and refers to provision of service in support for this act. Tourism is a process of personal or group of the journey to go to another place outside their original living. The motivation of departure has a variety of interest such as economic interest, social, cultural, political, religious, health and other interests such as curiosity, or even adds experience.

It is relevant with Spilane's (1987:21), tourism is a journey from one place to another place done for a while, done by individual or groups as an effort to find a balance or a harmony and happiness with social dimension, culture, nature, and knowledge.

Form those explanation, it can be concluded that tourism is a journey done by individual or group for a while, from one place to another with the main purpose to enjoy leisure activities. A tourism destination should have something interesting to enjoy leisurely.

## 2.2 Kinds of Tourism

Yoeti (1990:111) classifies types of tourism as follow:

1. Based on the location, there are five kinds of tourism:
  - a. Local tourism
  - b. Regional tourism
  - c. National tourism
  - d. Regional International tourism
  - e. International tourism
  
2. Based on the reason or purpose of tour, there are three kinds of tourism:
  - a. Business tourism
  - b. Vocational tourism
  - c. Educational tourism
  
3. Based on the object, tourism consists of ten kinds of tourism:
  - a. Cultural Tourism

Cultural tourism is a journey undertaken based on a desire to expand view of life to go to another place or another country, learn the state of the people, their habits customs, and their way of life, their culture and the arts.

- 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. Region tourism

Region tourism is a kind if 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 location where they want to go to other place, are namely the beaches, the forests, the mountains and entertainment.

i. Maritime tourism

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

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

### **2.3 The Definition of Potency**

Potency is something that can be developed. The definition of potency that relate to tourism which is stated by Pedit (1999:12) potency is located in a certain place that can be developed into tourism attraction and used to economic needs by concerning some aspect such as attraction, hospitality, and transportation.

According to Sukardi (1998:67) who also expressed the same sense of the potency of tourism is everything that is owned by tourist and it is useful to develop the tourism industry in that area.

In short, potency is everything that can be developing into tourism attraction that has something interesting to attract tourists.

### **2.4 Tourism Attraction**

Tourism is something interesting that can attract tourist to visit the tourism destination. It supports Yoeti's statement (1985:164) that tourism attraction is everything that can attract tourist to visit tourism destination. Its relevant with Pedit (1994) tourism attraction is everything that can attract and is worth visiting.

According to UNDANG-Undang Republik Indonesia No. 10 Tahun 2009, tourism attraction is everything that has uniqueness, easiness and wothness like a variety of nature, culture and man-made to become the target of tourist visit.

It can be concluded, tourism attraction is everything that has interest, uniqueness, easiness, and worthiness to become the target to attract the tourist to come to tourism destination.

#### **2.4.1 The requirements of Tourism Attraction**

According to UU no. 9 1990 about tourism attraction, tourism target consist of:

1. Tourism attraction of God creation like nature, flora and fauna.
2. Tourism attraction of man-made like museum, heritage, art and culture, agro- tourism, adventure tourism.
3. Tourism attractions of special interest like hunting, mountain climbing, industry and crafts, shopping, places of worship, a place of pilgrimage and others.

It is in line with Maryani (1991:11) the requirements are:

a) What to see

Tourism destination should have an object or tourist attraction which is different from others. On the other hand, that area should have special attraction and culture which can become an entertainment for tourist. Such as an activity, an art, tourist attraction, and scenery.

b) What to do

Besides it should have something that can be shown, tourism destination should have recreation facilities that can make tourist stay for a long time in that place.

c) What to buy

Tourism destination should have facilities for shopping especially like souvenir or citizen handmade as souvenir for home or original place.

d) What to arrive

It is about accessibility, how to visit the tourism attraction, what vehicle we can use to go there and how long we arrive there.

e) What to stay

It is about how tourists stay while they travelling. It will need home stay or star one or non-star hotel and others.

## **2.5 Cultural Tourism**

According to Mckercher (2002), the activity of culture can be categorized as one of tourism products. At the beginning, cultural tourism as a special activity that is desired by a group of people to get different experience from usual travelling experience that they did before, and cultural tourism have already been acknowledged as market activity with highest price.

A tourism activity should have tourism attraction. It is the same as acultural tourism attraction can be developed or used for an object and tourism attraction such as museum, heritage, traditional ceremony, and citizen handmade.

According to Pedit (1994) the definition of cultural tourism is a journey that is done on the based of desire to expand people daily activities visiting or searching to other place or overboard, learning about citizen situation, the habit of traditional there, how to they life, culture and art them. During the journey, it will have a chance to take part in cultural activity, like an art exposition (dance, theater, music and voice art).

## **2.6 Midang Morge Siwe**

According to (Yuzlizar:2018), Midang Morge Siwe is a tradition in Kayuagung Ogan Komering Ilir (OKI) regency, which is held regularly in a series of idul fitri celebrations, especially on days 3-4. Kayuagung people said that Midang

Morge Siwe, is an activity of walking by using Kayuagung wedding dress, at least 14 kinds of traditional wedding dress, which was closed with *Tanjidor* musician.

The tradition of Midang has existed since the 16<sup>th</sup> century, The story begun from the enmity of two families who get two major problems in their child's wedding procession. The bride is a wealthy family, meanwhile the groom is from a poor family who has nothing but a good personality. The bride who is afraid of her marriage canceled by her parents, then she threaten to finish her life with a knife on her own neck. For the sake of his daughter's life, the father was forced with issue an agreement in the form of requirements that must be by the groom and his family if their marriage is still held. There are some requirements that make the groom's family mind because it is too expensive and the groom is poor. Apparently, the bride's father deliberately made the requirements, because he knew it was impossible that the requirements could be fulfilled by the groom, that requirements must exist in the shortest possible time. The groom can do those requirements. Those requirements are:

1. The groom should provide a train that is formed like a dragon. The train is used to bring the bridegroom's parents to the home of the bride after the profession in the home of the groom, which is meant *Manjow Kahwen* in the carriage there is a bridal couple flanked by the bride's parents. In the train, the bride's parents accompanied a bridal couple. The local people named the train as *Juli*, because the name of the bride is *Juliah*.

2. The day before the wedding ceremony, the groom should announce to the public that the bride would marry in procession. The couple will be accompanied by several families of couples who are still single and also followed by local youth. The bride's family requested their daughter wedding ceremony to be held with luxury. The *Tanjidor* (Kayuagung traditional music) also accompanies the procession. The local people call this procession Midang.