

CHAPTER II LITERATURE REVIEW

2.1 Tourism

According to Sinaga (2010, p.12), tourism is a planned trip that is undertaken individually or in groups from one place to another with the purpose to get satisfaction and pleasure. Meanwhile, Kusmayadi and Endar (2000, p.4-5) states that tourism is a journey of people for a while to stay outside their residence and work place as usual this includes the journey for many purposes. In addition, Yoeti (1983, p.109) defines tourism is a trip is not for business or looking the basic necessities of life in the place that is visited, but for enjoying the trip to recreation or filling kinds of necessity. The person who does the trip is called a traveler, whereas person who does the trip for tour is called tourist.

2.2 Kinds of Tourism

According to Yoeti (1993, p.114), there are seven kinds of tourism based on the objects as follows:

1. Cultural Tourism

Cultural tourism is a kind of tourism which encouraged tourists to come to tourism objects because of the attraction of a cultural art in a place. The tourism objects are museum, an art attraction that has the history of culture.

2. Recuperation Tourism

Recuperation tourism is called healthy tourism because the purpose of tourists come to the tourism object is for curing the disease. For example the tourist has the activity for bathing in hot springs, mud, etc.

3. Commercial Tourism

Commercial tourism is the trip that associated by the commerce activity both national and international such as exhibition, seminar, etc.

4. Sport Tourism

Sport tourism is the trip done by the tourists to see the sport festival in one place such as Olympiad, All England, and the competition of boxing.

5. Political Tourism

Political tourism is the trip that has purpose to see the event related to the activity in a country. For example, is the independence day of a country.

6. Social Tourism

Social tourism is organizing a cheap and easy trip to give an opportunity to the society of weak economically such as a laborer, farmer, and student.

7. Religion Tourism

Religion tourism is the trip that has purpose to see the religious event. As well as *Haji* or *Umrah* to Mecca for Moslem, visit to Lourdes for Catholics, and the others.

2.3 Components of Tourism

Subroto (1997, p.27) states that components of tourism need to be develop in the tourism objects are:

1. Attraction and activities – tourism objects represent something that can be seen and conducted by the tourists.
2. Hospitality facilities and service – tourism objects should have the place that can make the tourists stay during conducting the trip.
3. Transportation – the facility used by the tourists as an access to tourism objects and also to conduct the travelling.
4. Basic community infrastructure – the facility consist of clean water, electrics, garbage, and telecommunication.
5. Travel arrangement – it consists of the travel agent and guide for tourists.

On the whole, elements of tourism are something that can be seen and felt by the tourists during the tourism activity such as transportation, accommodation and infrastructure, etc.

Moreover, a boader explanation is given by Inskeep (1991, p.29-30) about components of tourism as follows:

1. Attractions

All those natural, cultural, and special features and related activities of an area, which attract tourists to visit.

2. Amenities

Hotel, tour and travel operations, restaurants, and other types of eating establishments, banks and money exchange facilities and service, public safety facilities and services of police and fire protection, postal services, retail stores for speciality and convenience shopping, barbers and beauticians all comprise other tourist facilities and services which should be available.

3. Accessibility

Transportation access into and within the country or region to serve the tourism development areas, resorts, tourist attractions and urban places, and which may include air, land or water transportation.

4. Public Facilities

In addition to transportation, the other necessary infrastructure for tourism development including water supply, electric power, sewage and solid waste disposal, and telecommunication e.g. telephone, fax, email etc.

5. Institutional Factors

The institutional factors necessary to serve tourism including education and training facilities and programmes, making strategies and promotion programmes, public and private sector tourism organization, tourism-related legislation and regulations, public and private sector investment policies, and economic, environmental and socio-cultural programmes.

In line with Inskeep (1991, p.29-30), Sunaryo (2013, p.159) explains that the development of tourism should at least include the following components:

a. Attraction

Which includes natural, cultural, or artificial attraction, such as events or often called special events.

b. Accessibility

Which includes support of transport systems that include routes or transportation track, terminal facilities, airports, ports and other modes of transportation.

c. Amenity

Which includes supporting facilities and tourist support which includes accommodation, restaurants (food and beverage), retail, souvenir shop, money exchange facilities, travel agency, tourist information center, and other leisure facilities.

d. Ancillary Service

The availability of supporting facilities used by tourists, such as banks, telecommunications, post, hospitals, etc.

e. Institution

Which is related to the existence and role of each element in supporting the implementation of tourism activities including the local community as the host.

2.4 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. Ismayanti (2010, p.220) says tourism destination is a place travelers spend a vacation

The characteristics of destination according to Hadinoto (1996, p.18):

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.

Furthermore, according to Khoiron (2015, p.13-15) 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.

2.5 The Potency of Tourism Destination

Damardjati (2001) says tourism potency is real state and tangible, as well as intangible. The state of it should be worked, organized and presented in a way so that it can be useful or utilized or realized as the ability. Factors and elements those are necessary or critical to the business and the development of tourism in the form of atmosphere, events, objects and services.

Marpaung (2002, p.8) also gives elements which make a place potential to be a tourism destination as follows:

1. The tourist need place for eating and drinking also the place for staying like accommodation which has a lot of choices from the simple facilities until the complete facilities, for example hotel and restaurant.
2. Natural resources are tourism objects which available in nature or created by God. For example lake, mountain, beach, etc.
3. Infrastructure is the element of tourism which can make easier tourism activity for example road and airport.
4. Transportation is the element that used to go to the destination, tourist need the infrastructure for example ship, car, train and plane.
5. General source is the element of tourism which can make the tourism be more complete. For example human, technological, culture, the potency of leadership.

Furthermore, Yoeti (1997, p.165) states that the success of a tourism to become a potential tourism destination is very dependent on the 3A of Attraction, Accessibility, and Amenities.

1. Attractions

Tourism attraction is something that is prepared in advance to be seen, enjoyed and included in this are: dances, traditional folk art songs, traditional ceremonies, and other. Yoeti (1997, p.172) says that tourism is called attractive spontance, that is everything in the tourism destination is an attraction for people to come to visit a tourism destination such as:

a) The objects available and contained in the universe, which are in Natural Amenities terms.

Included in this group are:

1. Climate for example rainfall, sunshine, heat, rain, and snow.
2. Forms of land and scenery for example mountains, hills, beaches, waterfalls, and volcanoes.

3. Bamboo forest.

4. Flora and fauna, available in nature reserves and hunting grounds.

5. Health centers, for example: mineral water sources, hot springs, and mud baths. Where the place is expected to cure various diseases.

b) The result of human creation (man made supply). This group can be divided into four tourism products related to the three important elements of historical, cultural, and religious.

1. Historical monuments and the remnants of an ancient civilization (artifact)

2. Museum, art gallery, library, folk art, and handicrafts.

3. Traditional events, fairs, festivals, hajj ceremonies, weddings, circumcisions, and others.

4. Houses of worship, such as mosques, temples, churches, and temples.

2. Accessibility

Tourism activity depends a lot on transportation and communication due to distance and time factors that greatly affect a person's desire to travel. The most important element in accessibility is transportation, meaning that the frequency of its use, its speed can cause distance as if to be close.

In addition to transportation related to accessibility, infrastructure includes roads, bridges, terminals, stations, and airports. This infrastructure works to connect precisely with other places. The existence of transportation infrastructure will affect the rate of transport itself. Good infrastructure condition will make optimal transportation rate.

3. Amenities

Tourism facilities will not be separated with hospitality accommodation. Because tourism will never develop without hotel or lodging. Tourism facilities are things that support the creation of tourist comfort to be able to visit a tourism destination. The important facilities related to the development of tourism are: Hotel accommodation, Restaurant, Clean water, Communications, Entertainment, and Security.

2.6 *Danau Air Batu*

2.6.1 Location

The location of Danau Air Batu is in Kelurahan Air Batu, Banyuasin, South Sumatera Province. It can be reached for 30 minutes drive from the border between Palembang-Banyuasin.

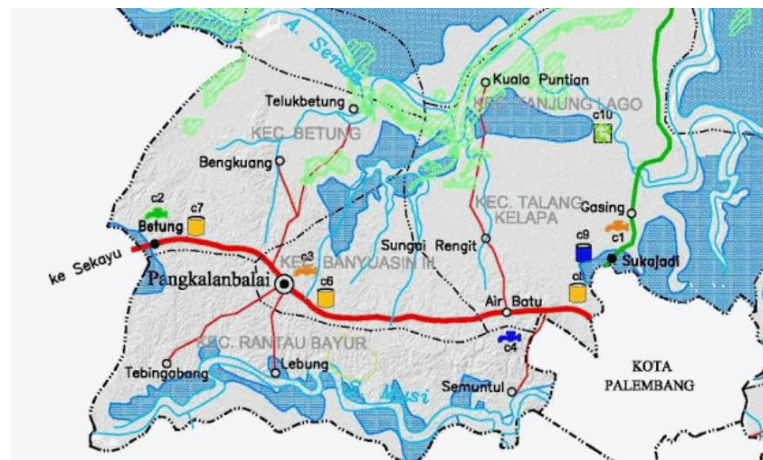


Figure 2.1 Banyuasin Map

2.6.2 History

Danau Air Batu previously existed is ordinary land that was excavated to become a limestone field. This lake is belongs to the citizen, Mr. Sahono.

2.6.3 Condition

The condition of Danau Air Batu is out neatly because the excavation in the lake is still actively done. Sometimes there are big truck diggers going back and forth in this lake. Danau Air Batu has high land and low land. In the high land, there is a lush tree and in this high land formed the reliefs former excavations. In the low land there are former excavated lakes that have turquoise colored water.