CHAPTER II

LITERATURE REVIEW

In this chapter the writer explains about the key theories and studies relevant to this final report, namely: tourism, types of tourism, tourism destination, essential elements for tourist destination, *Sapta Pesona* and previous studies on *Sapta Pesona.*

2.1 Tourism

Tourism is a part of culture in a society, it is related to their leisure time. Tourism can be highlighted from many perspectives because it has complex properties, the complexity are: tourism as a human's experience, tourism as a society activity, tourisms as a geographic phenomenon, tourism as a resource, also tourism as a business and industry (Drs. Wardiyanto, 2006). Meanwhile, tourism is the act of travel away from home, mostly for the purpose of recreation or leisure (Andrews, 2008). Beside, tourism is an activity for having fun, most of people spend their money in the destination (Pariwisata, 1985).

Based on the statements above, it can be concluded that tourism is an activity that is related to leisure and travel away from their home for the purpose of having fun.

2.2 Types Of Tourism

According to Singh (2011), the following points are the types of tourism:

1. Recreational tourism

Tourism is an often activity for recreational purpose. Most tourism took for a change and rest; this is the reason why package tours have become so popular.

2. Environmental tourism

Tourists are preferred to spend more visits to remote places where they get pollution free airs to breath.

3. Historical tourism:

Tourist is interested to know how our forefather lived and administered in a particular area. They visit heritage locations, temples, churches, museums, forts etc.

4. Ethnic tourism:

This refers to people traveling to distance places looking to their routes and attending to family obligations. Marriage and death bring people together to their native places. Persons who are settled overseas during later part of life visit place of their birth for giving boost to ethnic tourism.

5. Cultural tourism:

Some people are interested to know how other people or communities stay, survive and prosper. The kind of culture they practice their art and music is different from ours. So in order to acquire knowledge, understands culture well, to become familiar with the culture, they undertake journey.

6. Adventure tourism:

There is a trend among the youth to take adventure tour. They go for trekking, rock climbing, river rafting etc. They organized camp fire and stay under the blue sky. This tourism is meant for people with strong nerves who can tolerate stress.

7. Health tourism

In recent years, health tourism has become highly popular. People visit nature cure centers and hospitals providing specialist treatment. Many foreigners visit India for treatment because similar services in their country are costly.

8. Religious tourism

India represents multi-religious composition of population. Various package tours are organized to enable people to attend the religious duties and visit places of religious importance.

9. Music tourism

It can be part of pleasure tourism as it includes moment of people to sing and listen music and enjoy it.

10. Village tourism

It involves traveling and arranging tours in order to popularize various village destinations.

11. Wild life tourism

It can be an Eco and animal friendly tourism. Wild life tourism means watching wild animals in their natural habitat.

2.3 Tourism Destination

Destination is a place that is visited by the person significantly and the other places that are passed (transit region) during the traveling. In other words, a destination is a significant place visited on a trip, with some forms of actual or perceived boundary (Pitana, 2009). Besides, destination is also a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value,

historical significance, natural or built beauty, offering leisure, adventure and amusement (Knowledge, 2016).

Based on those explanations above, it can be concluded that tourism destination is the aim place for the tourists that has to consists of something to see, something to do and something to buy, because the destinations offer leisure, adventure, etc.

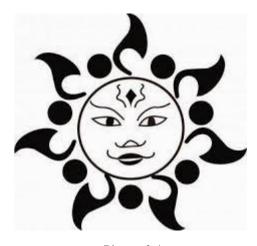## 2.4 Essential Elements for Tourist Destination

According to the Decree of Post and Telecommunications Minister No. KM 98 PW. 102 MPPT – 87, tourism object is a place or natural state that has natural resources that are built and developed and has the attraction cultivated as a place visited by tourists. Objects and attractions are things in the tourist destination that has its own charm aspects that can invite tourists to visit. The aspects which can attract tourists to visit tourist destinations are natural amenities, man made supply, way of life, and culture. Natural amenities are objects that are already available and already in nature. Example: Climate, soil shape, landscapes, flora and fauna, and others. Second, Man made supply is the work of human beings such as historical objects, culture, and religion. Then, Way of life is the traditional way of life, living habits, customs such as the burning of corpses in Bali and Sekaten ceremony in Jogyakarta. The last, Culture is a culture owned by people who live in tourist areas.

Indeed, there are four aspects which make tourist to visit tourist destinations such as natural amenities, man-made supply, way of life and culture. In this case, Kuto Besak Fortress Plaza includes as a kind of Man made supply because it is one of historical tourisms in Palembang.

2.5 *Sapta Pesona*

Sapta means seven and *Pesona* means charm, altogether means seven charms that must be realized in order to attract visitors in a tourism place. *Sapta Pesona* was

made by the government of Indonesia to improve the quality of tourism in Indonesia. *Sapta Pesona* is a condition to be realized in order to attract tourist to visit an area or region in the country and also create beautiful and enchanting atmosphere especially in places frequently visited by visitors to stay longer and feel satisfied while visiting the region (Chalik, 1994).

Picture 2.4

Sapta Pesona logo

http://popodori.blogspot.com/2012/01/7-sapta-pesona-pariwisata.html

Sapta Pesona is symbolized by the sun which has seven lights. The meanings of seven pieces of light are consisting of seven elements. The Logo of *Sapta Pesona* is set by the Ministry of Tourism, Post and Telecommunication Number: KM.5/UM.209/MPPT-89 on Guidelines for the Implementation of *Sapta Pesona*.

Sapta Pesona is an element that must be occurred in every tourism product and used as the benchmark of quality improvement of tourism product. The development process should run along with the increasing of tourism awareness. Similarly, the process of *Sapta Pesona* should run along with the regional development and general national development.

2.6 Elements of *Sapta Pesona*

Sapta Pesona is seven conditions that must be realized and acculturated in people's daily lives in an effort to increase the attractiveness and competitiveness of Indonesian tourism. The Ministry of Tourism, Post and Telecommunications (1994) states the seven elements of *Sapta Pesona* are safety, orderliness, cleanliness, cool atmosphere, beauty, friendliness, and memories.

1. **Safety**

Travelers will be pleased to visit a place where they feel safe, peaceful, no fear, protective and free from crime, disease, accident and disturbance. Here are the examples of problem that deal with the safety:

   a. Crime, violence, threats, such as thief, extortion, hold-up, fraud and so forth.

   b. Communicable diseases and other ailment.

   c. Accidents caused by the equipment and facilities that are not good, such as vehicles, food and drink, elevators, recreational or sports equipment.

   d. Disturbance by people, among others by the imposition of hands hawkers', words and actions and hostile behavior and so forth. Therefore, safe means mental and physical safety guaranteed, including tourists' belonging.

Security and safety is an integral part of tourism. Any interference of security and safety, whether occurring inside or outside the country will effect on tourism (Bakri, 2011).

2. Orderliness

Orderly condition is something that is highly coveted by everyone including tourists. Orderly atmosphere can lead to peace of heart. People's lives are organized, neat, and discipline to make everything go smoothly (Putri, 2007). The ministry of Tourism, Post Telecommunications (1994) explains that these are some things that include the order:

    a. Traffic is orderly, regular and smooth. The transportation equipment comes and leaves on time.

    b. There are no people who scramble to get or to buy something that is needed (orderly in line).

    c. Building and environment are neatly laid out.

    d. Services and performed well and smoothly.

    e. Information is correct and unambiguous.

3. Cleanliness

Cleanliness is a situation or environment that displays an atmosphere free from dirt, rubbish, waste, disease and pollution. Cleanliness also refers to the maintenance of hygienic conditions, through services such as garbage collection and wastewater disposal (WHO, 2014). Travelers will feel welcome and comfortable when positioned in places which are clean, healthy, and well sanitized. Clean environment is both at home and in public places, such as hotels, restaurants, public transportation, recreation, the rest area, clean from trash, dirt, graffiti and so on. The Ministry of Tourism, Post and Telecommunications (1994) says these are the meanings of clean environment:

a. The tourism objects, hotels, restaurants and the transportation facilities clean from trash, dirt, graffiti, pollution and others.

b. The hygiene and comfortable toilets.

These are the standard of cleanliness for meal and drink:

a. Serving clean and healthy meals.

b. The use and presentation of tools such as spoons, dishes, bedding, sports equipment, etc.

c. Officers' clothing and appearance which are clean, tody and the odorless and so on.

4. Cool Atmosphere

The green, fresh and neat atmosphere is giving a cool, comfortable and peaceful environment. Environment is the surroundings or conditions in which a person, animal, or plant lives or operates (Dictionaries, 2019). Cool atmosphere expected by tourists is not only has to be outside the room or building, but also in the room. For example, work or study room, dining room, bed room and so on. To make it come true, The Ministry of Tourism, Post and Telecommunication (1994) suggests anyone to:

a. Actively participate in maintaining the environmental sustainability and reforestations results that have been made by public and the government.

b. Actively contribute to advocate and pioneer the local communities in order to implement reforestation activities, maintain cleanliness, plant variety of plants in their yard for both decoration and plants that give any benefit for households. Also, they can plant leafy trees along the road in their neighborhood, in the school yard and so forth.

c. Form associations whose purpose maintaining environment sustainability.

d. Decorate the study/ work room, living room, bedrooms and other places with a variety of plants in order to decorate or make it cool.

e. Initiate various activities and other efforts that can make our environment cool, clean, fresh, and comfortable.

5. **Beauty**

Beauty is circumstances or atmosphere that shows an attractive and harmonious environment. Beauty can be viewed from various aspects, such as in terms of color layout, spatial planning or style shape and movement, and in harmony, thus giving a good and beautiful impression to be seen and felt. Beauty is an abstract quality, it cannot be seen physical, but the value of the beauty can be felt (Suryana, 2013).

Beauty is always in line with cleanliness and orderliness, the same as an integral part of the environment in the form of creation of Almighty God and the work man. Therefore, we are obliged to preserve the environment for sustainability and can be enjoyed by mankind.

6. **Friendliness**

Friendly is the attitude or behavior of people who are familiar with the association, respect, and polite in communicating likes to smile, greeting, likes to give service and light legs help selflessly, both provided tourist officer for the tourists (Muljadi, 2010).

7. **Memories**

The Ministry of Tourism, Post and Telecommunication (1994) says memories are attached with a Well impression on the memories and feelings that are caused by

the experience gained. Memories may be beautiful and fun, but also can be unpleasant. These beautiful memories can be also created, through accommodation, attraction, food and drinks, and tiny souvenirs as described below.

  a. The accommodation is comfortable, clean and healthy. The service is also fast, precise and friendly. The atmosphere reflects the characteristics of the region in form and style of the building and its decoration.

  b. The cultural attractions must be unique and fascinating in form of dances, songs and various ceremonies.

  c. The food and drinks are delicious in regional specialties, with an attractive appearance and presentation. Food and drink are not one of the Well appeals and can be used as identity of the place.

  d. Tiny souvenir reflect the local characteristics of high quality, they are easy to carry and at an affordable price and they have a special meaning or memories as evidence of a person's visit to a place, region or a country.

Based on the statement above, the writer concludes that *Sapta Pesona* is a concept which is related to the support and role society in order to create conductive environment to encourage the development of tourism industry through the implementations of seven elements of *Sapta Pesona.* It also has a big function to create the good atmosphere, which has to be fulfilled to every destination for attracting visitors to visit. That is the reason why *Sapta Pesona* is really important to be implemented for every tourism destination in Indonesia especially in Palembang. By fulfilling *Sapta Pesona,* visitors will be satisfied with the destination and feel comfortable to stay longer in the destination.

2.7 Previous Studies on *Sapta Pesona*

There are some previous studies have identified the implementation of *Sapta Pesona* in some tourism destinations in Indonesia. Those researches discuss about the importance of the implementation of *Sapta Pesona* as the aspects that have to be owned by a tourism object to make tourists feel at home and want to keep going back to the tourism objects. *Sapta Pesona* becomes the important things in developing tourism destination and it must be occurred in every tourism destinations in Indonesia.

First, Yulisa (2015) from State Polytechnic Of Sriwijaya: Hospitality industry concentration conducted a study entitled The implementation of *Sapta Pesona* in Taman Purbakala Kerajaan Sriwijaya. This study aims to know how is the implementation of *Sapta Pesona* in Taman Purbakala Kerajaan Sriwijaya or not and to know the obstacles faced by the authority in implementing *Sapta Pesona* in Taman Purbakala Kerajaan Sriwijaya. Based on the observation done by the researcher the implementation of *Sapta Pesona* in Taman Purbakala Kerajaan Sriwijaya was Well enough. There are five elements of *Sapta Pesona* that has been implemented namely: safety, orderliness, beauty, cool atmosphere, and friendly. Then, there are two elements of *Sapta Pesona* that has not been implemented namely: cleanliness and memories. Most of visitors who visited Taman Purbakala Kerajaan Sriwijaya said that this place was safety because there were police to safely the visitors from crime and they never heard about crime that happen in this place. Then the building of Taman Purbakala Kerajaan Sriwijaya was very neat also this place was very green because there were many trees growth in this place. Not only limited in the atmosphere of this place that good, but the treatment of the employee was good. They serve the visitors friendly so it makes the visitors feel comfortable stay in this place. Unfortunately, this place was not clean enough and there was no souvenir that can found there.

Second, Sirai (2013) from Social Faculty majoring Geography Education, Medan University, Medan did a study entitled The Study of *Sapta Pesona* in Sialang Buah Beach Tourism Object Kecamatan Teluk Mengkudu Serdang Bedagai Regency. In this study, the researcher wanted to know the implementation of *Sapta Pesona* in Sialang Buah Beach. The result of this study showed that the implementation of *Sapta Pesona* was on the average. As seen on the safety, the tourists who visited Sialang Buah Beach felt uncomfortable because there were many unregistered ticket seller, parking ticket, and hut rented. For example, the tourist did not feel free while choosing the hut they wanted. Then, the friendly of the administrator was far from enough. Some of them did not give any direction and information to tourists. Last, this tourism object gave memories for tourist. This was because the beauty of Sialang Buah Beach. However, there were no souvenirs that tourists could buy in this tourism object.

The last is the study entitled The Evaluation of implementing *Sapta Pesona* in increasing visitors' satisfaction on the level of importance and performance in Pangjugjugan Natural Tourist Destination Kabupaten Sumedang: The study of visitors' perception conducted by Prabowo (2015) from Indonesia University of Education. In this study, the researcher wanted to analyze the perception of tourist on the level of importance and performance of *Sapta Pesona* program in Pangjugjugan Natural Tourist Destination. Based on the results of the research fund that there are three elements assessed has not reached the level tourists satisfaction is an element of cleanliness, friendly and memories. On the other hand, there are the items that have the potential for improved performance such as being a good host and always help tourist, providing a genuine smile and serves typical local food and drink.

Those three studies above have stated that the implementation of *Sapta Pesona* is very important in increasing the quality of the tourism destination and influence the visits tourist. By implementing *Sapta Pesona,* the tourism destination has fulfilled the aspects that must be owned.