CHAPTER II

LITERATURE REVIEW

2.1. Tourism

According to Kodhyat (1998), Tourism is a travel activity carried out temporarily from the original place of residence to the destination with the reason not to settle or earn a living but only to fulfill curiosity, spend leisure time or holidays and other purposes. In addition, according to Sinaga (2010, p.12), tourism is a planned trip, carried out individually or in groups from one place to another with the aim of getting a form of satisfaction and pleasure. Just as Yoeti explained (1996, p.118) which states that tourism is a journey carried out for a while, which is held from one place to another, with the intention not to make a business or make a living in the place visited, but solely to enjoy the trip is for an excursion or to fulfill a variety of desires.

2.1.1. Types of Tourism

Spillane (1987, p.29-31) explains that there are several types of tourism based on the motives of the purpose of the trip, namely:

1. Pleasure Tourism

This type of tourism is carried out by people who leave their homes for vacation, look for fresh air, fulfill their will, relax nervous tension, see something new, enjoy the beauty of nature, know the saga of local people, get peace.

2. Recreation Tourism

This tourism is carried out for the use of holidays to rest, restore physical and spiritual freshness, and refresh themselves from fatigue and exhaustion. It can be done in a place that guarantees recreational goals that offer the necessary pleasures such as the beach, mountains, resort centers, and health centers.

3. Cultural Tourism

This type is characterized by a range of motivations, such as the desire to study in teaching and research centers, study the customs, institutions, and ways of life of different peoples, visit historical monuments, relics of the past, arts and religious centers , festivals for music, theater, folk dances, etc.

4. Sports Tourism

This tourism can be divided into two categories:

a. Big sports events are major sporting events such as the Olympic Games, world ski championships, world boxing championships, and others that attract attention to the audience or fans.

b. Sporting tourism of the Practitioners is sports tourism for those who want to practice and practice themselves such as mountain climbing, horse riding, hunting, fishing, and others.

5. Business Tourism

According to theorists, this tourism trip is a form of professional travel or travel because it has something to do with a job or position that does not give someone to choose a destination or travel time.

6. Convention Tourism

This tourism is in great demand by countries because when a convention or meeting is held, there will be many participants present to stay within a certain period of time in the country holding the convention. Countries that often hold conventions will establish buildings that support the holding of tourism conventions.

In addition, Macintosh (1972) in Yoeti (2008, p. 113) describes four things why people travel, namely:

1. Physical Motivation

People go on a tour with the aim of restoring their physical state that they are tired from working, needing to rest and relax, do sports activities, return to enthusiasm when entering work.

2. Cultural Motivation

People are moved to travel because they want to see and witness the level of cultural progress of a nation, both culture in the past and what has been achieved now, customs, living habits of a different nation or region.

3. Personal Motivation

People want to travel because there is a desire to visit relatives or friends who have not met for a long time.

4. Status and Prestige Motivation

There are certain people who think that by traveling they can improve their family status and prestige, showing that they have the ability compared to others.

2.2. Potency of Tourism Destination

Each region must have existing tourism potency. Potency of tourism is everything that a tourism destination, and is an attraction for people to come to visit the place (Yoeti:1996, p. 160) and according to Sukardi (1998, p. 67) tourism potency is everything that owned by an area for tourist attraction and useful for development of tourism industry in that area. Meanwhile Sujali in Amdani (2008) mentioned that tourism potency as a capability in a region that may be utilized for development, such as nature, humans, and the attainments itself.

In other word, potency of tourism destination is must have an attraction to attract visitors to come to a certain area or place. The attraction that has not been developed is a potency resource and can not be called a tourist attraction, until there is a certain kind of development. Objects and attractios are the basis for tourism without the attraction in a particular area or places, tourism is difficult to be developed.

Tourism destination can be interesting to be visited by visitors must meet the requirements for development of its area, according to Maryani (1991, p. 11), the requirements are:

1. What to see

    In tourism places, there must be attractions that are different from other regions. In other words, the area should have special attractions that can be made "entertainment" for tourists. What to see includes natural scenery, art activities, etc.

2. What to do

    Besides many that can be seen and witnessed, must be provided recreational facilities that can make tourists be content to stay for a long time in that place.

3. What to buy

    Tourist destination should be available facilities to shop especially souvenirs and crafts to be brought back to the place of origin.

4. What to arrived

    In it include accessibility, how we visit this attraction, what vehicles will be used, and how long to arrive at the tourist destination.

5. What to stay

   How tourist will stay for a while during his vacation at the destination. Required lodging either starred or non-star hotels and so forth.

Tourism attraction is a potency that drives the presence of tourists to a tourist destination. According to Suwantoro (1997, p. 19) said that generally the attraction of a tourism attraction is based on:

1. The existence of resource that can cause a sense of fun, beautiful, comfortable dan clean.
2. The accessibility that makes it easy to visit the location.
3. There are special features or specifications that are rare from other destination.
4. The existence of supporting facilities and infrastructure to serve the tourists who come to this destination
5. A natural tourist destination that has a high attraction because of its natural beauty such as a mountain, rivers, beaches, forest, and so on.
6. A cultural tourist destination that has a high attraction because it has special value in the form of art attractions, traditional ceremonies, noble values contained in a destination a work of men in the past.

According to Utama (2015), various attraction factors possessed by tourist destinations will cause tourists to choose certain tourist destinations to fulfill their wants and needs. There are four (4) aspects that must be considered in tourism potential. These aspects are as follows:

1. Aspects of attraction of destination; it is an attribute of a tourism destination in the form of anything that can attract tourists and each destination must have an attraction, both in the form of nature and society and culture.
2. The aspect of transportation or accessibility; it is an attribute of access for domestic and foreign tourists so that they can easily reach

destinations to tourism attractions both internally and access to a tourism attraction in a destination.

3. Aspects of main and supporting facilities; it is an attribute of amenity which is one of the requirements of a tourism destination so tourists can stay at a destination for a longer time.

4. Institutional aspects; attribute of human resource, systems, and institutions in the form of tourism institution that will support a feasible destination to visit, these institutional aspects can be in the form of support from security institutions, tourism institutions as destination managers, and other supporting institutions that can create tourist comfort.