

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism Definition**

According to Kodyat (1983, p.4), tourism is travel from one place to another place, temporary, done individually or in groups, as an attempt to find a balance or harmony and happiness to environment in social, culture, and natural sciences. In addition, Yoeti (1983, p.109), tourism is a journey done for a while from one place to another place with a view not to strive (business) or learn a living in a place that visited, but solely to enjoy the journey to recreation or filling kinds of necessity. Meanwhile, Hornby (2001, p.8), tourism is trip in which a shorts stays are made at a number of places, and the tourist finally back to his or her own place.

Therefore, based on the definitions above, the writer concludes that tourism is an activity done by individually or group from one place to another place to find environment in social, culture, nature sciences and for the finally, the tourist will back to her or his own place.

#### **2.2 The Kinds of Tourism**

According Pendit (1999, p.42-48), 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 do 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 purpose such as industrial fairs, trade shows, and others.

### 5. *Industry Tourism*

Industry tourism is a journey do 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 for people are economic all weak or cannot 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. *Hurt Tourism*

Hurt Tourism many do in counties that do have forests for hunting. Hunt tourism regulated become safari hunting to forests. In our county government unwrap 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 doing 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 some special facilities for new bride such as, a beautiful wall decor, big mirror, and ceiling.

Moreover, according Marpaung (2002, p.80), 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*

Social-cultural tourism can be utilized and developed as a tourism 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, eco-tourism, fishing, and others.

According to Inskeep (1991, p.23), there are three kinds of tourism attraction . There are natural attraction, cultural attraction, and man-made attractions.

### 1. *Natural attractions*

Natural attraction are the attraction that are based on features of natural environment. For examples: marine tourism, sea, river, forest, mountain, water fall, flora & fauna, landscape, national park, and reserves area.

### 2. *Cultural attractions*

Cultural attractions are the attractions that based on the man's activities. For examples: cultural pattern and life-style, traditional village, society's hospitality, cultural/historical heritage, cultural events, and cultural performance.

### 3. *Man-made attractions*

Man-made attractions are the attractions that artificially created by human. For examples: leisure/recreation park, themed park, museum & art gallery, resort zoo and safari park.

Indeed, there are three kinds of tourism attractions: natural attractions, cultural attractions, and man-made attractions. In this case, *Taman Embung Senja* include as kind of Man-Made attraction.

### **2.3 Potency Definition**

According to Sukardi (1998, p.67), who also expressed the same sense of the potency of tourism is everything that is owned by tourist and it is useful to developed the tourism industry in that area. Meanwhile, Pendit (1999, p. 12), says that potency is located in a certain place that can be developed into tourism attraction and used economic needs by concerning some aspect such as attraction, hospitality, and transportation.

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

### **2.4 The Potency of a Tourism Destination Definition**

Tourism potency is everything that can be processed and developed into objects and tourist attractions, to attract people to come to the place (Yoeti, 1996, p.160-161). In addition, Pendit (1999, p.21) says potency are various resources available in a particular area that could be developed into a tourist attraction. Moreover, Poerwadaminta (1993, p.766) defines potency as the power, ability, capability. Associated with 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. 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 that is used for economic interest with regard to other aspects.

### **2.5 Elements of Tourism Destination**

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

#### *1. Attraction*

Attraction are able to attract tourists who want to visit it. Tourists motivates 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.I: the

natural beauty, climate and weather, culture, history, ethnic-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 advices 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 print to departure from the area of origin.
- b) The security system must be provided at the terminal to prevent crime.
- c) standard or uniform system for traffic signs and symbols must be 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 supports 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 certainly of security is very important, especially foreign tourists so they need tour guide to accompany them.

In addition, Pitana (2009, p. 130-131) gives five important requirements for 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 motivates tourist for come to tourism destination. Attraction can be natural attraction such as, landscape, beach, mountain, climate, and valley. Artificial attraction such as, theatrical, drama, festivals, museums and galleries. Social attraction such as, opportunity mingle with the people in the area of tourism and come to experience their way of life.

#### 2. *Amenities*

The element in tourism destination and related with tourism destination itself. Which allows tourist to stay at these destinations for enjoy or participated in tourism attraction. Amenities can be accommodation, restaurant, cafe, 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 high way including transportation technology that reduces the time and cost to reach that tourism destination.

#### 4. *Image*

Image is an idea about a belief or a rating of a product and service that they bought or will buy. Image is not always based on experience or facts. But can be formed in such a way so that become 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 in service consumed while at the intend destination. The prices always vary according with the class travel package, season, distance and etc.

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 attractions 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 object 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 forests.
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 other.
4. Houses of worship, such as mosques, temples, and churches.

## 2. *Accessibility*

Tourism activity depends a lot of 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 can 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 come and visit a tourism destination. The important facilities related to the development of tourism are: hotel accommodation, restaurant, clean water, communications, entertainment, and security.

In another way, according to Maryani (1991, p.11), there are the requirements of tourism destination:

### a) What to see

Tourism destination should have an object or tourist attraction which is different from others. In other words, that area should have special attraction and culture which can become an entertainment for tourist. For examples like an activity, an art, tourist attraction, a scenery.

b) What to do

Besides it should have something that can be show, tourism destination should have recreation facilities that can make tourist stay for along tome 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 for original place.

d) What to arrive

It is about accessibility, how to visit the tourism destination, what is transportation that can use to go there and how long that arrive there

e) What to stay

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

## **2.6 Taman Embung Senja**

### **2.6.1 Location**

The location of Taman Embung Senja is in Gajah Mati Village, Babat Supat District, and Musi Banyuasin Regency, South Sumatera Province. It can be reached about 2,5 hours' drive from border between Palembang-Babat Supat. This destination also located not too far from the border between Banyuasin and Musi Banyuasin district.

### **2.6.2 History**

Taman Embung Senja was once a Embung or rainwater reservoir which was used by the surrounding residents. Formerly, *Taman Embung Senja* was named *Danau Wisata mini Kampung sawit pilip 2*. In the first time *Embung* was opened, it was not focused on Embung but instead made a bazar that sell various kind of food that located not far from Embung. This destination started in 2018 precisely at the beginning of last year in Ramadhan month, but began to be introduced to

the community in the past 6 month. And now Taman Embung Senja is transformed into a water tourism location managed by the Karang Taruna Desa.

### **2.6.3 Condition**

The condition of Taman Embung Senja is very clean and there are several rides of water games such as duck boats and love parks that make visitors feel comfortable when visiting there. In Taman Embung Senja there is a bridge made of wood with roof of nipah leaves. This bridge is used as access to enjoy the duck boats that are there. Besides this bridge can also be used as a photo spot because on this bridge there are many unique street names such as *JL. sama aku jadian sama dia*, *JL. In aja dulu kalau cocok jadian*, etc.