

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Tourism is often related with someone or a group who travels somewhere while on vacation. According to Undang-Undang Kepariwisata No.10/2009:

“Wisata adalah kegiatan perjalanan yang dilakukan oleh seseorang atau sekelompok orang dengan mengunjungi tempat tertentu untuk tujuan rekreasi, pengembangan pribadi, atau mempelajari keunikan daya tarik wisata yang dikunjungi dalam jangka waktu sementara”.

It means that tourism is travel activities undertaken by a person or group of people to visit a particular place for the purpose of recreation, personal development, or to learn the uniqueness of the tourism attraction visited in temporary period. In addition, Walton (2018) states that tourism is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while using the available commercial services. According to Sora (2017), tourism is a journey carried out by a person or a group of people within a certain period of time from one place to another with the purpose for recreation or for interest so it can fulfill their wishes. Moreover, Mathieson & Wall (1982, cited in Kurniansah, 2018) defines that tourism is a series of activities in the form of a temporary movement of people to a destination outside their usual place of residence or workplace, activities they do while living in a place, and the facilities provided to meet their needs both during the trip and at the destination.

Tourism has several components that can support the operation of tourism itself. The component can be provided by the government, businessman or a company, and public. According to Mahajan (2013), there are three basic components of tourism which are also known as 3A's of tourism.

- a. Accessibility (Reachability/Transportation): ability to reach the place of destination through various means of transportation.
- b. Accommodation: a place where tourists can find food and shelter provided, and the tourists are in a fit position to pay for it.

- c. Attraction: anything that creates a desire in any person to travel in a specific tourist destination or attraction.

It is in line with the statement of Mr. Faried, director of domestic tourism promotion, cited in Hanifah (2011). He states that there are three important components in the tourism industry called 3A: Attractions; Access; and Accommodation, which are interrelated to each other to make the tourism can run well.

2.2 Types of Tourism

The followings are various types of tourism given by Kumar (2013):

- a. Ecotourism, is a form of tourism that attracts tourists to care about natural and social ecology. Providing direct experience from a place, educational experience, developing understanding and appreciation of visitors to the places visited.
- b. Cultural tourism, is a tourism that concerned with a country or region's culture, especially its arts. It focuses on traditional communities who have diverse customs, unique form of art and distinct social practices, which basically different from other types/forms of culture.
- c. Rural tourism, is a tourism that focused on participating in rural lifestyle. The emphasis of this tourism is on having an experience in rural setting and visiting the areas outside the urban areas. The activities include hiking and biking, visiting communities' museums and buying locally produced crafts.
- d. Adventure tourism, is a type of tourism involving exploration or travel to remote, exotic and possibly hostile areas. While doing the tour, the travelers are provided with a challenge, thrill or intense experience.
- e. Health tourism, is a type of tourism that refers to travel to facilities and destinations for obtaining health-care services or health-related benefits.
- f. New Age tourism, is a tour for learning the ancient cultures, encompassing spirituality, metaphysics, yoga, meditation, natural healing, herbology and communion.

- g. Educational tourism, is a tourism that refers to travel for learning in which the learning occurs within a structured or formal program in a destination.

Meanwhile, Singh (2011) gives 11 types of tourism as listed below:

1. Recreational tourism, is tourism activity for recreational purpose such as for taking a rest.
2. Environmental tourism, which is a tour that visit remote places where to get pollution-free air to breathe.
3. Historical tourism, is a tourism to know how the forefather lived in a particular area by visiting heritage locations, temples, churches, museums, forts, et cetera.
4. Ethnic tourism, is a traveling to distance places for looking to the routes and attending to family obligations in that place.
5. Cultural tourism, is the activities to know how other people or communities stay, survive and prosper, in order to learn about the culture in that place well, and to become familiar with the culture.
6. Adventure tourism, is an adventure tour to go for trekking, rock climbing, river rafting, et cetera.
7. Health tourism, is a tour to visit nature cure centers and hospitals providing specialist treatment.
8. Religious tourism, which is a tour to attend the religious duties and visit important places of a religion.
9. Music tourism, is a tour to sing and listen to music of the destination and enjoy it.
10. Village tourism, is a type of tourism that visit various tourism village destinations.
11. Wild life tourism, is a tour that can be an ecotourism which means watching wild animals in their natural habitat.

The types of tourism itself can be divided into several types that have differences in the purpose, the activities, and the destinations.

2.3 Tourism Destination

A place for tourists to visit and stay while spending their vacation is called tourism destination. According to Jamaluddin (2019, p. 22), tourism destination is a place or area where a collection of tourism related products and attractions are offered. In addition, Bieger (1996, cited in Beritelli, 2009) states that tourism destination is a geographical area consisting of all the services and infrastructure necessary for the stay of a specific tourist or tourism segment. There are several characteristics which make a place or area become a tourist destinations. Hidayah (2017) defines that there are five characteristics of a tourism destination as follows:

1. **Visitable**

A tourism destination can be enjoyed if the tourists visit the area. In order to be visited by tourists, an area must have three important components, called 3A (attractions, accessibility, and amenities) so that area can become a tourism destination that makes tourists want to visit it.

2. **Intangible and unsaveable**

Tourism destination is not tangible physical forms that can be touched and taken home by the tourists. A tourism destination can be enjoyed in the form of experience, so the tourism destination cannot be stored and can only be felt.

3. **Inseparable**

The characteristics of tourist destinations cannot be separated because the production and consumption processes occur at the same time so the tourism experiences occur when production and consumption are carried out.

4. **Diverse**

Because it is intangible and cannot be separated, the tourism destination products will never be the same or identical. There will be differences in the quality of experience. This is due to the tourism destination products that cannot be repeated, because of the differences in production time.

5. Not singular

A tourism destination cannot be produced by one part only. Tourism destination can be formed because it is supported by several parties such as business people providing services (accommodation, transportation, et cetera), local communities and the government. All parties are complementary and coordinating to be able to make an area become a tourism destination. Besides, all important components in tourism destination (attractions, accessibility, and amenities) also cannot stand alone and must complement each other.

2.4 The Potential of Tourism Destination

The potential of a tourism destination is one of the reasons why the tourists come to that destination. The potential can be used as strength and selling point to attract tourists. Inori (2013) states that if the destination has advantages and characteristics, both geographically and culturally, it can attract tourists to visit and enjoy it. Meanwhile, Ritchie & Crouch (2003) define that attractions and activities can strengthen the tourists' motivation for choosing to visit one destination over another. Moreover, Rufaidah (2016) states that potential tourism destination is defined as a geographic area that has the capacity to evolve in the future that are within one or more administrative regions in which there are *tourism attractions, public facilities, tourism facilities, accessibility, and community* that are interrelated and complete the realization of tourism. According to Cooper, cited in Inori (2013), tourism destination is potential if it has some aspects as follows:

a. Attraction

Attractions are what tourists can see and do at the destinations. Attractions can be in the form of beauty and uniqueness of nature, the culture of the local community, heritage of historical buildings, and artificial attractions such as games and entertainment facilities.

b. Accessibility

Accessibility is a facility and infrastructure to reach the destination. Road access, availability of transportation and signposts are important aspects of a destination.

c. Amenity

Amenities are all supporting facilities that can meet the needs and desires of tourists while in the destination. Amenities relate to the availability of accommodation to stay and restaurants or stalls to eat and drink. Other needs that may also be desired and needed by tourists, such as public toilets, rest areas, parking lots, health clinics, and worship facilities should also be available at a destination. Not all amenities must be near to the location in the main area of the destination such as in natural destinations and historical heritage which some of them far from commercial facilities, such as hotels, restaurants and rest areas.

d. Ancillary

Ancillary is relating to the availability of an organization or the people who manage the destination. This is important because even though the destination already has good attractions, accessibility and amenities, if there is no one who arranges and manages it, then in the future it will definitely be neglected.

While, Yoeti (1997) gives three aspects of a potential tourism destination: *attraction, accessibility, and amenities*. Furthermore, Koswara (2016) states that there are five aspects that can make a potential tourism destination as follows:

1. Amenity / Tourism Facilities

Tourism supporting facilities include accommodation, restaurants, retail, souvenir shops, travel agencies, tourist information centers, etc.

2. Accessibility

Accessibility can be supported by transportation system such as terminal facilities, airports, ports and modes of transportation

3. Tourism Attraction

Tourism attraction includes the potential of the nature, culture, synthetic / artificial attraction, events, etc.

4. Community

Community and public institutions as an element of stakeholders in supporting the development of tourism.

5. Public Facilities

Availability of supporting facilities used by tourists, such as banks, telecommunications, postal, hospital, and so on.

Meanwhile, Dickman (1996) says that the assessment of destination to be potential is related to the five major components or 5A including *attraction*, *accessibility*, *amenities*, *accommodation*, and *activities*.