

CHAPTER II

LITERATURE REVIEW

2.1 Definition of Tourism

According to Meyers (2009) said that Tourism is a travel activity carried out by all of the time from the original place of residence to the destination area with the excuse not to settle or earn a living but only to fulfill curiosity, spend leisure time or holidays and other purposes.

Richard and Fluker (2004) Tourism is activities or people who travel and live outside their invironmet for no more than one consecutive year to relax, bussines and other purpose. Moreover, Marpaung (2002) said that tourism is one of activities that done by residents which have purpose to relax from them daily activities and also to get happiness.

So the writer can conclude that tourism is a trip or a journey that done by individual or groups to visit some destination tourism objects for recreation or leisure the way that can refresh peoples mind from their complex daily activities and also to get a lot happiness.

2.2 Kind of Tourism

According to Pranata (2012: 10) there are several kinds of tourism, namely:

1. Culinary Tourism

This tour is not solely for filling and pamper your stomach with a variety of regional specialties tourist destination, but also get interesting experiences also become his motivation.

2. Sports Tourism

This tour combines sports activities with tourism activities. Activities in this tour can be in the form of sports activities actively requires tourists to do body movements directly.

Other activities are called passive activities Where tourists don't exercise, but become an expert and only a sports lover.

3. Commercial Tourism

Travelers traveling to visit commercial exhibitions and exhibitions such as industry exhibitions, trade shows and so on.

4. Marine Tourism

A trip that is often associated with water sports like lakes, beaches, sea water.

5. Industrial Tourism

The trip is carried out by a group of students or students, lay people to industrial places with intent and purpose of conducting research.

6. Honeymoon Tourism

Travel for newlyweds honeymoon with special facilities and it self for the pleasure of travel.

7. Nature Reserve Tourism

Many types of tours are organized by agents or bureaus a trip that specializes in managing business tours to places or nature reserves, protected parks, mountains, regional forests and so on, whose sustainability is protected by Constitution. Based on several types of tourism can be developed in the future, along with changing interests and the desire of visitors or tourists.

2.3 The potency of tourism object

According to (Amdani, 2008), mentions tourism potential as skill in an area that might be utilized for development, including nature and humans and the work of human beings themselves. From this understanding, it can be concluded that tourism potential is something that is owned by tourist attractions which is an attraction for tourism tourists and is used to develop the tourism industry in the area.

According to Marpaung (2002), said that the factors that make a tourism potency to be a tourism destination are as follows:

1. The tourist need a place for eating and drinking, and also the place for staying like accomodation which has a lot of choices from the simple facilities until the complete facilities, for example hotel and restaurant.
2. Natural objects are the tourism objects which are available in nature or created by God, for example lakes, mountains, beach, and hostorical place.
3. Infrastructure is the element of tourism which make easier tourism activity, like airport.
4. Transportasi is the elements used to go to the destination tourist need the infrastructure, such as car, train, and plan.
5. General source is the element of tourism which can make the tourist be more complete. For example human, technological, culture, the potency of leadership.

2.4 Tourism Objects and Attraction

According to Ridwan (2012:5), tourism object is something that is unique, beautiful, and value in the form of natural, cultural, and yield diversity man – made targets or objectives of the visit taveler.

According to Suryadana (2012), tourism attraction is everything area, tourist facilities, tourist activity or characteristic that has a certain characteristic that can attract people as visitors or tourist, witness, and enjoy in a tourist destination.

2.5 Definition of Tourist

According to Pedit (2002), people who traveling for fun, for personal needs, for health purposes and so on.

2. 6 Types of Tourist

According to Minoz (2013), there are 7 types of tourist:

1. Foreign tourist

Foreign tourist is a foreigner who travels, who come into another country that is not the country where they lives.

2. Domestic foreign tourist

Domestic foreign tourist is a foreigner who resides in a country, who travels in the territory of the country where they lives.

3. Domestic tourist

Domestic tourist is a person who travelers within the borders of they own country without crossing the line.

4. Indigenous foreign tourist

Indigenous foreign tourist is a citizen of a particular country because of they duties or position abroad, returning to their home country and traveling in their own territory.

5. Tourist Transit

Tourist transit is tourist who are traveling to a certain country. Who are boarding an air or sea or train, which is forced to stop at a port / airport / station not of their own volition.

6. Business Tourist

Business tourist is the person who travels after the main destination is finished. The objectives of the tourists are as follows: to use leisure time, both used for recreation (vacation), health needs, lessons and knowledge, and to carry out worship and sports. For business or business, family visits, carrying out tasks and holding conferences. If someone travels for less than twenty-four hours, it is classified into the category of Travelers. The tourists are divided into domestic tourists or domestic tourists (Wisdom or Wisnus) and foreign tourists or foreign tourists (tourists).

2.7 Characteristic of Tourist

According to Seaton and Bannet (1996), characteristic of tourist can be divided into three types, they are Sosio demografis characteristic, Geografis characteristic, and Psikografis characteristic.

1. Socio-demographic characteristics

Socio-demographic characteristics try to answer the question "who wants what". This division based on characteristics is most often done for the sake of tourism analysis, planning and marketing, because the definition is very clear and the division is relatively easy (Kotler, 1996). Included in the socio-demographic characteristics include gender, age, marital status, education level, occupation, social class, family size or number of family members and others elaborated on these characteristics.

2. Geographical characteristics

Geographical characteristics divide tourists based on the location of their residence, usually divided into villages, cities, provinces and their countries of origin. This division can also be further grouped based on the size (size) of the city of residence (small, medium, large / metropolitan), population density in the city and others.

3. Psychographic characteristics

Meanwhile psychographic characteristics divide tourists into groups based on social class, life-style and personal characteristics. Tourists in the same demographic group may have very different psychographic profiles.

2. 8 Tourism Support

According to Muljadi (2012: 89), There are 3 factors to support tourism, there are:

1. Attractions

Attraction is the center of the tourism industry. That means attractions can attract tourists who want to visit it. Usually they are attracted to a location because of their distinctive characteristics certain.

The characteristics that attract tourists are:

- a) The beauty of nature
- b) Climate and weather
- c) Culture

2. Amenities

Amenities is a variety of facilities supporting tourists to travel to a tourist destination with own comfort and satisfaction. This is among others other convenient accommodations, restaurants, bars, information services, tour guides, attitudes of the local community, security and others other.

3. Accessibility

Accessibility is associated with all types of transportation, distance or ease of achieving a tourist attraction. As well as elements other supporters (tourism industry, community and development institutions) that form a synergistic system in creating motivation for tourist visit.

2. 9 Sapta Pesona

According to Krisnakai (2017), Sapta Pesona is a condition that must be realized in order to attract tourists to visiting a tourism place in Indonesia. Sapta pesona is a condition that must be realized in order to attract tourists visiting an area or region in our country. We must create a beautiful, enchanting atmosphere anywhere and anytime. Especially in places that are visited by many tourists and at the time serving tourists. With conditions and atmosphere that are attractive and comfortable, tourists will feel at home staying longer, feeling satisfied with their visit and providing wonderful memories in their lives. Sapta Pesona consists of seven elements, namely:

1. Safe

Safe is a condition where tourists can feel and experience a safe atmosphere, free from threats, disturbances, and acts of violence and crime feel protected and free from:

1. Crime, violence, threats such as robbery, extortion, blasphemy, and fraud and so on.
2. Infectious diseases and other dangerous diseases.
3. Accidents caused by equipment and facilities that are not good, such as vehicles, equipment for eating and drinking, elevators, equipment or recreation and sports.
4. Disturbances by the community include coercion by hawkers, ignorant hands, speeches and actions and unfriendly behavior and so on. So safe means guaranteed life and physical safety, including property (goods) tourists.

2. Order

Order is a condition that reflects an orderly and orderly atmosphere and discipline in all aspects of people's lives both in terms of vehicle traffic, use of facilities and in various other people's behavior, for example:

1. Buildings and environments are organized and neat
2. Information that is true and not confusing.

3. Clean

Clean is a condition that shows the clean and hygienic nature of the environment, tourism facilities, service equipment and humans who provide these services. Travelers will feel at home & comfortable if there is a place that is clean and healthy like:

1. Clean environment both at home alone and in public places, hotels, restaurants, public transportation, recreation areas, places for urinating / large.
2. Clean and healthy food and drinks.
3. Use and supply of clean equipment.
4. The clothes and appearance of the officers are clean, and 4. The clothes and appearance of the officers are clean, and neat.

4. Cool

That is the creation of a fresh, cool and comfortable atmosphere that is caused by regular and beautiful greening both in the form of parks and greenery in every neighborhood, for that we should all:

1. Participate actively in preserving the environment and the results of reforestation that have been carried out by the community or the government.
2. Acting actively to advocate and pioneer the local community to carry out reforestation activities and maintain cleanliness, plant various plants on the home page - both for decoration and plants that benefit the household, at the school yard and so on.
3. Establish associations aimed at preserving the environment.
4. Decorate the study / work room, living room, bedroom and other places with various decorating or conditioning plants.
5. Initiating various activities and other efforts that can make our environment cool, clean, fresh and comfortable.

5. Beautiful

Beautiful is a condition that reflects an orderly, orderly and harmonious arrangement of both infrastructure, facilities, the use of harmonious colors, in harmony with the environment and showing the characteristics of national personality. Beautiful which is always in line with the clean and orderly and inseparable from the environment both in the form of God Almighty creation and human works. Therefore we must maintain the environment so that it is sustainable and can be enjoyed by humanity.

6. Friendly hospitality

Friendly hospitality is the attitude and behavior of the people who are friendly and polite in communicating, providing services and light hands to help selflessly. Friendly is the character and culture of the Indonesian nation in general, always respects its guests and can be a good host. This warm-hearted attitude is one of the attractions for tourists, therefore we must continue to maintain it.

7. Memorable

Memorable is a pleasant impression and will always be remembered. Memories can be beautiful and pleasant but can also be unpleasant. Memories that want to be realized in the memories and feelings of tourists from the experience of traveling in Indonesia, by themselves are fun. These beautiful memories can also be created by, among others:

1. Comfortable, clean accommodation and prompt and friendly service.
2. Enchanting typical cultural attractions.
3. Delicious types of regional specialties with attractive and hygienic appearance and presentation.
4. Souvenirs that are characteristic of the region with a beautiful appearance and low prices.