

CHAPTER II LITERATURE REVIEW

2.1 Tourism

Tourism is a travelling that is done for a while, leaving the original place to the destination with a plan and main purpose not to seek money or some business but to seek happiness, in short to enjoy the leisure activities (Marpaung, 2012) .

Tourism is a trip carried out for recreational purposes. This activity is provided with services to support this action. Tourism is the process of personal or group travel to go to another place outside their original life. The purpose of tourism has various interests such as economic, social, cultural, political, religious, health and other interests such as curiosity, or even add to the experience.

It is relevant with other statements, tourism is a journey from one place to another place done for a while, done by individual or groups as an effort to find a balance or a harmony and happiness with social dimension, culture, nature, and knowledge (Spillane, 1987).

From those explanations, it can be concluded that tourism is a journey done by individual or group for a while, activities from one place to another with the main purpose is to enjoy leisure. A tourism destination should have something interesting to enjoy leisurely.

2.1.1 Kinds of Tourism

There are some types of tourism (Yoeti, 1990), which can be classified as follows:

1. Based on the location, there are five kinds of tourism:

a. Local tourism

Local tourism is a very real and tangible way of travelling that has a positive impact on not only the wider environment, but also the local people in the destinations we visit.

b. Regional tourism

Regional tourism is tourism concentrated in a region. A region is an area that can be distinguished from other areas by its own culture and structure.

c. National tourism

It is the tourism of resident visitors, within and outside the economic territory of the country of the reference.

d. Regional International tourism

The activities of tourism are growing in a region internationally limited, but through the limits of more than two or three countries in the region.

e. International tourism

It is the activities of tourism contained or developed in many countries in the world.

2. Based on the reason or purpose of tour, there are three kinds of tourism:

a. Business tourism

Business tourism is where visitors come for service purposes, trade businesses related to work, congresses, seminars and others.

b. Vocational tourism

Vocational tourism is a type of tourism where people who take tours consist of people who are on vacation, leave and others.

c. Educational tourism

Educational tourism is the type of tourism where visitors or people who travel aim to learn.

3. Based on the object, tourism consists of ten kinds of tourism:

a. Cultural Tourism

Cultural tourism is a journey undertaken based on a desire to expand view of life to go to another place or another country, learn the state of the people, their habits customs, and their way of life.

b. Commercial tourism

Commercial tourism is also called trade of tourism because this journey is related to the national or international commercial activities like Expo, Fair, Exhibition, and others.

c. Recuperation tourism

Recuperation tourism is called health tourism. The purpose of this journey is to cure a disease.

d. Sport tourism

Sport tourism is aimed at seeing or witnessing the sport fair in an area, such as football, Olympiad and etc.

e. Political tourism

Political tourism is a journey in which the aims of people who do this journey are to see or to witness an event or occurrence which is connected the activity of a state.

f. Social tourism

Social tourism is a kind of journey, representing one kind tourism which do not emphasize to get advantage. Like study tour, picnic or youth tourism.

g. Region tourism

Region tourism is a kind if tourism which the purpose on this journey is to witness the religious activities

h. Recreational tourism

Recreational tourism is almost done by most of people in our society they use their leisure tie to have new situation in fleshing themselves after working. The location where they want to go to other place, are namely the beaches, the forests, the mountains and entertainment.

i. Maritime tourism

Maritime tourism is a journey related to water sports. Such as fishing, sailing, diving, surfing, racing rowing and etc.

j. Business tourism

Business tourism is a tourism where the tourist can go to other country for doing the business activity which can improve the economy and increasing the own money of people and society

2.2 Culture

Culture is a way of life that develops, and is shared by groups of people, and is passed down from generation to generation (Kurniawan, 2019). This culture is formed from various complex elements, including religious and political systems, customs, tools, language, buildings, clothing, and works.

Culture is an integral part of humans that has complex, abstract, and broad nature. So most humans are more likely to think of it as a genetic inheritance. People try to communicate with other people of different cultures to adjust differences, and prove that culture can be learned.

2.2.1 Cultural Tourism

The activity of culture can be categorized as one of tourism products (McKercher, 2002). At the beginning, cultural tourism as a special activity that is desired by a group of people to get different experience from usual travelling experience that they did before, and cultural tourism have already been acknowledged as market activity with highest price.

A tourism activity should have tourism attraction. It is same as a cultural tourism attraction which can be developed or used for a tourism object. The example of cultural tourism that can be tourism attraction such as museum, heritage, traditional ceremony, and citizen handmade.

Cultural tourism is a journey that is done on the base of desire to expand people daily activities visiting or searching to other place or overboard, learning about citizen situation, the habit of traditional there, how they life, culture and their art (Pendit, 1994). During the journey, it will have a chance to take part in cultural activity, like an art exposition (dance, theater, music and voice art).

2.3 Potency of Tourism

Potency is something that can be developed. The definition of potency that relate to tourism which is stated by (Pendit, 2003), potency of tourism is a variety of resources found in a particular area that can be developed into a tourism attraction. In other words, the potency of tourism is a variety of resources owned by a place and can be developed into a tourism attraction that is used for economic interests while still paying attention to other aspects.

According to(Sukardi, 1998) who also expressed the same sense of the potency of tourism is everything that is owned by tourism destination and it is useful to develop the tourism industry in that area.

In short, potency is everything that can be developed into tourism attraction that has something interesting to attract tourists. According to (Subekti, 2012), the requirments of potencial tourism are as follow :

1. Attractions, usually tourists are attracted to a location because of certain characteristics. The characteristics that attract tourists are:
 - Natural beauty
 - History
 - Accessibility (ease of walking to the place)
2. Facility (Facilities), some facilities that must be available at tourism attractions are:
 - Clean toilets
 - Place to stay
 - Adequate parking lots
 - Restaurants or food stalls
 - Gift shop or souvenir
3. Infrastructure. Here is the basic infrastructure in tourism:
 - Irrigation system
 - Electricity and energy sources

- Communication network
 - Exhaust system
 - Health services
 - Easy to reach road network
4. Transportation
- The facilities available at a tourism attraction are also needed by tourists to reach one location to another. Because, there are several tourism attractions that don't only provide one tourism attraction.
5. Hospitality
- Examples of hospitality in tourism attractions are:
- Do not litter
 - Do not leave items or anything like that
 - Respect between tourists and local residents
 - Do not do things that are prohibited in that place.

2.4 Tourism Attraction

Tourism attraction is everything that can attract tourist to visit tourism destination (Yoeti,1985). Its relevant with other statements, tourism attraction is everything that can attract and is worth visiting(Pendit, 1994).

According to Undang-Undang Republik Indonesia No. 10 Tahun 2009, tourism attraction is everything that has uniqueness, easiness and wothness like a variety of nature, culture and man-made to become the target of tourist visit. It's related to Undang-Undang No. 9 Tahun 1990 about tourism attraction, the main targets of tourism attractions are below :

1. Tourism attraction of God creation like nature, flora and fauna.
2. Tourism attraction of man-made like museum, heritage, art and culture, agro-tourism, adventure tourism.

3. Tourism attractions of special interest like hunting, mountain climbing, industry and crafts, shopping, places of worship, a place of pilgrimage and others.

It can be concluded, tourism attraction is everything that has interest, uniqueness, easiness, and worthiness to become the target to attract the tourist to come to tourism destination.

2.4.1 The Requirements of Tourism Attraction

There are several requirements of tourism attraction(Maryani, 1991) which are as follows :

a) What to see

Tourism destination should have an object or tourist attraction which is different from others. On the other hand, that area should have special attraction and culture which can become an entertainment for tourist. Such as an activity, an art, tourist attraction, and scenery.

b) What to do

Besides it should have something that can be shown, tourism destination should have recreation facilities that can make tourist stay for a long time 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 original place.

d) What to arrive

It is about accessibility, how to visit the tourism attraction, what vehicle we can use to go there and how long we arrive there.

e) What to stay

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