

CHAPTER II

LITERATURE REVIEW

2.1 Definition of tourism

According to Hunziker and Krapf (1996:115) Tourism is the overall tourism from symptoms caused by travel and settlement of foreigners as well as provision of temporary shelter provided that the standing was not reside and earn income from the temporary activity. Tourism is displacement of people for a while and in a short time to reach goals beyond where they normally live and work and their activities during the destination. (Burkat and Medik:1995)

According to the Economic and Social Council resolution the United Nations No. 870 in Yoeti (1996:133) notion travelers are: Every person who visits a country which is not a place usual residence, for any reason, except seeking something work paid by the countries he visits. According to the formula above, including visitors while most few stay for 24 hours in the country visited and the purpose of his journey can be classified into the following classifications:

- Cruise (leisure).
- Entertainment trade (business), families, conferences, and missions. University

2.2 Kinds of Tourism

According to Yoeti (1996:122). Various types and Geographical Location Based Tourism are as follows:

1. Local Tourism (Local Tourism)

Local tourism have a relatively narrow scope and limited in certain places only. For example: tourism in Bandung, Jakarta, and others.

2. Regional Tourism (Regional Tourism)

Tourism is growing in a place or area that is broader in scope than the local tourism, but is narrower when compared to the national tourism. For example: North Sumatra Tourism, Bali, and others.

3. National Tourism (National Tourism)

a. National Tourism in the narrow sense

Growing tourism activities within the territory of a country, this understanding is the same as "domestic tourism" or domestic tourism, in which EAM people to travel is itself citizen and foreigners residing in the country.

b. National Tourism in a broad sense

Growing tourism activities within the territory of a country, in addition to domestic tourism activity also developed foreign tourism, which it includes in and out bound tourism going. So, in addition to the tourist traffic in the country itself, there also tourist traffic from abroad, as well as from domestic to overseas.

4. Regional-International Tourism

Tourism activities are growing in an international area is limited, but past the boundaries of more than two or three countries in the region. For example, tourism ASEAN region, the Middle East, South Asia, Western Europe, and others.

5. International Tourism

Growing tourism activities in all countries in the world including the regional international and national tourism.

- Kinds of Tourism According to Reason or Purpose Tourism

1. Business Tourism

Type Tourism where visitors come for the purpose of service, trade or business that is related to work, meeting, incentive, convention, exhibition (MICE).

2. Vacation Tourism

Tourism types in which the people who make trips consist of people who are on vacation or take advantage of free time.

3. Educational Tourism

Type Tourism where visitors travel for the purpose of study or learn something in science. Educational Tourism includes study tours. In the field of language known as polyglotism, that is, people who live temporarily in a country to learn the language of that country.

According to Pendit (1986:36) relating to kind of tours can be distinguished as follows:

- Kinds of Tourism According to The object.

1. Cultural Tourism

Tourism types in which the journey is done because of the motivation to see the attraction of art and culture of a place or region, Object of his visit was the ancestral heritage and ancient objects. Often open the opportunity for tourists to take part in a cultural activity in the places he visited.

2. Recuperation Tourism

Commonly referred to as medical tourism, tourists travel destination is to cure a disease. As well as bathing in hot springs, mud baths which is common in Europe, as well as coffee bath in Japan is believed to make the face look younger.

3. Commercial Tourism

Referred to as the tourism trade, because this trip is associated with a national or international trading activities, which are often held at the expo, fair, exhibition, and others.

4. Sport Tourism

Usually referred to as sports tourism, people who travel aims to see or watch a sporting event or a state somewhere (can also participate in these activities). For example, Olympics, all England, boxing and football.

5. Political Tourism

Commonly referred to as political tourism, which is a trip for the purpose of seeing or witnessing an event that relates to the activities of a country. For example the independence of a country (May 1st Parade in China, Parade October 1 in Russia, and others).

6. Social Tourism

Social tourism should not be associated as a stand-alone tourism, this sense only in terms of implementation are not emphasized in the business for profit. For example, study tours, youth tourism known as teenager tourism.

7. Religion Tourism

Type of tourism in which the purpose of the trip is done is to see or witness the religious ceremonies. As well as Hajj or Umrah to Mekaah for Muslims, a visit to Lourdes for the Catholics.

1.3 Element of tourism

According to Yoeti (1996:199) about element of tourism destination

There are three (3) important part of tourism facilities, among others:

1. Means of Principal Tourism

What is meant by means of tourism is a company that lives and life is dependent upon the arrival of people who do tour, which includes are:

- Travel Agent
- Tour Operators
- Transportation Company
- Restaurant, bar, attraction and tourist attractions.

2. Means of Complementary Tourism

Is a company that provides recreational facilities for functions not only complement the principal means of tourism, but the important thing is to so that the tourists can make a longer stay, in a place or area visited which includes grouped this is:

- Tennis
- Golf course
- Field football, pool, snooker, and so forth.

3. Means Supporting Tourism

Are means companies that support the principal and supplementary facilities necessary facilities, especially tourism business travelers who serves to make the tourists stay longer in the area visited in order to spend more or spend money in the area. Are included in this group are:

- Night Club
- Casino

Infrastructure tourism is really a tourist supply needs to be prepared or provided when will develop the tourism industry, as tourism activity is essentially none other than one of the activities of the economic sector as well. The definition of

infrastructure is all of facility that allows the economy to run smoothly in such a way so as to enable people to meet their needs. So the function of the infrastructure is to complement the tourism facilities that can provide the service as it should. In a book entitled *Introduction to Tourism* Yoeti (1996:186). As for some of the infrastructure that can support the service and convenience to travelers, include:

1. Service eating and drinking which can serve food and beverages local specialties.
2. Ministry of labor, which is dominant at all necessary because one of the key attractions of successful development is the ability of the workforce to manage well an area attraction.
3. information services, in order to set the visitors who come to the attraction

To avoid things that could damage elements attractions visited, and which can unsettle the visitors themselves given the current incoming traffic tends to be increased.

Most of the effects are derived from tourism is the economic impact, the economic impact is not the direct impact of tourism activity but is a multi flier from tourism activities are taking place. The economic impact of an on the local community, the governments local, tourism providers, travel agents, transport providers and other parties. Tourism services or tourism services is divided into sections that both the means and tourism facilities, transportation, travel agents, restaurants, hotels.

Facilities and infrastructure are complementary tourist destination that is needed to serve the needs of travelers in enjoying tourist trip. Development of tourist infrastructure in tourist destination and attraction certain to be tailored to needs of travelers both quantitative and qualitative. Tourism facilities as spearhead tourism business can be defined as a business that directly or indirectly provide services to

tourists at a tourist destination where its existence is dependent upon the presence of tour activities, as for these facilities are as follows:

- a. Accommodation travelers will need a place to stay for a while during the trip to be able to rest. With the means of this, it will encourage tourists to visit and enjoy the object and tourist attraction with a relatively longer time. Information on this property affects travelers assessment option selected types of accommodation, such as the types of facilities and services provided, the price level, the number of rooms available and soon.
- b. Places to eat and drink Tourists visiting an attraction certainly want to enjoy a tourist trip, so the food and beverage service must support it for tourists who do not bring lunch. Even if a tourist destination has a typical food, in addition to travelers who come to enjoy tourist attractions also enjoy the typical food. consideration required in the provision of food and beverage facilities include the type and variety of food offered, the level of quality food and beverage, services provided, the price level, the level of hygiene, and other things that can increase a person's appetite and feeding site location.
- c. Shopping is one activity most tourist activities and tourist spending is distributed to shop. Assessment in the provision of shopping facilities is carried out on the availability of goods sold and services adequate, convenient location and good access as well as a relatively affordable level.
- d. Public facilities at tourist sites Public facilities that will be studied are the facilities that are usually available in the recreation such as:
 - a) Parking
 - b) Rest room

- c) Mosque
- d) Means mover in the location of attractions
- e) Means board information and instructions
- f) Facilities for recreation and playground
- g) Payphones

Quantitatively tourist facilities refers to the number of tourist facilities should be provided and showed qualitatively that the quality of services provided and that is reflected in the satisfaction of tourists who obtain services. In conjunction with the type and quality of tourism facilities in the tourist destination has compiled a standard tourist standards, both nationally and internationally, so just choose the provider of tourist facilities or determine the type and quality will provide.

Tourism infrastructure namely natural resources and man-made resources that must be used by tourists on their way in the tourist destination of basic infrastructure serving the local population often also serve tourism activities, such as roads, electricity and energy sources, water sources and irrigation systems, health facilities, sewerage or sanitation, telecommunications, transport terminals, bridges, and etc.

In carrying out the development of tourism infrastructure needs to be adapted and considering the condition and location that will increase the accessibility of an attraction which in time can improve the tourist attraction itself, aside from it is also necessary coordination and support between relevant agencies.

Tourist attraction (tourist attraction) that the things contained in the object of tourist attraction and can attract visitors to come to the area to tour. Tourist attractions can be a performance art, culture, history, tradition, adventure activities, pilgrimage, and events that are not fixed. To be able to attract tourists that the tourism destination (DTW) in addition must have an object and tourist attractions must have three (3) requirements to increase its appeal, namely:

- Something that can be seen (something to see)
- Something that can be done (something to do)
- Something that can be purchased (something to buy)

2.3 Potency of tourism object

According to Yoeti (1980:30) the things that can attract people visit to DTW is The objects are available and there are in the universe (natural amenities) The objects are available and there are in the universe (natural amenities) such as climate (sunny weather, hot, dry, lots of sunlight, cool and so forth), landforms and scenery (land configuration and landscape), among others (level ground, volcanoes, valleys mountains, lakes, beaches, waterfalls, beautiful scenery), woods (the sylvan elements), such as (forest, many trees), Flora and fauna, such as (crops-strange plants, birds - birds, fish, wild animals, nature reserves and so on), the medical centers (health center), such as (a source of mineral water, mud bath).

Sukardi (1998: 67) says also expressed the same sense of tourism potential, as everything that is owned by a tourist attraction and is useful to develop the tourism industry in the area. So it is with tourism potential is something that can be developed into a tourism attractiveness. In this study the potential of tourism is divided into three kinds, namely: natural potential, the potential of cultural and human potential.

1. Potential Natural what is meant by the natural potential is the state and the type of flora and fauna of a region, a local landscape, such as beaches, forests, etc. (the physical state of a region). The advantages and uniqueness of nature if developed by taking into account the state of the surrounding environment will undoubtedly attract tourists to visit the object.

2. Potential of Culture is the potential of culture is all the creativity, taste and human initiative in the form of customs, handicrafts, arts, historic relics ancestral form of buildings, monuments, etc.
3. Potential Humans also have the potential to be used as a tourist attraction, by staging dance performing arts and culture of a staging area.