

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 The Definition of Tourism**

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 the 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 is visited, but solely to enjoy the journey to recreation or filling kinds of necessity. Meanwhile, Hornby (2001, p.8), tourism is a trip in which shorts are made at a number of places, and the tourist finally returns to his or her own place.

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

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

According to Pedit (1999, p.42-48), there are 14 types of tourism as follows:

##### *1. Cultural Tourism*

Cultural tourism is a journey carried out on the basis of a desire to expand the view of life, learn people condition, habits and culture, and their art. Culture tourism is a tourism that deals with how people do or behave in welcoming their guess on wedding ceremony or for instance what people wearing on wedding vermont

##### *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 resorts or a place that provides other health care facilities

##### *3. Sports Tourism*

Sports tourism is a journey with the purpose of sports or intends to follow an active part in sports festivals such as, Asian Games, Olympic Games, Thomas Cups, Uber cups and others.

##### *4. Commercial Tourism*

Commercial tourism is a journey that aims to visit exhibitions of places and fairs with commercial purposes such as industrial fairs, trade shows, and others.

### *5. Industry Tourism*

Industry tourism is a journey do by person or group of students with the purpose of doing observation or research.

### *6. Political Tourism*

Political tourism is an activity purpose with taking a part of activity in politics such as, Independence day, coronation of British queen etc.

### *7. Tourism Conventions*

Tourism conventions similar to Political Tourism but Tourism conventions are more specific to the provision of facilities such as, court rooms, conferences, and others.

### *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 farmers and etc.

### *9. Farm Tourism*

Farm tourism is a journey with a purpose to visit agricultural projects, plantations, 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 into 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 a kind of tourism that has been attributed to religion, history, customs, people faith. Pilgrim tourism is usually done by a person or group to visit the holy place, the tomb of a famous person or a tomb revered leader and hill are considered sacred.

#### *14. Honeymoon Tourism*

Honeymoon tourism is a journey for new brides and usually hold on romantic places. And with some special facilities for new brides such as, a beautiful wall decor, big mirror, and ceiling.

### **2.3 The Definition of Potency**

According to Sukardi (1998, p.67), the potential of tourism is everything that is owned by tourists and it is useful to develop the tourism industry in that area. Meanwhile, Pendit (1999, p. 12), says that potential is located in a certain place that can be developed into tourism attractions and used economic needs by concerning some aspects such as attraction, hospitality, and transportation.

In short, potential is everything that can develop into tourism attractions that have something interesting to attract tourists.

### **2.4 The Potency Of Tourism Destination**

Tourism potential is everything that can be processed and developed into objects and tourist attractions, to attract people to come to the place (Yoeti, 1996, p.160-1 161). In addition, Pendit (1999, p.21) says that the potential are various resources available in a particular area that could be developed into a tourist attraction. Moreover, Poerwadaminta (1993, p.766) defines potential as the power, ability, capability. Associated with tourism potential is the entire potential of natural resources, artificial resources, and culture. Tourism potential is everything that is contained in an area that can be developed into a tourist attraction.

In other words, the tourism potential 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.

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 are something that is prepared in advance to be seen, enjoyed and included in these are: dances, traditional folk art songs, traditional ceremonies, and other. Yoeti

(1997, p. 172) says that tourism is called attractive spontaneity, that is everything in the tourism destination is an attraction for people to come to visit a tourism destination such as:

a) The object is 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. Museums, art galleries, libraries, folk art, and handicrafts:
3. Traditional fairs, festivals, Hajj ceremonies, weddings, events, circumcisions, and others.
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. *Aminities*

Tourism facilities will not be separated with hospitality accommodation because tourism will never develop without hotels 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, restaurants, clean water, communications, entertainment, and security.

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

#### a) What to see

Tourism destinations should have an object or tourist attraction which is different from others. In other words, that area should have a special attraction and culture which can be an entertainment for tourists. 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 in that place.

#### c) What to buy

Tourism destinations should have facilities for shopping especially like souvenirs or citizen handmade as souvenirs for home or for original places.

#### d) What to arrive

It is about accessibility, how to visit the tourism destination, what is transportation that can be used to go there and how long that arrived there e) What to stay It is about how to stay while they are traveling. It will need a home stay or one star or non-star hotel and others.

## **2.5 The 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 motivate 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 objects 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 the 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 may be 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 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, including 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) Information about the location, rates, schedules and routes, and local freight services.
- g) Maps of cities should be available for passengers.

## *5. Hospitality Industry*

Hospitality industry is very important to support tourism activities especially for tourists to serve them during the journey such as hotels, restaurants and tour guides. Travelers who are in an environment that they don't know are certainly of security is very important, especially foreign tourists so they need a tour guide to accompany them.

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

### *2. Amenities*

The element in the tourism destination and related to the tourism destination itself. Which allows tourists to stay at these destinations to enjoy or participated in tourism attractions. Amenities can be accommodation, restaurants, cafes, bars, transportation, taxis, beauty shops, information centers and etc.

### *3. Accessibility*

Traveler is easy or difficult to reach the desired destinations. That access is related to 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 it can be formed in such a way that it becomes a strong motivating factor.

### *5. Price*

Price is a total number of 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 to the class travel package, season, distance and etc.

## **2.6 Sekanak River**

### **2.6.1 Location**

Location is an important variable that can reveal various things about the phenomenon or phenomenon being studied. Sumaatmadja (1988: 118) explains, that: the location of an object in space can explain and can provide clarity on the object or geographic symptoms concerned in further. The location of Sekanak River in Jl. Merdeka, Kelurahan 28 Ilir Bukit Kecil Palembang, South Sumatra Province. It can be reached about 10- 15 minutes drive from Ampera Bridge and 5 -10 drive from Palembang mayor's office. This destination is locates in the middle od the city and also not too far from the border between Benteng Kuto Besak and Sekanak Market .

### **2.6.2 History Of Sekanak River**

History is a description of the combined depiction of experience of events that occurred in the past As well as telling various events that make present events back to the present (Sartono Kartididjo:1998), it can be concluded that history has a value that is a teaching material to life in the present and process of past experience. Sekanak River which is the Musi River flow in South Sumatra is one of the tourist centers in Palembang which is ngehits. The variety of mural images and the combination of paint colors, making this location the main destination for instagramable photo hunters. Palembang City Government succeeded in changing the appearance of the Sekanak River to be beautiful and colorful. Previously, the Sekanak River was only a Musi River that was full of household rubbish. Even the aroma is very stinging, making the residents passing by in this area feel uncomfortable. This development becomes very interesting and famous as Sekanak Besolek

### **2.6.3 Condition**

The condition of Seknak River today is very clean and was built a bridge so that it is free to cross both sides of the tributaries, and can berselfie on the blue bridge has this songket pattern which is a typical fabric motif of Palembang. Not only the bridge ready to spoil the visitors, there are other ornaments such as the park on the side of the bridge, and a fountain pool that has not been functioned to add aesthetic value. Likewise, the side wall of the sekanak river was made with a songket star motif, the addition of colorful buoy drums added to the impression of Venice from the east being the oldest city ready to become a new destination for the people of Palembang. The children also use the bridge as a spot to play, plus the clean river water makes the children in the river environment feel happy and free.