

CHAPTER II

LITERATURE REVIEW

2.1. Tourism

Pariwisata adalah suatu proses kepergian sementara dari seseorang atau lebih menuju tempat lain di luar tempat tinggalnya. Dorongan kepergiannya adalah karena berbagai kepentingan, baik karena kepentingan ekonomi, social, kebudayaan, politik, agama, kesehatan maupun kepentingan lain seperti karena sekedar ingin tahu, menambah pengalaman ataupun belajar (Suwantoro, 2004).

It means that tourism is a process of temporary departure with various interests.

Then, Hunziker and Kraft cited in Muljadi (2009) revealed that tourism is the overall relationship and symptoms arising from the presence of strangers and the trip was not to stay settled and there was no relationship with activities to make a living. So that in doing the journey only look for things that are in accordance with their wishes and needs.

While according to Law No.9 of 1990 article number 1, tourism is everything related to tourism, including the exploitation of objects and attractions as well as related businesses in the field.

Based on all the definitions above, it can be concluded that tourism is an activity carried out by leaving the place of residence to the tourist destination for a while and not to settle. The purpose of the trip is to enjoy the services and facilities needed while outside the residence

2.1.1. Kinds of Tourism

Jenis wisata terdapat tiga kategori yang sudah ditetapkan yaitu wisata alam, wisata budaya, wisata sejarah, wisata kuliner, wisata artificial, dan wisata religi (Wiyono at.el, 2018).

It means that tourism can be divided into six categories.

According to Ismayanti (2010) kinds of tourism are divided into several types, including:

1. Sports tourism

This tour combines sports activities with tourist activities. Activities in this tour can be in the form of active sports activities that require tourists to do physical exercise directly.

2. Culinary Tourism

Motivation in this type of tour is not merely to fill and pamper the stomach with a variety of typical foods from the tourist destination, but an interesting experience is also a motivation. The experience of eating and cooking from a variety of foods typical of each region makes the experience gained even more special.

3. Religious Tourism

This tour is carried out for activities that are religious, religious, and divine

4. Agro Tourism

This tour utilizes agro-business as a tourist attraction to expand knowledge, experience, and recreation. Where the usual agro-business can be utilized can be in the fields of agriculture, animal husbandry, plantation, forestry, and fisheries.

5. Cave tourism

Cave tourism is an activity to explore the cave and enjoy the scenery in the cave.

6. Shopping Tourism

This tour makes shopping as its main attraction.

7. Ecological Tourism

This type of tour is a form of tourism that attracts tourists to care about natural and social ecology.

2.1.2. Component of Tourism

Sulastiningrum cited in Gunardi (2010) states that the components of tourism need to be developed in tourism objects are:

1. Tourist objects and attractions, which can be in the form of nature, culture or way of life and so on which have attractions to visit or are targeted for tourists;
2. Facilities include:
 - a. Accommodation, which is a place for someone to stay temporarily
 - b. Restaurant, which is a service industry engaged in the supply of food and drinks that is managed commercially, either independently or related to other businesses
 - c. Travel agency, which is a business entity whose operations include the service of all travel processes from a person from leaving to returning
 - d. Transportation or transportation services, namely the business of transportation services that can be carried out by land, air, and sea
 - e. Money changer place, which is a place or business that is engaged in foreign exchange
 - f. Tourist attraction, which is an activity that can entertain someone when watching the activity.
 - g. Souvenirs, which are souvenirs that can be brought by tourists when they return to their places of origin
 - h. Tourism infrastructure, which is the infrastructure needed in a tourist attraction, including highways, electricity, drinking water, telecommunications, and others.

Moreover, a broader explanation is given by Inskip (1991) about components of tourism as follows:

1. Attractions

All-natural, cultural and special features and activities related to an area, which attracts tourists to visit.

2. Amenities

Hotels, tour and travel operations, and other types of eating places, banks and money exchange facilities and services, public safety facilities and police and fire protection services, postal services, retail shops for special and convenience shopping, barbers and beauticians all consist from other tourist facilities and services that must be available.

3. Accessibility

Transportation access to and within the country or region to serve tourism development areas, resorts, tourist attractions, and urban places, and which may include air, land or water transportation.

4. Public facilities

In addition to transportation, other infrastructure needed for tourism development includes water supply, electricity, waste, and solid waste disposal, and telecommunications e.g. Telephone, fax, e-mail, etc.

5. Institutional Factors

Institutional factors needed to serve tourism include education and training facilities and programs, developing promotion strategies and programmers, public and private sector tourism organizations, tourism-related laws and regulations, public and private sector investment policies, and economic, environmental programmers, and socio-cultural.

According to Mahajan (2013), there are three basic components of tourism which are also known as 3A's of tourism.

1. Accessibility (Reach ability/Transportation): ability to reach the place of destination through various means of transportation.
2. Accommodation: a place where tourists can find food and shelter provided, and the tourists are in a fit position to pay for it.
3. Attraction: anything that creates a desire in any person to travel in a specific

From the explanation above, it can be concluding that components of tourism are divided into three; there are tourism object and attraction, facilities, and institutional factors

2.2. The Potency of Tourism

The tourism potential according to Mariotti cited in Yoeti (1983) is everything that is in a tourist destination and is an attraction for people to come to visit the place. Sukardi (1998) also expressed the same understanding of tourism potential, as everything that is owned by a tourist attraction and is useful for developing the tourism industry in the area. Meanwhile, Rufaidah (2016) states that potential tourism destination is defined as a geographic area that can evolve in the future that is 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 Noor (2016), stated that the potential of tourist destinations has 4 aspects that are:

1. Attraction

The attraction is the main product of a destination. Attractions are related to what tourists can see and do at the destination. Attractions can be natural beauty and uniqueness, local community culture, relics of historic buildings, and artificial attractions such as games and entertainment facilities.

2. Accessibility

Accessibility is a facility and infrastructure to get to the destination. Road access, the availability of transportation facilities and road signs are important aspects for a destination.

3. Amenity

Amenity is all supporting facilities that can meet the needs and desires of tourists while in the destination. Amenities related to the availability of accommodation facilities for overnight stays and restaurants or food stalls for eating and drinking. Other needs that may also be desired and needed by tourists, such as public toilets, rest areas, parking lots, health clinics, and religious facilities should also be available at a destination. Not all amenities must be close together

and be in the main area of the destination. Natural destinations and historical relics should be somewhat far from commercial amenities, such as hotels, restaurants and rest areas.

1. Ancillary

Ancillary is related to the availability of an organization or people who manage the destination. This is important because even though the destination has good attractions, accessibility and amenities, if there is no one to arrange and manages it, it will be neglected in the future. The destination organization will carry out its duties such as managing the destination so that it can provide benefits to related parties such as the government, surrounding communities, tourists, the environment and other stakeholders.

Meanwhile, Koswara (2016) states that are 5 aspects as follows:

1. Amenity

Tourism supporting facilities include a restaurant, souvenir shops, accommodation, travel agencies, etc.

2. Accessibility

Can be supported by transportation systems such as terminal facilities, airports, and modes of transportation

3. Tourism Attraction

Tourism attraction includes the potential of 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

Supporting facilities used by tourism, include banks, telecommunications, hospitals, and so on.

From the explanation above, it can be concluded that tourism potential is something that can be developed into the attraction of a tourist attraction.

2.3. Culinary Tourism

According to Putra, et.al cited in Syariffudin (2014) culinary tourism is a tourist activity looking for unique and memorable food and drink. In other words that culinary tourism is not merely a desire to taste the delights of food, but more important is the uniqueness and memories that arise after enjoying the food. Currently, culinary tourism is a segment of the tourism industry that is developing and often associated with various cultural activities.

According to Misiura cited in Tikkanen (2007), culinary is now recognized as a component of regional culture that is consumed by tourists, a component of tourism marketing, a component of rural growth and regional economy, and as a local coefficient which is influenced by the consumption habits of tourists.

Hall, et.al cited in Kristiana (2018), Culinary tourism is a tour that is influenced by the desire to make a visit to a place of making food, food festivals, restaurants, or a location with the aim of trying food.

So from this explanation it can be concluded that culinary tourism is a tour that is more focused on how a food and drink can attract tourists with its uniqueness and is recognized as a component of regional culture.