

CHAPTER II

LITERATURE REVIEW

2.1. Tourism

According to UU No.10/2009 about tourism, *“pariwisata adalah berbagai macam kegiatan wisata dan didukung oleh berbagai fasilitas serta layanan yang disediakan masyarakat, pengusaha, pemerintah, dan pemerintah daerah.”*. It means tourism is various tourist activities which supported by facilities and services provided by the community.

However, Muljadi (2012) said the different statement, *“Pariwisata adalah suatu aktivitas perubahan tempat tinggal sementara dari seseorang, di luar tempat tinggal sehari-hari dengan suatu alasan apa pun selain melakukan kegiatan yang bisa menghasilkan upah atau gaji.”* . In addition, Yoeti cited in Wahyudi (2019) also support the second statement,

“Pariwisata adalah suatu perjalanan yang dilakukan untuk sementara waktu, yang diselenggarakan dari suatu tempat ke tempat lain, dengan maksud bukan berusaha atau mencari nafkah ditempat yang dikunjungi tetapi semata-mata untuk menikmati perjalanan hidup guna bertamasya dan rekreasi atau memenuhi keinginan yang beranekaragam.”

Which means tourism is a travel activity from one place to another that is temporary, with any purpose but not to make a living.

From the three definition above, the writer concluded that tourism is a kind of tourist activity carried out by someone in a place other than the place where he usually lives, which is temporary for various reason without the intention of making money.

2.2. Kinds of Tourism

According to Tathagati cited in Artika (2015) There are 12 kinds of tourism based on the activity at the tourism objects, There are:

1. Natural tourism

Natural tourism is a tourism based on the natural attractions of an area. Responsible travel natural areas, which conserves the environment and improves the welfare of local people. Examples include bird watching, photography, stargazing, camping, hiking, hunting, fishing, and visiting parks. These experiential tourists are interested in a diversity of natural and cultural resources.

2. Adventure Tourism

In the past few decades, trips to faraway exotic places have become popular. Tourists looking for thrilling activities go mountaineering, rafting, trekking, or even to remote places in the rainforest.

3. Historical Tourism

Historical tourism is travelling by the tourists to experience the places, artifacts and activities that authentically represent the stories and people of the past.

4. Architectural Tourism

Architectural tourism is a tour by visiting the architectural heritage relics of the past.

5. Culinary Tourism

Culinary or food tourism is the pursuit of unique and memorable eating and drinking experiences, both near and far. Culinary tourism is a tour by visiting the place that serve traditional culinary at the tourism objects.

6. Shopping Tourism

Shopping tourism is tourism or trips to buy or look at the souvenirs center at the tourism object.

7. Craft Tourism

Craft tourism is a new and very popular form of tourism under which the participants travel to seminars and craft schools often in the remote rural areas.

8. Agro Tourism

Agro tourism is a tourism that providing a tourist farm or natural products for the tourist.

9. Ecotourism

Recently many people have chosen a type of tourism that does not damage the environment. Tourists avoid travelling by plane or do not buy souvenirs that made of endangered plants and animals. Some holiday offers give tourists the chance to take part in environmental projects.

10. Medical Tourism

People go to other countries for medical treatment and operations.

11. Religious Tourism

Religious tourists go on pilgrimages to holy sites.

12. Slum Tourism

Slum tourism is types of tourism that involves visiting impoverished areas.

Ismayanti cited in Pranata (2012) also mention the several types of tourism.

But, it has differences with the previous statement :

1. Sport Tourism

This tour combines sport activities with tourist activities. Activity in this tour can be in form of active sports activities that require tourist to do direct physical exercise. Other activities can be in form of passive sport activities, where the tourist don't do body movements, but only become connoisseurs and sport lovers only.

2. Agro Tourism

This tour utilizes agro business as a tourist destination to expand knowledge, experience and recreation. Where the agro business that

commonly used can be a business in agriculture, livestock, plantation, forestry, and fisheries.

3. Culinary Tourism

This type of tour is not merely to pamper the stomach with a variety of special dishes from the tourism destination, but also to get an interesting experience. The experience of eating and cooking from a variety of typical foods of each region makes the experience gained even more special.

4. Shopping Tourism

This tour makes shopping as its main attraction

5. Religious Tourism

This tour is done for activities that are religious and divine.

6. Cave Tourism

Cave tourism is an exploration activity into the cave and enjoy the view and in the cave.

7. Ecological Tourism

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

However, Pendit cited in Wahyudi (2019) stated the different types of tourism, there are:

1. Cultural Tourism, which is a trip made on the basis of a desire to broaden one's outlook on life by visit to other places or abroad, learn about the condition of the people, their customs, way of life, culture, and art.
2. Health Tourism, is a tourist's trip with the aim of exchange the conditions and environment of the place where they lives for the sake of resting phisically and spiritually.
3. Sport Tourism, tourists who travel for the purpose of exercising or intentionally take part in an active part at a sports venue in a place or country.
4. Commercial Tourism, which includes trpis to visit commercial exhibitions and fairs, such as industrial exhibitions, trade shows and so on.

5. Marine Tourism, which is a lot of tourism related to lakes, beaches or the sea.
6. Nature Reserve Tourism, type of tourism that is usually organized by a travel agent, which specializes in arranging tours to places or areas of nature reserves, protected parks, mountainous forests and so on whose conservation is protected by law.
7. Industrial Tourism, which is a trip made by group of students, or lay people to an industrial area, with the purpose of conducting a review or research.
8. Honeymoon Tour, which is a travel arrangement for newlywed couples who are on their honeymoon with special and separate facilities for the enjoyment of traveling.

From three statement above, it can be concluded that tourism is divided into several types, and from each opinion there are similarities between them. In the first and the second statement, there are many similarities, such as culinary tourism, shopping tourism, agro tourism, eco tourism, and religious tourism. There is only one similarity between the second and the third statement, that is sport tourism. There are also differences, from the first statement such as natural tourism, adventure tourism, historical tourism, architectural tourism, craft tourism, slum tourism. From the second statement there is cave tourism. In the last statement there are cultural tourism, commercial tourism, health tourism, honeymoon tourism, industrial tourism, and nature reserves tourism. So there are many kinds of tourism from various opinion.

2.3. Tourism Object

According to SK Menparpostel No.KM 98/PW:102/MPPT-87, “*Objek wisata adalah tempat atau keadaan alam yang memiliki sumber daya wisata yang dibangun dan dikembangkan sehingga mempunyai daya tarik dan diusahakan sebagai tempat yang dikunjungi wisatawan.*”, and Helpiastuti (2018) also mention the same, “*Objek wisata dan daya tarik wisata adalah suatu bentukan dan fasilitas yang berhubungan, yang dapat menarik wisatawan atau pengunjung*

untuk datang ke suatu daerah atau tempat tertentu.” It means that tourism object is a place that has tourism resources developed which can attract tourists to visit a place.

In Addition, Ridwan cited in Rizkia (2017) also support the previous statement, “*Objek wisata adalah segala sesuatu yang memiliki keunikan, keindahan dan nilai yang berupa keanekaragaman kekayaan alam, budaya, dan hasil buatan yang menjadi sasaran atau tujuan kunjungan wisatawan.*” Which means tourist object is something that has the uniqueness and value of natural wealth, cultural, and creation which are targeted by tourist.

From the definition above, there are the same opinion, so the writer concluded that tourism object is a place that has an attraction and supported by existing facilities which can make tourists interested to visit.

2.4. Ampera Bridge

Ampera Bridge is a bridge located in Palembang, the capital of South Sumatera Province, Indonesia. It is become an icon of Palembang city. This bridge is connects two mainland areas, *ulu* and *ilir*. This bridge was built in April 1962 after obtaining approval from President Soekarno. The Ampera Bridge itself was formerly known as the Bung Karno Bridge. Ampera Bridge was the longest bridge in Southeast Asia. The length of this bridge is 1.117m, with a width of 22m, and a height of approximately 11,5m from the water surface.

2.5. Souvenir

According to Nurnitasari (2009), “*Souvenir adalah benda yang identik dengan suatu daerah atau suatu event tertentu, bentuknya biasa mungil, ringkas, dan memiliki nilai artistik.*” It means that, souvenir is something that bought by someone to remind about place, holiday, or event and it is simple to carry. Ismadi and Iswahyudi (2016) stated the same, “*Souvenir merupakan benda kenang-kenangan yang berkaitan dengan kegiatan kunjungan, perjalanan seseorang, dan*

suatu peristiwa/kejadian tertentu.”, which means souvenir is a memento of an activity or a trip by someone. They also added,

“Souvenir dapat dibuat dengan menggunakan bahan yang berbagai macam. Beberapa bahan tersebut adalah, yaitu: serat kayu, rotan, bambu, tempurung kelapa, kulit kerang, kulit siput, kulit hewan, kain, kaos, logam, keramik, kayu, dan masih banyak lagi. Barang-barang souvenir juga bermacam-macam bentuknya, seperti: gantungan kunci, hiasan dinding, asbak rokok, pot bunga, kap lampu, taplak meja, dan masih banyak lagi”.

It means there are several materials that can be used to make souvenir, such as wood fiber, coconut shells, metal, ceramic, etc. Souvenir can be in form of key chains, wall decoration, flower pots, etc. In addition, Syahputra, et. al. (2016) stated, *“Cinderamata yang dijual di suatu objek wisata dapat berupa kalung, gelang, dan kerajinan tangan lainnya.”* Which means souvenir sold in a tourism object can be in form of necklaces, bracelets, and other handicrafts. While, Ningrum cited in Rifai (2018) mention,

“Cinderamata adalah sebuah benda yang berbentuk dua dimensi atau tiga dimensi yang diberikan oleh pihak terkait (lembaga, instansi atau perorangan) kepada penerima atau masyarakat pada event-event tertentu sebagai tanda mata atau kenang-kenangan agar dapat mengenang kembali kejadian-kejadian yang telah terjadi.”

It means souvenir can be in the form of two dimension or three dimension given by someone to the recipient as a memory of an event.

So, it can be concluded that souvenir is a small-sized object that someone bought as memento which is identical to the area they visited or certain events that can be two dimension or three dimension object and made by using a variety of materials.

2.6. Necklace

Necklace is one of souvenir that can be bought by tourists. Necklace can show the characteristics which became the icon of an area.

According to Purnawanti (2011), *“Kalung adalah sebuah perhiasan berlingkar yang dikaitkan di leher seseorang”.* Soemarno (2009) also said, *“Kalung adalah perhiasan yang digunakan untuk memberi sentuhan kecantikan dengan menonjolkan bagian leher dan dada.”* Which means necklace is a piece of jewelry used to show the beauty in our neck. In addition, Doriza, et. al. (2015)

mention, “ *Kalung merupakan salah satu aksesoris yang sering digunakan oleh wanita serta dipakai melingkar di leher. Kalung biasanya dibuat dengan berantai dan sebagian besar disertakan bersama liontin*”. Calasibetta cited in Rusmawati (2014) stated the same, “*kalung adalah aksesoris dikenakan di sekitar leher yang sering terbuat dari manik-manik rantai, permata, kulit, kerang*”. It means necklace is an accessories used on the neck that is usually made of bead chains and other decoration. Similarly to those statements before, Latifah (2012) also said,

“Kalung adalah salah satu jenis aksesoris estetis berupa perhiasan yang dikenakan melingkar di leher yang biasanya terbuat dari variasi rantai atau logam, batu, berlian, kayu, kerang, mutiara, kaca, kayu dengan berbagai bentuk dan ukuran.”

It means necklace is an aesthetic accessories that is used in the neck and made from various materials that have various shapes and sizes.

Therefore, based on the statements above, there are the same opinion about necklace. It can be concluded that necklace is a piece of jewelry that can be a souvenir for tourists in an area. Necklace is used in the neck and usually made of beads, gems, leather, etc. which have various shapes and sizes.