

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1. Tourism**

Tourism deals with activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. According to Yoeti (1981), tourism is a journey in a temporary time from a place to another place, which is not aimed at business oriented but it is not only performed to enjoy the journey for the sake and or recreation oriented. Meanwhile, Hornby (2001) states that tourism is a journey in which a short stays are made at a number of places, and traveller finally return to his or her own place. Furthermore, Suheri (2015) says that tourism was a journey done for a while, which is held from one place to another leaving its place, with a plan and the with the intention of not for a strive or a to make a living in the places visited, but simply for enjoying leisure activites or a recreation and the for meeting diverse desires.

Tourism has several components that can support the operation of tourism itself. The component can be provided by the government, businessman or a company, and public. According to Mahajan (2013), there are three basic components of tourism which are also known as 3 A's of tourism.

- a. Accessibility is ability to reach the place of of destination through various means of transportation.
- b. Accomodation is a place where tourists can find food and shelter provided, and the tourist are ina fit position to pay for it.
- c. Attraction is anything that creates a desire in any person to travel in a specific tourist destinaton or attraction.

### **2.1.1. Kinds of Tourism**

There are five types of tourism as follows (Smith, 2017) :

#### **1. Ethnic tourism:**

In this type of tourism, tourists mostly take interest to visit the independent ethnic groups of different parts of the world. The purpose of visit is to learn particular way of living or lifestyle of primitive people. The nature of visit is learning. The tourist will stay in native houses and take their food. There is a frequent interaction between the tourist and local community.

#### **2. Cultural tourism:**

In this type of tourism, tourists see day to day behavior of the local community. Tourists are not encouraged to interact with locals and interpreter or guide is used so that host behavior might not be changed. Accommodation units are built outside the village as cultural group.

#### **3. Historical tourism:**

The purpose of visit in this type of tourism is to know and study about the glories of past. So tourists do visit to various archaeological sites and historical sites museums etc. like Kathmandu durbar square, Patan durbar square, pyramid in Egypt.

#### **4. Environmental tourism:**

In this type of tourism, tourists are motivated to visit or travel exotic/ exciting places so that they can see appreciate, enjoy man land relationship. It may also include some negative impacts. So prior due consideration and proper management need to be carried out.

#### **5. Recreational tourism:**

In this type of tourism, tourists specially visit to those places where they can enjoy casinos, sea beaches and other places for pleasure and entertainment. Such tourists usually prefer their own cuisine or national food. The purpose of visit is to get more relaxation and recreation rather than adventure. E.g. casino of Las Vegas, Esselworld etc.

Moreover, Rikania (2010) says that tourism can be divided into two categories, as follows:

#### 1. Nature Tourism

- a. *Coastal tourism (Marine tourism)*, is a tourism activity supported by facilities and infrastructure for swimming, fishing, diving, and other water sports, including accommodation, eating and drinking facilities and infrastructure.
- b. *Ethnic Tourism (Ethnic tourism)*, is a journey to observe the realization of the culture and lifestyle of people who are considered attractive.
- c. *Nature Reserve Tourism (Ecotourism)*, is a tour that is much associated with the fondness for natural beauty, fresh air in the mountains, rare wonders of living animals (wildlife), and plants that are rarely found in other places.
- d. *Buru Tourism*, is a tour carried out in countries that do have areas or forests where hunting is justified by the government and promoted by various agents or travel agencies.
- e. *Agro Tourism*, is a type of tourism that organizes trips to agriculture, plantation and nursery projects where tour groups can conduct visits and reviews for study purposes and enjoy the fresh plants around them.

#### 2. Socio-Cultural Tourism

- a. *Archaeological heritage and monuments*, these tours include cultural groups, national monuments, historic buildings, cities, villages, religious buildings, and other historical places such as battle fields which are the main tourist attractions in many countries.
- b. *Museums and other cultural facilities*, are tours that relate to aspects of nature and culture in a particular region or region. Museums can be developed based on the theme, including archaeological museums, history, ethnology, natural history, arts and crafts, science and technology, industry, or with other special themes.

### **2.1.2. Community Based Tourism (CBT)**

"CBT is tourism that takes environmental, social, and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life". (REST, 1997)

Community Based Tourism (CBT) is a unique type of tourism with characteristics quite different from mass tourism. Those who intend to put CBT into practice need to fully understand the underlying ideas, principles and components behind CBT. CBT is not simply a tourism business that aims at maximizing profits for investors. Rather, it is more concerned with the impact of tourism on the community and environmental resources. CBT emerges from a community development strategy, using tourism as a tool to strengthen the ability of rural community organizations that manage tourism resources with the participation of the local people. However, CBT is far from a perfect, prepackaged solution to community problems. Nor is it a miracle cure or a knight in shining armor that will come to save the community. In fact, if carelessly applied, CBT can cause problems and bring disaster.

For this reason, communities that are appropriate for the development of CBT must be chosen carefully and adequately prepared before operating CBT. More importantly, the community should have the strength to modify or suspend CBT, should it grow beyond the management capacity of the community or bring unmanageable negative impacts.

### **2.1.3. Ecotourism**

Tourism in which the community plays a role goes by a great variety of names: 'Community Based Tourism' (CBT), 'Community Based Ecotourism' (CBET), 'Agrotourism', 'Eco' and 'Adventure Tourism' and 'Homestay' are a few of the prominent terms. Among academics worldwide, there is not yet any consensus on terms for various types of tourism.

Many community groups that practice 'environmentally friendly' versions of 'community tourism' use a Thai term to define their activities which literally

translates as "Conservation Tourism." Broadly speaking, these activities included some form of local, public participation. This is usually translated in English as "Ecotourism". CBT developed from these forms of tourism to become Community-Based Sustainable Tourism (CBST). In Thailand, the Responsible Ecological Social Tours Project or REST pioneered communitybased tourism under the name "Community Based Tourism-CBT"

In recent years, Ecotourism has become popular worldwide. Meanwhile, the principle of active community participation in tourism has gained wider acceptance. The United Nations declared 2002 the "International Year of Ecotourism". This fortunate and opportune rise in the international profile of Ecotourism nevertheless gave rise to yet another new term: Community Based Ecotourism (CBET)!

## **2.2. Tourism Destination**

Tourism destination is a place or area where a collection of tourism related products and attractions are offered (Jamaluddin, 2019). Whereas, Pitana and Diati (2009) says that a tourism destination is a place visited with a significant period of time during a person's trip when compared to other places that were traveled during the Trip.

### **2.2.1. Components of Tourism Destination**

The development of tourism destination is based on 3A that is attraction (attraction). accessible (accessibility), and amenities (Sari, 2012).

#### **1. Attraction**

Tourist attractions such as the one prepared beforehand in order to be seen, enjoyed and included in this are: dancing, singing traditional folk arts, traditional Ceremonies, and others.

#### **2. Accessibility**

Accessibility includes transportation relating to accessibility and infrastructure are covering roads, bridges, terminals, stations, and airports. This infrastructure serves to connect a right to another place. The existence of transport infrastructure will affect the rate of the transportation level of it self. Infrastructure conditions that will either make optimal transport rate.

### 3. Amenities

Tourist facilities or amenities are matters of supporting the creation of leisure tourists to be able to visit a tourist destination.

There are several characteristics which make a place or area become a tourism destination. Hidayah (2017) gives five characteristics of a tourism destination as follows:

#### 1. Visitable

A tourism destination can be enjoyed if the tourists visit the area. In order to be visited by tourists, an area must have three important components, called 3A (attraction, accessibility, and amenities) so that area can become a tourism destination that makes tourists want to visit it.

#### 2. Intangible and unsavable

Tourism destination is not tangible physical forms that can be touched and taken home by the tourists. A tourism destination can be enjoyed in the form of experience, so the tourism destination cannot be stored and can only be felt.

#### 3. Inseparable

The characteristics of tourism destination cannot be separated because the production and consumption processes occur at the same time so the tourism experiences occur when production and consumption are carried out.

#### 4. Diverse

Because it intangible and cannot be separated, the tourism destination product will never be the same or identical. There will be differences in the quality of experience. This is due to the tourism destination products that cannot be repeated, because of the differences in production time.

#### 5. Not singular

A tourism destination cannot be produced by one part only. tourism destination can be formed because it is supported by several parties such as business people providing (accommodation, transportation, and so on), local communities and the government. All parties are complementary and coordinating to be able to make an area become a tourism destination. Besides, all important components in tourism destination (attractions, accessibility, and amenities) also cannot stand alone and must complement each other.

In addition, Maryani (1991) mentions the requirements of tourism destination as follows:

1. 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.

2. What to do

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

3. What to buy

Tourism destination should have facilities for shopping especially like souvenir or citizen handmade as souvenir for home or for original place.

4. What to arrive

It is about accessibility, how to visit the tourism destination, what is transportation that you can use to go there and how long they arrive there.

5. 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.

Furthermore, Dusman (2016) says that the components of tourism destination can be broadly divided into six key areas:

1. Travel Agent

A travel agent provides information to the people on various travel destinations, advises of available holiday packages to suit tastes, budget and

travel plan charts. Travel agents would generally sell travel related products such as currency exchange, car rentals, insurance etc.

## 2. Tour Operators

Tour operators offer holiday packages which comprise of

1. Travel like by rail, road or air.
2. Accommodation like hotels, resorts, apartments, guesthouses.
3. Travel services like airport pick and drop, sightseeing, excursions etc.

These tour operators may be the wholesale operators who operate tours only through retail travel agencies or they may be direct sell operators who market their products directly to the public.

## 3. Accommodation

This component consists of those who provide accommodation in the form of hotels, resorts, apartments, camps, guest houses etc. The accommodation may be marketed individually or through the tour operators in the form of packages, Direct marketing may require huge costs on advertisement and selling through a tour operator guarantees the occupancy rate throughout a holiday season. These service providers also take care of the catering needs of the people providing them huge cafes, various fast food outlets in the house or in the form of a Galleria.

## 4. Various Kinds of Transport

Transport providers are those operating any major form of transport. They could be airlines, cruise lines, car rentals, and rail companies. A tourist's choice of transport would depend on the travel budget, destination, time, purpose of the tour, and convenience to the point of destination.

## 5. Information and Guiding

The tourist information and guidance providers include a number of service providers such as those offering insurance, recreational, communication, and banking services: government agencies; tour guides: industry associations; packaging agents; ticketing agents; and holiday sellers.

## 6. Tourist Attractions

The principle of attraction is to establish the need for the attraction in a particular location to invite more footfalls. It may be a huge theme park, a



museum, a gallery, a heritage building, an educational center etc. Many countries see the need to have one or more visitors attraction in the area to their residents appeal and attract huge potential tourists.

### **2.2.2. The Potential of Tourism Destination**

The potential of a tourism destination is one of the reasons why tourists come to that destination. The potential can be used as strength and selling points to attract tourists. Inori (2013) states that if the destination has advantages and characteristics, both geographically and culturally can attract tourists to visit and enjoy it. Meanwhile, Ritchie & Crouch (2003) define that attractions and activities can strengthen the tourists' motivation for choosing to visit one destination over another. Moreover, Rufaidah (2016) states that potential tourism destinations are defined as a geographic area that has the capacity to evolve in the future that are within one or more administrative regions in which there are tourism attractions, public facilities, tourism facilities, accessibility, and community that is interrelated and complete the realization of tourism. The followings are aspects that make a tourism destination becomes potential Inori, cited in Cooper (2013) :

#### **a. Attraction**

Attractions are what tourists can see and do at the destinations. Attractions can be in the form of beauty and uniqueness of nature, the culture of the local community, heritage of historical buildings, and artificial attractions such as games and entertainment facilities,

#### **b. Accessibility**

Accessibility is a facility and infrastructure to reach the destination. Road access, availability of transportation and signposts are important aspects of a destination.

#### **c. Amenity**

Amenities are all supporting facilities that can meet the needs and desires of tourists while in the destination. Amenities relate to the availability of accommodation to stay and restaurants or stalls to paint and drink. Other needs that may also be desired and needed by tourists, such as public toilets, rest areas,

parking lots, health clinics, and worship facilities should also be available at a destination. Not all amenities must be near to the location in the main area of the destination such as natural destinations and historical heritage which are some of them far from commercial facilities, such as hotels, restaurants and rest areas.

#### d. Ancillary

Ancillary is relating to the availability of an organization or the people who manage the destination. This is important because even though the destination has good attractions, accessibility and amenities, if there is no one who arranges and manages it, then in the future it will definitely be neglected.

While Yoeti (1997) gives three aspects of a potential tourism destination: **attraction, accessibility, and amenities**. Furthermore, Koswara (2016) states that there are five aspects that can make a potential tourism destination as follows:

##### 1. Amenity/ Tourism Facilities

Tourism supporting facilities include accommodation, restaurants; retail, souvenir shops, travel agencies, tourist information centers, etc.

##### 2. Accessibility

Accessibility can be supported by transportation systems such as terminal facilities, airports, ports and modes of transportation

##### 3. Tourism Attraction

Tourism attractions include the potential of nature, culture, synthetic / artificial attractions, events, etc.

##### 4. Community

Community and public institutions as elements of stakeholders in supporting the development of tourism.

##### 5. Public Facilities

Availability of supporting facilities used by tourists, such as banks, telecommunications, postal, hospitals, and so on.

Meanwhile, Dickman (1996) says that the assessment of destinations to be potential is related to the five major components or 5A including *attraction, accessibility, amenities, accommodation, and activities*.