CHAPTER II

LITERATURE REVIEW

A. Tourism

1. Definition of Tourism

Tourism is the process of temporary trips of a person or group of people from one to other places outside the person’s residence. The trip is done for a variety of interests, such as economic, social, cultural, politic, religious, and health interests, there may be also other interest such as happiness, increasing the experience or learning (Suwantoro, 2004: 3). Based on the quotation, the meaning of tourism is the temporary trip to other place outside the persons’ residence for a variety interest appropriate with the persons’ interest.

Nyoman S. Pendit in his book *Glosari Pariwisata Kontemporer*, defines tourism as:

An all processes that caused by travelling peoples from other country who come and go to another places and everything about the process that related with travelling activities such as transportation, food – drink, accommodation, interesting object, attraction and other services (2005: 556).

So that, based on the quotation above, the definition of tourism is focused on the process of travelling people related to the facilities and other services.

Meanwhile, according to Fennel (1994: 4), in Pitana, tourism is defined as “the interrelated system that includes tourist and associated services that
provided and utilized (facilities, attractions, transportation, and accommodation) to aid in their movement”.

Based on the quotation above, the definition of tourism according to Fennel is focused on the system which is related to tourism aspect.

Meanwhile, according to Undang- Undang Republik Indonesia No.10 Th.2009 tentang Kepariwisataan, “Tourism is a wide range of tourist activities and supported by various facilities and services that provided by the public, entrepreneur, government and local government”.

Based on the quotations above, the writer concludes that the meaning of tourism is the process of temporary a person or group of people from one interesting place to the other interesting places outside their residence which is supported by facilities and services such as: accommodation, transportation, attractions, and other facilities and services provided by public, government, and entrepreneur.

2. Kind of Tourism

There are 14 kinds of tourism that are known in Indonesia, According to Nyoman S. Pendit (2002: 38), in his book. Ilmu Pariwisata Sebuah Pengantar Perdana. There are: Culture Tourism, Health Tourism, Sport Tourism, Commercial Tourism, Industrial Tourism, Political and Convention Tourism, Social Tourism, Agriculture Tourism, Maritime Tourism, Nature Preservation Tourism, Hunting Tourism, Pilgrim Tourism, Honeymoon Tourism, and Adventure Tourism.
a. Cultural Tourism

Cultural Tourism is a trip or journey done by tourists to learn about the custom, habits, culture, and traditional art of people and place being visited. It can be done by visiting the domestic or foreign tourism destinations. Tourists also get opportunity to take a part in culture activities such as art expositions (dance, drama, music and sound art)

b. Health tourism

Health tourism is one of kinds of tourism which is done by tourist with the purpose to improve health by visiting resting place such as hot spring or other places that are available for health facilities.

c. Sport Tourism

The definition of sport tourism is the activity which is done by tourists whose purpose is doing sport or taking a part in sport, both domestic and foreign sport events such as: Asian Games, Thomas cup, Tour de France and Formula One.

d. Commercial tourism

Commercial Tourism is a journey done by tourists to visit exposition or fair, such as industry expositions or trade exposition. There are many tourists who have their own purposes to learn about handling a business in this fair or just seeing the unusual facilities offered in the fair or expositions.
e. **Industry Tourism**

Industry Tourism is journey done by students, or people to the industry complexes or industry area in order to do research or observation.

f. **Political tourism**

Political Tourism is journey done by people to visit or take a part in political activities, for example in the Independence Day. Other event related political tourism, which are always accompanied by excursions are conference, congress, meeting or political convention. Other kind of tourism which is closely related with political tourism is the convention tourism. There are many countries support the convention which provides the facilities such as congress and meeting places. The participants are not political persons but also businessman or entrepreneurs.

g. **Social tourism**

Social tourism is cheap journey that is provided for the middle – end tourists such as: students, farmer, or working class People can enjoy the trip and increase their knowledge even though they have limited budget.

h. **Agriculture tourism**

Agriculture tourism is similar to industry tourism. The journey is done by visiting agriculture and farm projects to learn information or to see the agriculture product.
i. **Maritime tourism**

Maritime Tourism is tourism that is related to the water sport activities such as fishing, sailing, diving, surfing competition, and so on. It can be done in domestic or foreign maritime.

j. **Nature preservation tourism**

Nature preservation tourism is journey that has purpose to visit the nature preservation places such as mountain range, protected forests and so on. This activity is done by tourists who love photographing the animals or trees.

k. **Hunting Tourism**

Hunting tourism is journey that can be done by tourists who love hunting but in area which is allowed by government. This tourism is the form of hunting safari in forest that is set by government. The government arranges hunting tourism for balancing of animal populations that is hunted so that the animal populations can be controlled.

l. **Pilgrim Tourism**

Pilgrim Tourism is a tourism that is related with religion, history, custom and belief. This tourism usually is done by tourists who have special intention. There are many tourists who are doing this tourism to get blessing, inner strength or constancy of faith.
m. Honeymoon Tourism

Honeymoon tourism is a tourism done by new couples who are doing honeymoon with special facilities, such as special bed room, special decoration is provided by the hotel that they visit.

n. Adventure Tourism

Adventure Tourism is tourism activity done by tourist that is related with nature. This activity can stimulate their adventure emotions because they visit places they have never visited such as off the beaten track. There are many kinds of tourism such as rafting, bungy jumping, and international space station.

B. Definition of Tourist

Tourist is one of important aspects in tourism. One of the definitions of tourist according to IUOTO in H. Kodhyat and Ramaini (1992: 124) is “Tourist is people who make journey for pleasures, community events and medical purposes, meeting, business, or other purposes who stay at least 24 hours”.

Meanwhile Gamal Suwantoro (2004: 4) defines the tourist in his book, Dasar- Dasar Pariwisata. Said that tourist is “a person or a group of people who make a journey or trip to the length of stay of at least 24 hours in domestic or foreign destinations”.

Based on the quotes above, the conclusion of definition of tourist is person who makes journey or trip and stay at least 24 hours to pleasure or other purposes.

Smith states that

“Anyone visiting a country other than his/ her usual residence for more than 24 hours, excluding workers, migrants, commuters, students, and travelers who did not stop while en-route through a country on their way to a third country” (Smith, 2004: 27).

So, based on the quotation above, it can be concluded that the meaning of tourist is anyone who visits a country other than his/ her residence and they did not stop while en-route through a country on their way to a third country.

People who are travelling in a minimum period of 24 hours and a maximum of three months in foreign outside their daily lives region, and they have not to make a living, but for personal use, having fun, attend meetings of the conference as delegates/organization science, administration, business, diplomatic, sport, and religious. (Pendit, 2005: 558)

Based on the quotation above, the writer concluded that tourist is a person or a group of people who is visiting places in domestic or foreign with the length of stay of at least 24 hours and a maximum of three months with purpose of having fun, attending meeting of the conference or other activities but not to making a living.

C. Definition of Potential

The meaning of the word of potential according to Kamus Besar Bahasa Indonesia released by Departemen Pendidikan dan Kebudayaan the meaning of Potential is “the ability to possibility can be developed strength, power, and
performance”(2002: 890). Based on the quotation beside, definition of potential is the capability which is had by tourism object to develop a tourism object and create the attraction.

Meanwhile according to Nyoman S. Pendit, potential is defined as “the possibility of something can be developed and natural ability is something that can grow with own desire” (2005: 428). Meanwhile according to Mariotti in Yoeti (1983: 160-162) the meaning of potential is everything about tourism especially attractive thing in tourism attraction for persuading the visitor to visit to tourism object.

So, based on the quotation above, it can be concluded that the meaning of potential is the ability which have the tourism object that can be developed and grow with own desire for persuading the visitor to visit the tourism object.

In tourism aspect which is related with the potential are tourism potential and tourist potential.

1. Tourism Potential

Tourism potential is everything and a real condition which is tangible or intangible which is considered, arranged and provided. So, it can be beneficial or realized as a capability that are necessary for businesses and development of tourism (Rs. Damardjati, 2001: 128)

The other definition of tourism potential is “a place that has an attraction for tourist. The attraction should be managed as well as and it must be improved” (H. Kodhyat and Ramaini, 1992: 88)
Based on the quotation above, it can be conclude that the definition of potential tourism is an attraction which is provided that should be managed as well as and it can be beneficial for development of tourism.

2. Tourist Potential

Nyoman S. Pendit, define tourist potential as” the number of tourist that can be increased and tourists who wants the tourism area developed and grown naturally, fresh and beautiful” (2005: 428).

Based on the quotation above, it can be concluded that the meaning of tourist potential is the reciprocal relationship between tourist and tourism area. The number of tourist can be increased, if the tourism area can be developed and grown naturally, into a fresh and beautiful area.