2. TOURISM

2.1 Definition of Tourism

Tourism is travel for predominantly recreational or leisure purposes or the provision of services to support this leisure travel.

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose.

2.1.1 Units of measurement in surveys of tourism

The units of measurement are a function of the type of survey method or source that is selected. There are fundamentally only three different types of surveys used to collect information on the volume of travel and tourism.

1. Household surveys collect information on the travel experience of individuals over a given recall period

2. Location surveys obtain counts of visitors or information from them about their current visitors trip

3. Business surveys, which provide general information on travel and tourism business operations, sometimes also collect traveller or visitor – customer information

2.1.2 The geography of Tourism

Tourism or travelling for pleasure consists of two parts, one static and the other dynamic. The static aspect is a recreation experience that occurs at a desired site. The dynamic aspect is travel to and from a destination. This view of tourism is based on the relationship existing between population and environment. Population
or a selected segment of the population, interacts with physical and cultural environment during both phases of the tourism process. The travel phase is characterized by interaction along and through various landscapes (natural environment) utilizing appropriate technological modes such as the automobile, airplane, or cruise ship (cultural environment) and in a particular social setting such as relatives, friends, or neighbors (cultural environment). Interaction also occurs at recreation sites that are user oriented (cultural environment) or have an intermediate orientation (both environment, Clawson and Knetsch, 1966). This interaction may lead to beneficial results such as satisfaction of hosts and guests’ desires, improvement of travel routes, construction of accommodation and entertainment facilities, and increased employment opportunities; or it may lead to harmful results such as traffic congestion, air and water pollution, crime, utility shortages, and carrying capacity problems.

2.1.3 Who is in tourism

An enterprise that is small in size can still think big. The owner, who will usually be the manager too, can very well think of the wider opportunities in the industry of which his own enterprise is a small part. Owners of small enterprises might not realize that they are a part of this wider tourism industry. Hoteliers or campsite operators probably do realize this because they sell lodgings for the night; but they need also to realize that most tourists want something to do during the day. Vice versa, owners of other enterprises are often more deeply in the tourism industry than they realize, for instance, archeological sites, boats for hire, boutiques, cafes, discos, exhibitions, fishing lakes, golf courses, hairdressers,
information centers, and many more, right through the alphabet yacht marinas and zoos.

Because the tourist wants a great variety of things to do and see, owners of all those enterprises are directly contributing to the customer’s satisfaction. The customer does not see the enterprises as competing, to him they are largely complementary. That even applies to very similar enterprises: an area of the town where most of the restaurants are to be found is often a much greater attraction to having a meal out than any individual place would be on its own. The sense of excitement and entertainment in such an area can add to everybody’s enjoyment and hence to increased sales.

Anyone planning to start a new enterprise can easily research his best location by going to see where existing tourist attraction are. Location is known to be crucial, and that will be reflected in site values. Simple observation of where tourists stay, eat, have their fun, or conduct their business and how they travel can help the new owner choose the best site he can afford. A good way for an owner to observe is to be a tourist himself, in and around the area he has in mind, imagining where other tourist would want to find the service he plans to offer.

2.1.4 Types of tourism

According with the number of people namely:

- Individual tourism is someone or only one relative that take travelling
- Group tourism are a group persons that take travelling together. Such as club, group student, an organisation that has a leader.
1. According with the destination
   - Recreation tourism, to relax and refresh body and mind
   - Culture tourism, to know other culture which can increase knowledge
   - Sport tourism, to develop hobby such as hunting, climbing mountain

2. According with transportation
   - Land tourism (bus, train and private transportation)
   - Water tourism (lake, ocean and river)
   - Air tourism (plane)

3. According with geographical
   - Domestic national tourism
   - Regional tourism
   - International tourism

4. According with the price
   - Lux tourism
   - Middle tourism
   - Economic tourism

Tourism is one important things to do, because it can make refreshing our mind and lose our stress, also to develop our experience. Tourism is a culture, a necessity in this life.

2.2 Definition of Tourist

Tourist, visitor, traveler is someone who travels for pleasure or someone who makes a tour, or performs a journey in a circuit. Tourist (visitor) who travel to and stay in place, city and countries other than their normal place, city and
country of residence for less than a month or year. For example, I take travelling to Bali. I do it because I want to refresh my mind and spend my holiday. I stay there for two weeks. This travelling is called individual tourism because it’s done only one person.

2.2.1 Travellers and visitors

It is important to clarify whether the study objective is to measure the economic impact of travellers or of visitors. At the national level, we are generally interested in travelers, that is, all people traveling away from home and the industry that serves them. Occasionally, a study will concentrate on visitors to a country from other countries. More often, we are concerned with the business receipts, employment, income, and tax revenue generated by all people travelling away from home.

Studies conducted for smaller geographic areas of ten concentrate solely on visitors: that is, nonresidents entering the area on a trip away from home.

2.3 Definition of Travel

Travel is an action of going from one place to another or to go from one place to another as by car, train, plane. Travel is also a culture and something that is important in the life. The travel and tourism approach represents a compromise between those who favor the use of one word over the other. Some current usage of these fundamental terms is given in Exhibit. In the 1980s a trend toward acceptance of the word “tourism” rather than “travel” has been identified. It is common practice to use the two words “travel or tourism” either singly or in combination to describe three types of concepts:
a. The movement of people
b. A sector of the economy or an industry
c. A broad system of interacting relationships of people, their needs to travel outside their communities and services which attempt to respond to these needs.

2.3.1 Travel tips:

1. Find as much information as possible about many sights you want to visit
2. Do not hesitate to ask questions and correspondence
3. Check the availability of accommodation and transport information
4. Determine how long you'll be on vacation
5. Bring items to taste
6. If there is, take a camera or camcorder to capture your important moments
7. Calculate the cost estimates you'll need at the resorts
8. Provide always a dime
9. Keep your health as long journey
10. Strive to always try something that characterizes the local area
11. Before you eat, ask first what is the price per portion. Usually traders not include price.
12. Be careful with your wallet and your belongings from pickpockets or suspicious people
13. High local tradition
14. Try familiar with the local villagers because of the population are very pleased to mingle with the tourists
15. Keep a nature preserve and share your trip