2. THE REVIEW OF RELATED LITERATURE

2.1 Historical development of Indonesian tourism

Tourism activities in Indonesia has begun a long time ago, or more precisely since the Dutch occupation. Based on the history, it is divided into three periods.

1. Dutch Colonial Period

Yoeti (1996:2) said that, “Tourism activities began with the exploration conducted by government officials and private persons who opened the Agricultural land in the countryside”. At the beginning of the 12th century the Dutch East Indies region began to develop into an area that had tremendous appeal. Tourism activities during the Dutch colonial period officially started since the year of 1990-1912 after the release of the Governor General’s decision on the establishment of Vereeneging Toeristen Verkeer (VTV) as a travel agency based in Nederlands. To provide services to those who traveled, it established a branch of its Travel Agent on Majapahit Street No.02 Jakarta in 1926 which was named Lissone Lindemend (LISIND). In 1928 Lisind was renamed NITOUR (Nederlandche Indische Touristen Bureau). Meanwhile, developments in Indonesia began in the 19th century. Hotel at that time was widely used for ships passengers from Europe.
2. **During the Japanese Occupation**

Before the World War II, during the occupation of Japanese in Indonesia, the tourism situation in Indonesia was very neglected. Circumstances at the time did not allow for travelling. Visiting abroad at the time it was practically non-existence.

3. **After Indonesia's Independence up until now**

After Indonesian independence, the development of tourism in Indonesia began to increase. On 01 July 1947 hospitality organizations was formed in Indonesia, as the body Center Hotel. The tourism sector began to grow rapidly. These things characterized by the decree of vice president (Dr. Mohammad Hatta) as the chairman of the strategy and the committee of economic thinkers. HONET was established (Hotel National and tourism) in Yogyakarta. In 1949 RTC (Round Table Conference), was held which resulted in the HONET closure. This was because it was mentioned in the KMB that the entire assets of the Netherlands had to be returned. In 1952 with the decision of the President, Department of Tourism was established chaired by Nazar ST. In 1953, several prominent hospitality States established the Indonesian Association of Hotels and Tourism chaired by A. Tambayong. In 1955 the Tourism Foundation was founded or YTI called DEPARI (Dewan Pariwisata Indonesia), which became the forerunner of the Department of Tourism and Culture in Indonesia.
2.2 The Meaning of Tourism and Tourist

Tourism is an activity that is very extensive and includes some things that are related each other as the place or object, the availability of infrastructure and social cultural support as a tourist destination it can be seen from the definition of tourism.

Yoeti (1982:107) said that, “A purposeful human activity that serves as a link between people either within one or some countries or beyond the geographical limits or states. It involves the temporary displacement of people to other region, country, for the satisfaction of varied needs other than exciting a remunareted function”.

The same as Marpaung (2000) said that, "Tourism is everything related to travel, including managers or organizers of the object as well as the attractiveness of the business so that people / tourists come to visit."

Based on Regulation No. 10 Tahun 2009 tourism is that all activities about tourism and be supported by all facilities and services provided by society, businessman, government, and local government. Tourism also includes overall activities related to tourism and has the quality multidimensional and multidisciplinary emerging as a manifestation of the needs of each person and the country as well as the interaction between tourists and the local community, travelers, Government, Local Government and employers. Based on Regulation No. 10 Tahun 2009 Tourism also can be stated as, "people who do tours".
2.3 Types of Tourism

In the previous description the meaning of tourism has been described. Tourism can be divided into the following categories:

1. The Origin of Tourists

First of all, travelers need to know whether they came from the country or abroad. If it is their country of origin that means the travelers only have a temporary move within the territory of their own country and during his travel time, it is called domestic tourism, whereas if they come from abroad it is called international tourism.

2. The Balance of Payment

The arrival of tourists from abroad is expected to bring foreign currency. Foreign exchange income brings a positive impact for the balance of foreign payments for country they visit, which is called active tourism. The departure of foreign citizens also has a negative impact for the balance of foreign payments, it is called passive tourism.

3. The Time Period

A tourist stays the length of time in a place or a country is measured as short-term tourism or long-term tourism. This term of measurements depends on a country to classify it as short or long time stay.

4. The Number of Tourist

With regard to the number of tourists, whether they come alone or in groups. It can be classified into single tourism and group tourism.
5. **The Means of Transport**

   Viewed in terms of the use of means of transport used by tourists, then this category can be divided into air, sea / water, train and automobile.

2.4 **Tourist Object and Tourist Attraction**

   Tourist object and attraction is the basic of tourism. Without the attractiveness in an area or specific place, it is hard to develop tourism.

   Tourist Attraction is another form of word of tourist object. However according to the Indonesian Government Regulation 2009, the word ‘tourist object’ is no longer relevant to refer to a tourist destination, so that is the reason why ‘Tourist Attraction’ is being used. In order to find out the meaning and purpose of tourist attraction, some definitions of Tourist Attraction are as follows:

   1. According to The Law of the Republic of Indonesia No. 10 in 2009, Tourist Attractions is described as everything that has a unique, convenience, and value diversity in the form of natural resources, culture, and the results were subjected to man-made or tourist visits.
   2. Yoeti (1985) states that a tourist attraction is a term more often used, is everything attraction for people to visit in a particular area.
   3. Pendit (1994) defines a tourist attraction as everything interesting and worth to be visited and viewed.

   From some of the definitions above it can be concluded that the tourist attraction is everything that has attractiveness, uniqueness and high value, which is a purpose of a tourist to come to a particular area. A Travel Attraction to be visited by tourists must meet the requirements for the development of the region.
According to Maryani (1991: 11) a travel attraction must have the following question:

- **What to see?**
  
The places must have objects and sights that are different from those of other regions. In other words, the area should have a special appeal and cultural attractions that can be used as "entertainment" for tourists. What to see include landscapes, activities, arts and tourist attractions.

- **What to do?**
  
The places besides are having a lot to see the recreation facilities should be provided that could make tourists comfortable to stay longer in area.

- **What to buy?**
  
A tourist destination should provide facilities for shopping, especially souvenirs and handicrafts to take home to the place of origin.

- **How to set there?**
  
This includes the accessibility, how to set to the tourist attraction, the vehicle to use and how long to set the place of destination.

- **Where to stay?**
  
Where will the tourists stay during their holiday. Good lodging star hotels or non-star hotels and so on are required.
2.5 **Infrastructure and Superstructure**

The systemic Infrastructure of Tourism is the biggest and most decisive component in the success of the Tourism. This component consists of various subsystems that really needs attention, the provision and maintenance.

Infrastructure tourism facilities should be available so as to allow the economy to run smoothly in such a manner, in order to enable people to meet their needs. Then require services that suit their needs and desires, namely since departing to their destination, until returning home. This all covers the facilities provided for tourists. They usually want to know:

1. Transport facilities that will take their to and from the tourist destination areas they want to visit.
2. Accommodation facilities, in a place where they stay while in the destination areas.
3. Facility of Catering Service, which provides them with services in connection with food and drink certainly suits them.
4. Object and tourist attractions that exist in destination areas to be visited.
5. Recreation Activities they can do in destination areas they will visit.
6. Shopping facilities (Shopping Facilities), where they can buy things they need or sometimes they also need to repair their camera, to get the film developed and many others.
7. The post office (Post office), for sending letters to relatives, friends or in connection with travel agencies being involved.
8. Telephone communication facilities through, telex and faximile and other communication tools for sending the information during the journey.

Meanwhile, tourism superstructures are companies that provide services to tourists, either directly. There are three important things for tourism, namely:

1. **Main Tourism Superstructure**

Main Tourism Superstructure provide the basic facilities that will determine the success of a region into a tourist destination. Many companies are dependent on the flow of tourists, or people who travel, both international tourists and domestic tourists.

The principal function of tourism is that the companies provide services to the tourist in the destination. They are Travel Agent and Tour Operator; Tourist Transportation; Hotels and other accommodation; Catering, Trades; Travel and Tourist Attraction objects.

2. **Supplementary Tourism Superstructure**

Supplementary Tourism Superstructure provide facilities for recreation whose function is nothing but to supplement the principal function of tourism. The most important function is to make the tourists stay longer in Tourism Destination Region. This includes the sports surf, etc.
3. **Supporting Tourism superstructure**

Supporting Tourism Superstructure provides facilities and basic facilities that serve not only to make tourists stay longer but more importantly is to make tourists spend more money in the places they visit. The supporting facilities are needed to encourage the tourists, since not all guests require to come, such services as night club, Steambaths, and casinos, they are not absolutely needed.

Overall the infrastructure and tourism facilities must exist or be available before we promote an area as a tourist destination.