2. REVIEW OF RELATED LITERATURE

2.1 Tourism and the Types

In this century, tourism is the need for every individual, because tourism is a satisfaction and pleasure for everyone. Tourism come from the Latin word “tournus”, Mason (2008:5) says “tourism means the temporary movement of people do destinations outside their normal place of work, residence, the activities undertaken during the stay in those destinations, and the facilities created to cater for the needs.

Yoeti(1982:105) says formulate understanding tourism in the gave ear as follows:

“Pariwisata dalam artian modern adalah merupakan fenomena dari jaman sekarang yang didasarkan atas kebutuhan akan kesehatan dan pergantian hawa, penilaian yang sadar dan menumbuhkan (cinta) terhadap keindahan alam dan pada khususnya disebabkan oleh bertambahnya pergaulan berbagai bangsa dan kelas masyarakat manusia sebagai hasil dari pada perkembangan perniagaan, industri, perdagangan serta penyempuranaan dari pada alat-alat pengangkutan”. It means that Tourism in terms of modern is the phenomenon of nowadays based on the need for their health and change, the assessment conscious and grow (love) of natural beauty and in particular caused by increasing promiscuity various peoples and class human society as a result of on the development of commerce, industry, trade and refinement of on tools of transportation.

But In Indonesia, the word "tourism" was first put forward formally by Prof. Priyono on National Conference Tretes II in East Java on 12 to 14 June 1958. The tourism said later ratified by the President to replace the "tourism". On the basis of the decision, then the next term "Council tourism" Indonesia is converted into Indonesian Tourism Council (DEPARI).

tourism in general is a journey undertaken someone temporarily held from one place to another by leaving the same place and with a plan or not the intent to
make a living in the places he visited, but simply to enjoy recreation to meet the desires diverse. Tourism is one industry that is capable of providing rapid economic growth in terms of employment, income, rates of life, and in turn other production sectors in the host countries.

According to Law No. 9 of 1990 about tourism, it is stated that tourism is a journey or a trip which is done voluntarily and it is also temporary to enjoy the object and the scenery of the tourism. Soekadijo (1995:38) says in his book, that there are nine types of tourism. They are:

1) Pleasure tourism is a kind of tourism type which a visitor collects experience as much as he/she wants enjoying the tourism by visiting one place to another place.

2) Recreation tourism. Recreation tourism is a kind of tourism type which aims to recover the freshness of body and mind. The visitor is often done it by sightseeing.

3) Cultural tourism. Recreation tourism is a kind of tourism type which aims to learn and study and have a research about the condition of the place.

4) Sport tourism. Sport tourism is a kind of tourism type that the visitor comes to a place because of watching sport events.

5) Business tourism. Business tourism is a kind of tourism type that relates to business purposes such as business meeting and business visiting.

6) Convention tourism. Convention tourism is a kind of tourism type that a visitor comes to a place because he/she has a meeting and symposium or seminar. In other word it may called with profession tourism.
7) Health tourism. Health tourism is a kind of tourism which is important because a visitor comes to a place because of having health purposes such as to have a medical checkup.

8) Social tourism. Social tourism is like the same with pleasure tourism but the journey is done by other people or company by giving socially.

9) Spiritual tourism. Spiritual tourism is a kind of tourism type that needs some religious enlightenment.

2.2 Motives of Travel

Harssel (1994:124) says, “recent research into travel motivation has concentrated on the concept of “push and pull”. The “push” factors for avocation emanate exclusively from within the traveler.” They are often a reaction to the living or working environment and are related to the social and psychological conditions unique to a particular individual. The vacationer is looking for a chance of pace from his or her everyday work on leisure routines. The “pull” factors for a vocation are aroused by destination itself. Push motives help explain why people develop the desire to go on vocation; pull motives help explain the choice of destination.

Travel is an action of going from one place to another or to go from one place to another as by car, train, and plane. Travel is also a culture and something that is important in the life.

Kosters (1981) says there are three major motives of travel:

1) The Need to Compensate

2) The Need to Explore
3) The Need for Status Recognition

2.3 Tourist and Traveler

A person makes a tour called tourist. The internationally, definition of tourist is limited by *Economic Commission of the League of Nation* means that tourist is a person travelling for a period of twenty four hours or more in a country other than that in which is usually resides. A place which is visited by the tourists are called destination. That place can be called as tourism object too. The more unique and interest of the objects, the more number of travelers and tourist are visited to get there.

Beside tourist term, any other term is same meaning. The term is a foreign visitors or traveler. The traveler is a person traveled in a destination without stay in. points of different are both that maximum time to get travelling which has been established by *International Civil Aviation Organization and Commission of the United Nation*. They give a limited about three month until six month for get travelled according by role of each country.

When people hear the word of industry, the opinion of most people about an industry is a factory building that has a chimney using a machine in the production process, and the companies that produce services or products. Tourism industry is very different to that, Schomoll (1977:30) says tourism is highly decentralized industry consisting of enterprises different in size, location, type organization, range of service provided and method used to market and sell them, It agreed with presented Hunziker (1952) says tourism enterprises are all business
entities which, by combining various means of production, provide goods and services of a specially tourist-nature.

Can be imagined how many services required by tourists in travel tourism, since the prospective tourists picking destinations would visit and review the plan objects and perform various activities in the area of interest, start entering the information industry land tourism. Furthermore, all the way from home to in the destination and back home, a wide range of industrial products into tourism section, starting from Transportation, hospitality, banking, restaurants, shopping, product art, culture, communication, clothing and others. In terms of economy tourism is covering a wide range of businesses, large and small.

In the economic relations, tourism is an industry that includes the undertaking of the business are very spacious and have a complicated multiple properties. Papson (1979:249) says “it has already predictable that with the growth of the prosperity of today's tourism is now firmly in the direction to become the world's largest industry.” In the future tourism will truly have a full effect on the trade balance, the scope of life, political, social and culture of the country anywhere in the world.

With the increase in tourist traffic, it can be ascertained is increasing revenues for the country, therefore, the tourism industry is a business that is very promising for a country to obtain admissions.

In the tourism development can not be separated from the problem issues that make the area of tourism can not thrive. Some of the problems often faced by the tourist areas, namely:
1) Facilities and infrastructure to reach the tourist sites less, especially roads connecting from the center to the district damaged many tourist sites, public transportation (rural transport) is also very limited.

2) The lack of availability of means of support, such as a hotel that could be used as a visitor to stay.

3) Lack of promotion of the tourism area.

4) The lack of guidance from the Department of Tourism of local communities about the importance of "planning and awareness" development of tourism potential region. As well as the attitude of the people who are not open to receive tourists.

5) And most certainly is weak in the planning, because Low Quality Human Resources entrusted to handle about art and culture of the area who work in government agencies.

For tourists, facilities and infrastructure greatly affect their desire to come to a place of tourism. Therefore, as expressed by Drs. Oka A. Yoeti in his book “PENGANTAR ILMU PARIWISATA” before a tourist to travel, first he/she wants to know about:

1) Transport facilities which will take him to and from the tourist destination he wanted to visit.

2) Accommodation facility, which is temporary home in a place or in an area of interest that will be visited.

3) Facilities catering services, which can provide the food and beverage services according to their individual tastes.
4) Objects and attractions in the area of interest that will be visited.

5) The recreational activities can be done in the places he visited.

6) Shopping facilities, where he can buy goods in general and in particular souvenir.

7) Place or shop, where he can buy or repair, and washing camera and print films shooting results.

In developing and making an area to be one of the best place for tourist, we need strategy, strategy is a plan prepared to deal with certain situations to get the desired results. In the context of the strategy of tourism can be defined as a plan prepared to develop and promote the tourism sector in order to get the desired results. In the context of the business strategy is the depiction of business direction following the chosen environment and a guideline for allocating resources and business of an organization. Supriyono (1990) says “the strategy is the key to success in the face of changing business environment, which provides a unified direction for an organization.”

Rangkuti (2006:4) says “Strategy is an action that is incremental and continuous and is based on the standpoint of what is expected by our customers in the future.” Thus the strategy planning almost always begins with "what could happen" rather than starting from "what happened". So, with all of that we can make conclusion that strategy is a plan prepared to get what they want.

The driving factors are the things or conditions that can encourage or foster an activity, business or production (Indonesian Dictionary On line). Tourism capital is often called the tourism resources. An area or point can only be
a tourist destination if conditions are such that there is developed into tourist attractions. Setianingsih (2006:39) says “what can be developed into a tourist attraction that is called capital or resources tourism.” Capital tourism it contains the potential to be developed into attraction travel, were sights that certainly should be complementary to the motif Tour. So to find a regional tourism potential must be guided by what is sought after by tourists. Setianingsih (2006:39) capital attraction Interesting tourist arrivals there are three of them:

1) Capital and natural potential, nature is one of the factors driving one to travel because there are people traveled only just enjoy the natural beauty, the tranquility of nature, flora and fauna.

2) Capital and culture potential. The definition of cultural potential here is a culture in a broad sense not only covering such as art or life keratin etc. But includes indigenous customs and traditions and all who live in the midst of life. So expect the tourists or visitors can restrained and can spend time in the middle of the community with a culture that is considered attractive.

3) Capital and human potential. Humans can be used as tourist attraction uniqueness in the form of customs and life yet lest the dignity of the human being debased so loss of dignity as human beings.

Not only that, a tourist area should be supported with adequate facilities and infrastructure to be able to attract the tourists.

In the business world, the promotion is needed, with the promotion of the people can know and recognize the goods or services offered. Promotion is activities aimed to present the information about the product or service to the
market, so that the product or service can be known and to encourage consumers to buy and use. Promotion is also very useful to provide information about the benefits, uses the product and where the product can be obtained. According to Khairul Maddy (2010) says “the main objective of the campaign is to inform, influence, and persuade and remind target customers about the companies and its marketing mix.” So also in the field of tourism, with the promotion of the tourist area, the tourists will be able to know the sights, what is offered by the venue.

The benefits of promotion:

1) Introduce services and products produced by the tourism industry as widely as possible.

2) Gives the impression of attractiveness as strong as possible in the hope that many people will come to visit.

3) Delivering a compelling message with an honest way to create high expectations.

Promotion can be done by any means, some ways to do promotion are:

1) via email

2) via SMS

3) through talks

4) through advertising

5) Social media and etc.

Society are essential element of the development of tourist areas, the problems often experienced tourism areas is the inability of our human resources to provide the best service on tourists. Human resources is a tough challenge for
the development of tourism, because human resources largely determines everything that transportation to tourism. Tourism is very concerned with professionalism in the management of investment and in the field of hospitality, transportation, communication and information. In addition, although tourism has opened market opportunities for other sectors, as a result of lack of human resources such opportunities can not be used optimally. Human resources can lead to lower quality craft goods declined, surrounding community should provide the best services such as security and must also be able to communicate with tourists, both foreign and local.

Tourism planning is important because it provides vision, direction, and commitment to tourism which is the result of the participation of many parties. In planning tourism development requires various process stages that include:

1) Preparation of the study, is the prefix for the planning agency under the regional government decided or conducted a study and prepare a reference work or organization.

2) Targeting, initiated the study to formulate this central purpose, for example to support the city's tourism development in order to achieve economic benefits (measurable) and urban environment as well as benefit the urban population through job creation and expand services for residents and tourists.

3) All the elements, brought together diverse tourism resources and economic development of the region as well as tourism. For that need to be collected the data about the needs of the city's tourism (characteristics of travelers, travel patterns, and trends) and the availability of resources of tourism (appeal,
accommodation, facilities, infrastructure, economic structure of tourism, and the environment) as well as evaluating the possibility of planting capital for future developments. Analysis and synthesis of the findings of the findings, referring to the process of analysis of information obtained from the all the elements as the basis for the formulation of plans.

4) The formulation of policies and plans, to make draft development plan based tourism policy options.

5) The formulation of policies and plans, to make draft development plan based tourism policy.

6) Basic consideration of the proposal, was submitted to the planning stage entirely local government planning commission for review and obtain feedback. Discussions took place between planners and government planning commission may also be consulted for other parties that were interested.

7) Implementation and monitoring of the plan, the planning stages are translated into actions, failure was realized during processing and therefore need to hold monitoring.

8) Periodic review, refers to the process of reporting back on the progress of the plan and study preparation phase is often necessary to do it again.

The failure of the plan at this stage is often caused by:

1) Failure aroused the interest of developers.

2) Inability to create a rule that required for land development process.

3) Failure coordination of public and private sector.

4) Scarcity of public sector budget to carry out the entire plan.
5) Availability of transportation infrastructure is inadequate.

6) Inability to understand the opposition of society on the development of tourism that could delay the plan

The benefits of tourism plan:

Plan is activity to achieve objectives. Tourism planning is an activity that includes three sub-activities to be implemented by tourism developers at the time of going to develop tourism. The activities are: to identify, analyze and formulate appropriate strategies that can solve all the problems related to tourism development efforts. The purpose of the planning activity is that tourism development can be carried out effectively and bring benefits.

Plan is resource utilization effort. Tourism planning is a human activity to utilize all available resources with controlled to achieve the goal, namely, sustainable tourism, as well as beneficial to humans. The resources referred to in the form of: natural and human culture, and human activity.

2.3.3 Regional economic developments

Tourism Impact on the Economy The tourism industry generates huge economic benefits for both the host country, or the country of origin of the tourists. One of the main motivations of a country promotes itself as a country with a tourist destination is arising in the economic progress, especially for developing countries. Along with other impacts, so rapid economic improvement also occurred with many advantages. Positive impact of the development of the tourism sectors are:
1) Opening of employment for the local population in tourism such as: tour guide, waiter, bellboy, and others.

2) Construction of facilities and better infrastructure for the convenience of the tourists are also directly and indirectly can be used by local residents as well. Such as recreation areas, malls, and others.

3) Obtain foreign exchange (national balance of payment) through the exchange of foreign currency (foreign exchange).

4) Encourage the person to self-employment / self-employment, for example: merchant craft, rental surfboards, suppliers of groceries and flowers to the hotel, and others.

5) Increase public income and government revenues.

6) Provide economic benefits to the hotel and restaurant. For example, tourists who go sightseeing with his family require great room and more food. Indirect economic impact can be felt by traders in the market because of the demand for goods / groceries will increase.

With the increase of the tourists who come to an area, then it will also affect the income of the people around, because the tourists will spend their money, such as buying food and beverages, parking fees, rent a place and others, not only that the merchants that are around the area will also profit from the sale of goods they do, such as food vendors, accessories and others, that would affect the economy around. So the tourism sector is currently very promising, can you imagine, if a place is visited by millions people, how much money will flow into the region and the country of origin of the tourism.