Research article

Tourism From the Perspective of Geography

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Abstract.

This article aims to give an overview of tourism based on a literature review of this social phenomenon and the related special interests held by geographers. The main traditional ways that geographers contribute to the study of tourism cover each aspect of tourism and have several geographical implications, including concerning environmental issues, regional development, spatial studies, and historical processes. To understand tourism, we first need to understand what we mean by tourism, which is an important aspect of the topic of greater human mobility. But for a critical, statistical and qualitative understanding, clearer boundaries are needed.

Keywords: tourism, travel motivation, tourist typology, geotourism

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1. Introduction

The migration of domestic and international tourists around the world is a fundamental geographical phenomenon that cannot be ignored by scientists and social planners because it has become an important way for humans to engage with other people, places, and the environment. This movement has resulted in geographic tourism because, (1) human-environmental interaction and conversation in search of tourist destinations, (2) conservation and conservation of places and the environment to maintain the sustainability of tourist destinations, and (3) spatial behavior through human mobility during tourism. Tour.

During the tour, the economic, social, cultural, and environmental sectors are directly affected. Globally, about 100 million people find jobs directly in the tourism business from travel and transportation [1], shopping tours, and retail/culinary tours [2]. Tourism also plays a role in globalization and its associated economic impact, as can be seen in the European Union or Southeast Asia [3]. Tourism in the process of globalization becomes a catalyst in the economic development of a region [4]. Tourism can also act as an alternative in efforts to preserve local culture and the environment [5].

However, tourism can also produce adverse impacts on the environment visited by tourists, such as pollution resulting from residual tourism activities, increased traffic

congestion, and decreased environmental support [6]. Although it is suspected to be an alternative in preserving local culture, tourism also has risks in carrying out cultural intrusions so that it has an impact on cultural change, erosion of beliefs, and local adoption of global culture [1]. Likewise in the economic sector, high demand will increase the cost of living. The seasonal nature of visits also makes it impossible to use tourism as the basis for carrying out economic development in a region [7].

In this section, this article explains how the real relationship that is formed from interregional tourism travels to human and environmental aspects from a spatial point of view. The main study of this chapter attempts to explain the problems in tourism studies, the typology of tourists, and how understanding the motivation or experience of tourism is constructed.

2. Tourism and motivation

The definition of tourism is a person or group who travels for business purposes, education, or pursuing a fantasy which ultimately returns to the starting point and is usually a home. In this definition there are three main components in tourism, namely (1) mobility, (2) travel motivation, and (3) travel support facilities. The definition also refers to UNWTO [8], which translates tourism as the activity of people traveling and staying outside their environment for no more than one year for the purpose of leisure, business or other purposes.

The number of variations in the duration of the trip, the purpose of making the concept of variety from tourism actors (tourists) is formed. In the study of geography, this grouping of tourist categories is based on the distance and duration of the trip (Figure 1) [5]. This grouping provides convenience in planning tourism development from the trend of local or international tourist visits [1].

After the 1980s, the development of transportation and communication technology changed people's views on how to spend their free time (leisure). Magazines, newspapers, or television are sources of information about areas that are outside the usual routine [9] which forms the basis for planning trips in their spare time [1]. Cultural intrusion in the form of culinary is also one of the references about tourist destinations. The mobility carried out by workers to the city brings culture in the form of culinary and provides new insights about the area outside the routine of residents to find out more about the culinary origin. This motivation triggers the occurrence of tourist trips.

The need for individuals to pursue their fantasies through personal travel is the basis for explaining how travel is motivated [10]. Their needs are awakened from a sense
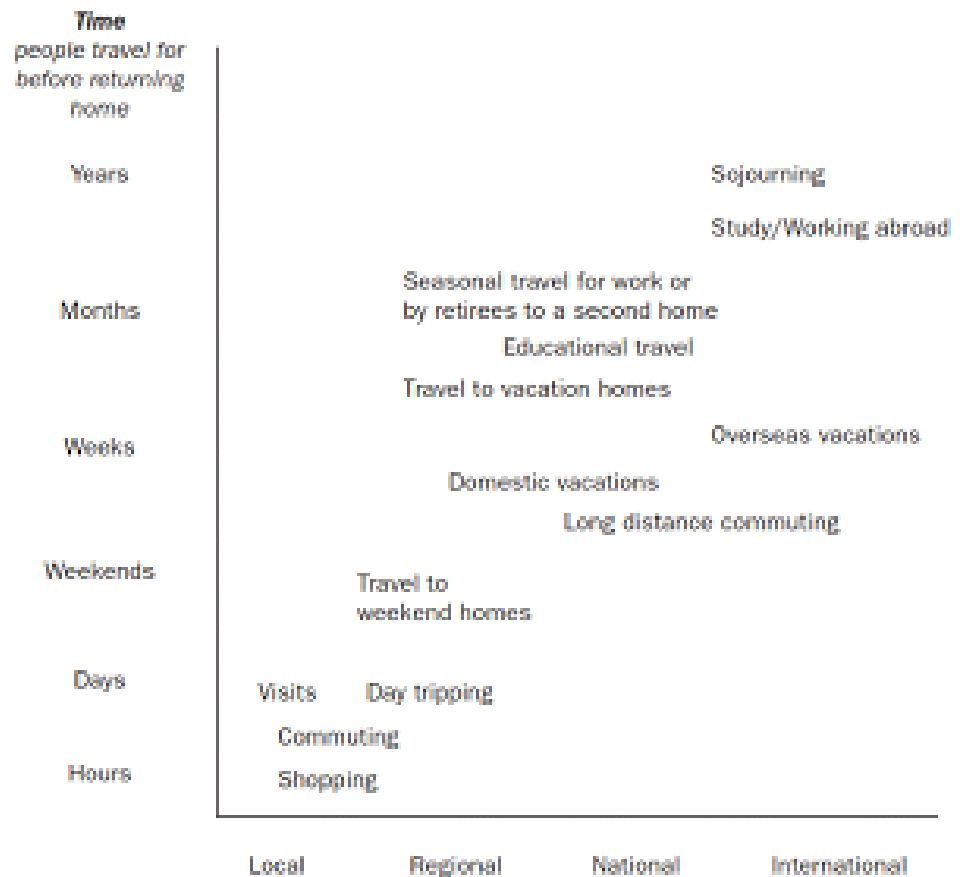
Figure 1: Typology of Tourists Based on Distance and Duration of Visit [5].

of getting new experiences outside of the familiar environment. The components of the motivation include, (1) intelligence (to explore information and design trips, 2) social (includes a network of individuals to gain influence or information), (3) competence (the ability to realize), and (4) the ability to avoid (desire to break away from routine) [11]. Simply put in [12], linking the hierarchy of needs with tourism categories.

Maslow's Hierarchy of Needs		Travel career ladder (types of holidays)
5. Self-actualisation	Creativity, personal fulfillment, spontaneity	Lifelong dream vacations, meditation retreats
4. Self-esteem	Confidence, respect of others, satisfaction	Special interest tours, volunteer tourism, hard adventure travel
3. Affection and belonging	Social membership, avoiding alienation	Reunions and re-connections, roots and genealogy tours
2. Personal safety	Protection from elements, disease, fear	Guided soft adventure tours, ecotours, slum tours
1. Basic physiology	Oxygen, food, water for basic survival	Relaxation, spas, beach holidays

Figure 2: Comparison of the theory of needs with the category of planned tourist trips (modification of [10, 12]).

Spatially, the motivations that shape tourist patterns will change throughout the year. For example, tourists who live in cold environments (low latitudes) tend to travel to warmer regions, or vice versa, those in lowland (coastal) environments will tend to travel to highland (mountainous) environments [13]. Due to the changing seasons between the northern and southern hemispheres throughout the year, the seasonal circulation of global tourists will form a pattern. For example, in December, tourists who want to experience Christmas in the summer will travel to Australia.

Socially, the motivation that is the reason for traveling will form the opposite pattern [13]. For example, those who come from dense areas such as urban areas will tend to travel to quieter areas such as villages. There is also tourism motivation based on specific goals, such as tourists who have health problems who will travel with the aim of restoring their health.

3. Tourist typology

Diverse motivations mean different types of travel (tourist typology). The benefit of studying this typology is to help us in categorizing types of tourism and tourists, as well as adjusting supporting facilities to the expectations of tourists [9,14]. In the geographical dimension, this identification is a process to understand how the relationship between space and its relationship with social aspects.

An early pioneer in traveler typology was proposed by Cohen [15] which classifies it based on the motive of the trip. Cohen divides into two main groups, namely those who travel independently and those who travel using the services of a travel agent. The first group is referred to as the Drifters who plan trips to completely unknown areas, and travel in small numbers, and Explorers who organize their own trips, and don't want to follow the usual pattern of tourism but look for something unique. This group of tourists does not mind using local accommodation and the level of interaction with the local community is also high.

The next group are those who travel through travel agents. Individual Mass Tourists, namely tourists who submit their travel arrangements to travel agents and visit well-known tourist destinations either through testimonials from relatives or colleagues. And, organized-Mass Tourists, namely tourists who only want to visit tourist destinations that are already known, with facilities like those they can find at their place of residence, and their journey is always guided by a tour guide.

To some extent, the typology of tourists relates to the underlying motivational patterns and destinations. For example, in the second group who tend to travel in large

numbers/groups, the destination will provide physical facilities to support tourism which will affect the environment [16]. Visits in large numbers with high intensity are also at risk of affecting local lifestyles and culture [17, 18]. Cohen's classification provides insight into how typology is constructed based on the motivational variables and needs of tourists.

Tourist motives are based on the desire of individuals to get experiences that are different from their daily routines. Cohen [15] and MacCannell [19] defines the phase of how tourists build their tourist experience which consists of five stages, namely (1) Planning, (2) Travel, (3) Experience at the destination, (4) Return trip, and (5) Withdrawal of experience (Figure 3)
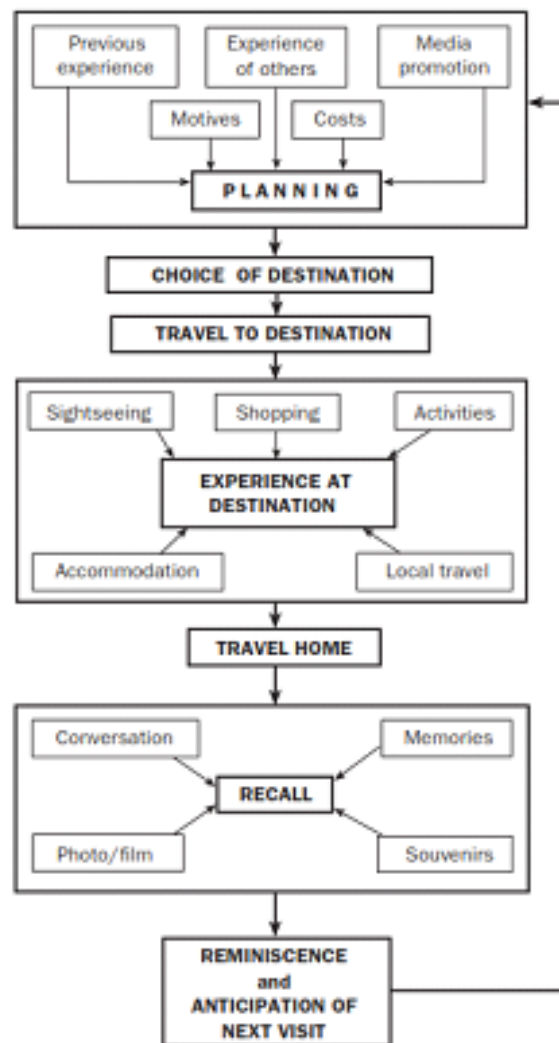
Figure 3: Tourist experience building structure (modification of [15, 19]).

1. Planning

This phase is planning a trip that determines the destination area based on several potential information inputs such as communication media or previous

experiences from colleagues/relatives who have visited to plan accommodation and transportation modes.

2. Departure trip

The process of mobility starts from the place of origin to the tourist destination. Throughout this process, tourists can gain travel experience by interacting with the local community.

3. Experience in destination

This element is a major component in the formation of a tourist experience. Attraction activities, purchase of souvenir collections and memorabilia to strengthen the impression of the trip.

4. Return trip

This phase is an integral part of the tour. Even though it doesn't provide an experience like the previous two phases, this phase will strengthen the impression of the trip you are taking.

5. Experience withdrawal

This phase can occur long after the trip is made. Short conversations with colleagues who want to get information about tourist destinations from their experiences will generate motivation to repeat the trip. Or items of memorabilia displayed in the living or family room will reinforce the impression of the experience that has been obtained during the tour.

From the model developed above, the tourist experience becomes an opportunity to increase visits to tourist destinations. This model illustrates that tourists are not as the marketing targets, but dynamic economic actors. They come directly to the location of the goods/services offered by the tour manager. Therefore, educating tourists is a key factor in building positive experiences and testimonials about tourist destinations so that they can be recommended to other potential tourists.

4. Geography and tourism studies

The brief description above illustrates that tourism is a geographical phenomenon that describes the movement of people between spaces to meet their needs [20]. Butler [21] said there are three phases of the development of the tourism concept, namely the pre 1950s, 1950-1980s, and 1980s until now. The 1950s phase was referred to as

the descriptive era, where the study of tourism was only to answer the interests of the local/traditional scope. The next period occurred when global mobility increased after the post-World War II era. In this period tourism became increasingly complex so that many studies were carried out from various disciplines, resulting in tourism having a clearer scientific position. In this period, the study of tourism was more about the distribution of tourists and their impact on the local community. In this study, the role of geographical science becomes increasingly clear in tourism [22, 23, 24, 12, 25, 1].

From the 1980s to the present, travel patterns have become increasingly diverse and complex. During this period, tourism niches such as health tourism, ecotourism, and many other things were more diverse. Therefore, in this period the study of tourism becomes more complex which includes tourism and society [14], tourism and the new economy [3], cultural change [26], sustainable development [5].

Therefore, in this period, several questions that become the focus of tourism studies include:

1. Under what conditions does tourism develop to meet the demand for travel or the supply of tourist facilities?

2. Where does tourism develop and in what form?

3. How is tourism developed?

4. What are the physical, economic, and social aspects in tourist destinations?

In the end, based on the development of the study of tourism, it can be concluded that there are five main concepts in the study of tourism geography, namely (1) Modernity and Mobility, (2) Globalization, (3) Production and Consumption, (4) Identity, and (5) Sustainability. The following is a description of the five concepts:

1. Modernity and Mobility

   Modernity includes many aspects such as communication and transportation technology. The development of these two sectors has resulted in easier access to an area [27]. The availability of global transportation networks such as airports will increase the rate of mobility which has an impact on tourism [3].

2. Globalization

   Tourism is a major component in the process of globalization through economic and cultural transfer channels [28, 29]. The process of globalization is closely related to the first concept, because open access will accelerate globalization.

3. Production and Consumption

Globalization through tourism will have an impact on the demand for new goods and services so that tourists feel an environment that is quite familiar with where they live [30]. This process has an impact on the efforts of local communities to become familiar with the production techniques of these goods and services to meet tourist demands. Because it is possible for local resources to produce, at this stage there will be global trade (imports and exports).

4. Identity

Although the consumption described in the previous concept is part of an economic process, this process can give individuals meaning to the products used [30]. As in the case of the high interest of tourists from Europe to see the Blue Fire in Ijen Crater Banyuwangi-Bondowoso, this area has earned the nickname Little Holland. This nickname arose because of the high demand for selfies at the plantation official house with Dutch architecture.

5. Continuity

The increasing number of tourist visits has implications for increasing the provision of supporting accommodation, this process has an impact on the physical and social environment. Therefore, the concept of sustainability becomes the focus of tourism management [31, 32].

5. Conclusion

Tourism Geography is basically an understanding of the mobility of people with the places they visit. Tourism has become a globally and geographically inherently significant part. The phenomenon of the movement of people, goods and services between regions is one of the geographical studies. In contemporary phenomena, geography can examine the new between Modernity and Mobility, Globalization, Production and Consumption, Identity, and Sustainability.

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