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# RETHINKING THE THEORY OF TOURISM: WHAT IS TOURISM SYSTEM IN THEORETICAL AND EMPIRICAL PERSPECTIVE?

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## ABSTRACT

*Tourism within the practical scope has gone beyond the development of tourism theory itself. Considering the importance of theory as a foundation for knowledge and understanding of a phenomenon, especially in the scope of tourism. Therefore this study attempts to fill the gap between the tourism theory that has been built with the latest empirical facts. In developing tourism theory, this research used the creation of theory approach. Where in the process, the creation of theory is more inductive (or can be regarded as a qualitative approach). The result of this research is that tourism as a system consists of two kinds of sub-system that is internal and external sub-system. The internal sub-system is the interaction between person or the tourist termed as the tourist demand, from the tourist generating region and during a trip to a destination called the tourism supply, linked by the intermediaries elements, to return to its original territory. While external sub-system consists of international trade factors, safety and security factors, natural or climate factors, social-cultural factors, technological factors, economic or finance factors, political factors, demographic, and geographical factors. The relationship between the internal and external sub-systems not only determined the existence of tourism, but otherwise the existence of tourism can also affect the two sub-systems (internal and external). The interesting thing about this research is that the phenomenon of tourism can be 'limited' by its own point of view which is described through a comprehensive and integrated system.*

**Keywords:** Tourism system, Model and Framework, Theory building, Theoretical and Empirical perspective

> *"I have no clue how I develop theory. I don't think about it; I just try to do it. Indeed, thinking about it could be dangerous" (Mintzberg, 2005)*

## INTRODUCTION

Without any doubt, tourism has grown so rapidly, both as a social phenomenon (practical) and as a "new" group of knowledge (theoretical), and as an object of study or research (Hall, 2005: 126). Arcana (2014: 7-8) noted that the phenomenon of a person's displacement activity from their original area to destination with varied motivations has begun in 4.000 BC by Sumerians in Babylonian times, and growing in the 17th and 18th centuries in Western Europe under the term "Grand Tour". At this time also said the term tourism began to be known as an industry (Enzensberger, 1958: 123-131; Getz, 1986: 21), and tourism began to be mass produced.

This period continued in the industrial revolution (around the 19th century), which was marked by the development of transportation technology perceived as a "gateway" in breaking through boundaries, such as distance (space), time and cost. This development is becoming more apparent, where tourism today is not only reaching the various destinations on earth, but has emerged a previously impossible to imagine destinations known as "space turism" or space travel (Virgingalactic.com, 2017). Not only that, technological advancement has also succeeded in pushing tourism beyond time limits, such as "Virtual Reality Tourism" (VRT) that developed in London, UK (Virtual Reality in Tourism.com, 2017). Reflecting on the terms used by Enzensberger (1958: 131) that tourism is a reflection of an individual's desire to keep trying to "escape", it is believed that tourism will continue to evolve to "satisfy" human desires (Harrison 2015: 71) or to borrow the term from Gemunden (1996: 113) as "modern culture".

This phenomenon at least gives an idea of how tourism in practical terms has transcended the development of tourism theory itself, even abandoning what researchers may have not had time to identify. Although Cooper et al (1993: 1-2) stated that tourism's popularity as a "young" discipline can lead to issues such as debates on subject areas, both industrial and academic sectors. But, thanks to all researchers who have tried to build the framework or foundation of tourism in a systematic and comprehensive. A good example is how Leiper (1979 & 1990) has built a tourism model with three basic elements: tourists, geographical elements (generating regions, transit routes, and destination region), and tourism industries. Where this model has contributed greatly to various tourism sectors from academic research, education, business to the scope of policy stakeholders in identifying tourism phenomenon for theoretical and practical purposes. This theory can also be said to "stimulate" the author's thought to develop alternative theories and models based on the latest tourism phenomenon. There are various writers who also have a role in academic tourism development, such as Wahab (1977); Pearce (1979); Cohen (1972 & 1979); Jafari & Ritchie (1981); MacCannell (1989 & 1999); Jafari (1995) and Buhalis (2000). In fact, despite the considerable literature that studies theoretically (including by the authors who are not mentioned above), the debate over the definition and scope of tourism still has not found an agreement and is even more complex. This becomes very interesting and useful for the development of tourism theory and practice in the future.

Franklin and Crang (2001) in their writing titled "The trouble with tourism and travel theory" explicitly state that the main problem of tourism knowledge is that tourism as a social phenomenon (practical) has grown and developed so rapidly beyond the development of tourism within the theoretical sphere, considering the interest of research on the field is still relatively new. What happens to developed countries (on the continent of Europe, America, Australia) may still be much more "lucky" than what happens to developing countries. Especially like Indonesia, which is said to be a phenomenon of "like" tourism as an activity has existed since the time of the kingdom and developed to the present position and can be said to be able to match the development that occurs in developed countries (e.g., one of the achievements of Bali which many times get a predicate as the world's best destinations) (TripAdvisor, 2017). But it becomes an "anomaly" when we look at how tourism, "officially" was even introduced as a group of knowledge in 2008 (Antara, 2013) in a country which has tourism potentials with more than 13,000 islands and 300 ethnic groups.

Considering the importance of theory as a foundation for knowledge and understanding of the relationship between various disciplines. So the development of theory has a very important role in providing insight and increase understanding of a phenomenon (Smith & Hitt, 2005: 1). Especially in the field of study that is considered as "new", tourism is known to be formed from a combination of different disciplines and approaches (Cooper, 1996: 2). But Shepherd & Suddaby (2016: 1) also argue that although the study of the development of a theory played an important role in the advancement of knowled, on the other hands it is also a very challenging or risky job.

Both of these phenomena (theoretical and practical) lie behind the idea of the importance of rethink, particularly in relation to the tourism framework relevant to current issues and the characteristics of tourism in Indonesia. This idea aims to build and develop or reformulate a tourism model that can contribute, both to practitioners and academics and researchers in the viewpoint of Theory building. The study also attempts to fill the gap between the theory developed in developed and developing societies (Harrison 2015: 53), by elaborating the empirical facts or the characteristics of tourism in Indonesia or within the local scope. Borrowing the opinions from Cohen (1979: 20-21), that research which is related with rethinking is not intended to deny previous researchers' analysis, or even suggest that their findings and conclusions are false. However, this research seeks to formulate the model by looking at the current growing tourism phenomenon and formulating with the results of previous research.

The main idea in this research is to discuss what it means by tourism as a system viewed from a theoretical and practical point of view, what its components of formation are, and how they are interrelated. While the purpose of this study is to create a model of the tourism system, describing each sub-system to its constituent elements. In addition, this research also seeks to invite readers of this article to be more wondering and thinking about the theory of tourism, not just to knowing more.

## LITERATURE REVIEW

### Tourism

If tourism is assumed as a phenomenon of human activities in traveling with various destinations, such as trade, religion, education and enjoy leisure time. So tourism has been around since 4,000 B.C. By the Sumerians of the Babylonian period, where people began to have the ability to pay for transport and accommodation through a bartering or monetary exchange system (Montgomery and Strick, 1995: 3). Various travel motifs that develop such as religious reasons, trade, events (Olympic Games), health, and culture. Travel activity is also getting easier with the development of road system by Roman Empire.

With advanced accessibility system, more and more people are traveling with the goal of enjoying leisure and education. It also encourages the development of other industrial sectors such as entertainment, markets, exhibitions, local tourist attractions and events. At that time the Grand Tour in Europe (the main destination to France and Italy) became known as the development of tourism in the 17th and 18th centuries. After that, the travel agents began to emerge, who organize travel professionally, while the first travel agent is Robert Smart in 18th century and followed by Thomas Cook (Goeldner and Richie, 2009: 52). At the same time transportation has played a very important role for the development of the tourism industry, especially in creating an ever faster and cheaper journey.

The industrial revolution in 19th century has affected the tourism industry, especially with the increased production of machinery used in railways and resorts. But in this period tourism can only be enjoyed by the "bourgeoisie" or groups of people who have financial strength. This phenomenon shifted after the Second World War, where prosperity began to grow with increasing revenue, cheaper prices, better transportation, and more off time for workers. This shift encourages the development of the tourism industry which has an effect on increasing employment, tourism workers and package tour packages.

Researchers and academics then try to observe the phenomenon, then try to abstract and offer ideas through various definitions. Among them, Wahab in 1977 (Tribe, 2009: 45) defined tourism is a human activity that is used as a medium in interaction between communities, whether in a country the same or different. This activity is characterized by the temporary transfer from origin place to the destination for various reasons, besides to work. While Leiper (1979: 396) specifically stated that tourism can be separated into three basic elements, the first is the origin or tourist generating region where the journey begins and ends (home), the second is the tourist destination or host where the tourists stay temporarily. And the third is the transit region that connects the journey between the two (origin and destination). Meanwhile, in the early 1980s, Mathieson and Wall (1982: 1) said that tourism is "the temporary movement to destinations from the normal home and workplace, the activities undertaken during stay and the facilities created to cater for the needs of tourists". While, Jafari (1995: 5) in Tribe (2009: 45) also emphasizes the definition of tourism as an activity, the displacement, or transmigration purposes to aside from working. This definition is still being criticized. His definition showed that tourism is a study of (1) the displacement, (2) the tourism industry, (3) the impact of the population transmigration.

While Law no 10 of 2009 RI about tourism more focused on tourism as a tourism activity supported by various facilities and services. The above idea showed how the experts see the basic principle of tourism is the temporary movement to the destination of the place of origin and escape from their daily routine. There are some activities taken to comply the desire and needs at the destination during some period before going back to the origin place.

## Tourist

After discussing tourism as an activity, then the next question is the subject (actor) who performs the activity. There are various sources and literatures that have outlined who the subject is doing the activity. Among them, according to The American Heritage Dictionary, the word tourist is derived from the word ‘tour-ist’ (noun) which means something related to ‘traveling for pleasure’. The definition is resulted through the combination of the word ‘travel’ and ‘pleasure’ into one word, ‘tourist’. However, based on Stendhal’s *Memoires d'un Touriste*, it appeared that the word ‘tourist’ has been introduced and used by French peoples since 1838 in referring to people who visit England or in the referring to the practices of the English people. But the word was then more commonly associated with traveling for pleasure after Stendhal’s book, which coincided with the beginnings of the ‘modern tourist industry’ (Tribe, 2009: 29-30). While Leiper (1979: 393) noted the development of the definition of tourism and tourists since the 1930’s, where travelers in practical terms according to the League of Nation Statistical Committee (1937) are those who visit a country outside of their residence and stay for at least 24 hours with various goals to enjoy leisure time and doing business. But Law no. 10 of 2009 RI simply translated tourists as people who do tours.Tourists have also been classified more specifically, where Cohen (1972: 167-169) divided the typology of tourists into four types, including the organized mass tourist, where this type of travelers travel by purchasing tour packages and is well-planned (well-prepared ); while the individual mass tourist, is a type of tourist that is still “similar” to the previous one, but these types of travelers still have controls to organize their own trips at some time outside the group, although most activities are still planned by travel agents; while the explorer, is a type of traveler who organizes his own journey by visiting a remote place. However, tourists in this type tend to still pay attention to the comfort of accommodation and transportation. While the last one is the drifter, where this type of tourists tend to look for new things outside of the daily routine and try to live like what local people do in the destination (direct contact). They also seem to have no definite plans and travel goals.

Although tourists can be grouped into various types according to how they travel. However, the most basic thing is how travelers decide their travels are highly dependent and influenced by various factors. In addition they are driven by desires and needs that create motivation, both internal and external. But they need to have some “capital” before they travel, this is an important factor and determine whether they can travel or not. These factors include health conditions, the availability of their leisure time and financial ability or money.

## Destination

Cooper et.al. (1993: 81) explained that in many respects, destination is the most important part of tourism system, because “destination and its image, attract tourists, motivate the visit and therefore energize the whole tourism system”. Some ideas about tourist destinations have been formulated by some researchers or experts, such as Metelka (1990: 46) which defined the destination as a geographic location for someone traveling; Gunn (1994: 107) who argued that the destination as a “travel market area” and leads to a geographical zone or geographic area. Furthermore, Leiper (1995: 87) explained that the destination is a place that refers to someone who travels and where they choose to stay temporarily in order to gain a certain experience of an attraction. Another case with Vulkonic (1997) in Cooper and Hall (2008: 129) which likens the destination as a "resort". While Swarbrooke and Horner (2001: 58) stated that the destination can be seen from various strata or geographical level, ranging from a state, region, rural, even urban to coastal. As from the product point of view, Yoeti (2005: 3) stated that the tourism industry products are all forms of service enjoyed by tourists, since they left the place where they used to stay, while in the visited tourist destination, until he returned home or origin place. In other words, the destination as a tourism supply provides all the service products needed and desired by tourists.

In more depth, Cooper et al. (1993: 81) described the "amalgam" attribute of a tourist destination into four components, known as the Four As. Among them are: (i) Attractions; (ii) Accessibilities; (iii) Amenities (supporting facilities of tourism); (iv) Ancillary service (tourism support organization). While Buhalis (2000: 97-98) described the destination as an amalgam of tourism products and services that offer an integrated experience for the consumer (tourist). Most tourist destinations consist of several main components that can be called six As: Attraction (natural, man-made, artificial, purpose built, heritage, special events), Accessibility (entire transportation system comprising of routes, terminals and vehicles), Amenities (aaccommodation and catering facilities, retailing, other tourist services), Available packages (pre-arranged packages by intermediaries and principals), activities (all activities available at the destination and what consumers will do during their visit), Ancillary services (services used by tourists such as banks, telecommunication, post, newsagents, hospitals, etc.).

Although the above ideas are similar with what was then adopted by Law no. 10 of 2009 RI about tourism, where tourism destinations are defined as geographical areas within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and interconnected communities and complement the realization of tourism. Explicitly this definition showed how tourism in this country has characteristics, especially the emphasis of community involvement as an important role in a destination.

Therefore, although some of the above ideas have been considered quite well established and comprehensive in describing what is meant by the destination. But in its development, along with the increasing awareness of the world on the issue of 'sustainability' (Sustainable Development Goals), including tourism. The local community began to be considered as an important factor in the success of the sustainability of the tourism industry, which deserves significant attention as part of an indispensable destination element (Madiun, 2012; Arcana and Wiweka, 2015). In addition, with the rapid development of tourism as a 'modern industry', the incentives in the form of investment have been considered as one of the important points in the existence of a destination (Yahya, 2016: 92). In this era, investment plays an important role to support the existence of other destination elements, especially in terms of accessibility and amenities.

## Bridging Element

Generally, tourism academics are more 'often' discussing the phenomenon of tourism from the point of view of tourists (demand) and destinations (supply). But in fact, as a system, both sub-systems are supported by bridging links between the two. The sub-systems that connect them are known as the intermediaries elements. Cooper et al. (1993: 189) stated that this element acts as a liaison between buyers and sellers, thus creating markets that may not have existed before. The liaison elements can be an organization (organizational intermediaries elements) or even a physical link (physical intermediaries elements). The liaison element has been essentially so long and plays a role in the development of tourism. Robert Smart and Thomas Cook are some examples of pioneer travel agents that play a link between the tourists and destinations in the 18th century (Arcana, 2014: 7). But as travel reaches farther away, this link is no longer merely an organization, but a transit point or known as a transit route region, where travelers generally make temporary transit from their place of origin before reaching their destination.

## Theory building

Dubin (1969) is one of the pioneers who talked about the importance of building a theory for knowledge. He argued that the focus of building a theory is the human mind, or that the need to construct a theory lies in the human need to understand a reality (Smith & Hitt, 2005: 1). Then what is the theory? Theory is a statement of a concept and its relationships that show how and or why a phenomenon occurs (Corley & Gioia, 2011: 12).

Locke & Latham (2005: 128) in Smith & Hitt (2005), noted several steps in building a theory, among others by replicating earlier findings; conducting field studies; differentiate on the destination attribute; conflict; understand the role of feedback; resolve conflicts and commit to goals; string puzzles; free the mind from failure; explore related knowledge, skills, or strategies. Meanwhile, Mintzberg (2005: 358-369) in Smith & Hitt (2005) described some of the things that researchers generally do, first researchers are sometimes too concerned about how they do the research correctly, but they often fail to provide insight from their work. The second is fear, which is the antithesis of a theoretical development, the fear of being different, the fear of defending, the fear of being independent, the fear of being wrong, or subversive.

In creating or constructing a theory, it is important for researchers to have a skeptical thinking character. Or in other words, Mintzberg (2005: 355) in Smith & Hitt (2005) stated that it is important to realize that all theories are wrong. They are just words and symbols on sheets of paper, about a reality they are trying to describe, but in fact they are not reality itself. Therefore, we can simply choose a theory according to how it can be useful to us, not the truth of a theory itself.

A theory to be a “good” theory needs to meet several criteria that are unique, conservative, generalized, consistent, empirical risk, and abstraction. In addition good theories can also help to identify what factors to learn and how and why they are related (Gay & Weaver, 2011: 24; Smith & Hitt, 2005: 2). The challenge in creating a good theory is how to “interpret” a story into a text with a simple and complete, usually consisting of a narrative interspersed with quotes from key informants or other supporting evidences. This description then comes down to a theory that reflects the logical linkage between empirical and theoretical evidence (Eisenhardt & Graebner, 2007: 29).

## METHODOLOGY

. Considering the purpose of this study is not to prove that a certain theory of tourism is right or wrong (the testing of theory), but this research is more emphasize on how, why, when, and where a tourism theory can be more "appropriate" for use than other theories. So in building the theory of tourism, this research used the creation of theory approach. Where in the process, the creation of theory is more inductive (or can be regarded as a qualitative approach), built on specific issues primarily related to tourism from the theoretical side and tangible data to the general concept (Locke & Latham, 2005: 128; Mintzberg, 357-358). Mintzberg (357-358) argued that, interesting of this approach is how to create various explanations about something, but not find something. Or in other words, this paper aimed to create various explanations about the phenomenon of tourism (both theoretical and practical) in Indonesia and create a general model by adapting the previous theory (Leiper's model). He also analyzed this research as a bureaucratic research or how an interesting theory is built on the study of a phenomenon, although it may be that others have different theories about the same phenomenon. Mintzberg (356) also added, generally next theory is not much "better" than the previous one, but the theory can be very useful to be applied to other realities. He reminded us how we still use Newton's physics rather than Einstein's theory.

Specifically, borrowing the building theoretical process from Mintzberg (2005: 362) and Locke & Latham (2005: 142-147) in this article, among others, begins with an interesting question, not a beautiful hypothesis; which then stimulates ideas and theorizing triggers (Shepherd & Suddaby, 2016: 1) by collecting references, literature or data, both practical and theoretical; making mind mapping of some concepts; Make different definitions of a concept (the definition can bind the concept to a reality and differentiate it from another concept); Connecting each concept to one logical theory (Aristotle's law of contradiction); Explaining the causal relationship between each concept through a diagram or model, and expressing it simply. Furthermore, this theory also needs to be checked, corrected, adjusted, and changed repeatedly until finally felt quite acceptable and published.

As for the writing, this article borrowed the idea of Eisenhardt & Graebner (2007: 30), which is first raised theoretical sketches in the preliminary, and deepens in the body of paper (both explicitly and implicitly). Then, emphasized the logical connection between empirical evidence and theory. Last, this article presented visual theory summary in the form of model of tourism system.

## RESULTS AND DISCUSSION

### RESULT

Although Rodriguez & Fernandez (2016: 123-124) argued that tourism as a research object is a very complex phenomenon, and the analytical approach depends on the emphasis of the dimensions and elements of the study. Where if viewed as a social science, tourism is formed from various disciplines (politics, sociology, economics, geography and anthropology). But this article tried to build the theory of the tourism system through several concepts adopted from various literatures and related it to the realities or facts of recent tourism developments. This approach can bring tourism 'stand on' its own characteristics as a phenomenon.

**Tourism System in Theoretical and Empirical Aproach:**

Tourism is a complex phenomenon between so many multidisciplines, some researchers tend to use approaches in accordance with their respective fields (Echtner & Jamal, 1997: 868; Dann et al., 1988: 3). But practically tourism basically has its own characteristics, as an activity, where human beings are involved in it as an actor who travels from one place to another with various motivations (besides to work) (Tribe 1997: 640). Therefore, if tourism is analogous to a system, then the journey from the beginning to finally returning to its place of origin needs to be translated into several sub-systems that are interrelated and affect one another. As stated by Leiper (1990: 371), if tourism is analogous to a system consisting of various sub-systems, then one of them is a tourist attraction. These relationships and effects can be divided into two parts, or in this study referred to as internal sub-systems and external sub-systems. This classification is related to the role of each sub-system, where the internal sub-system has a very important key role and has direct influence on the existence of tourism. Whereas, without undermining its role, external sub-systems are categorized as supporting factors and may indirect influence on tourism phenomena.

**Internal Sub-system**

The internal sub-system is a representation of the interaction between the person or the tourist who is termed the tourist demand, from the tourist generating region and during a trip to a destination or tourist destination called the tourist supply, linked by the intermediaries elements, to return to its place aof origin.

- The tourist demand

  Tourist generating region can be defined as the tourist's place of residence, the place where tourists begin and end their journey. The tourist demand can then be viewed from different perspectives, where the economic point of view is more like a person who has the ability to travel, including the determinants factor of their traveling. While in psychology point of view more see the motivation and behavior of tourists who travel. In this element there are two main phases, they are pre-trip characterized by stimulation and recognition of motivation and continuing in planning and organizing travel. And post-trip where travelers have returned to their place of origin with experience brought in and began to adjust to their normal lives (Leiper, 1979: 396; Cooper et al., 1993: 15).

  - ✓ Tourist's motivation:

    Tourism is a symptom of temporary and spontaneous human movement in order to fulfill the specific needs and desires (Suwena and Widyatmaja, 2010: 59; David, 2015: 71). The specific needs and desires are driven by different motivations, because the motivation is very vary or not monotone. While motivation is derived from the word 'motivate' which is to cause (a person) to act in a certain way, or stimulate interest (Cooper et al., 1993: 21). Furthermore, a concept of motivation has been defined in the psychological literature as 'an inner state that energizes, channels, and sustains human behaviour to achieve goals' (Pizam et al., 1979: 195) in

Patterson (2006: 23). Conventionally, the researchers found the factors lie behind the tourists to travel known as 6S's, including sea, sun, sand, scenery, sex and snow.

  - ✓ Tourist's factors determinant
    Since the early period of the development of tourism (18th-19th century), this activity is 'considered' only to be enjoyed by "bourgeoisie" people or societies with financial strength. This is because they have the decisive factors to be able to travel, for example are health conditions, leasure time availability, and financial ability or money. These three factors are considered vital as a requirement for tourists to travel.

- ▪ The intermediaries
  The intermediaries are the sub-systems that connect between the tourist demand and the tourism supply. Its characteristics and efficiency play an important role as a 'bridge', either to attract tourists or even used by tourists in reaching the destination itself. The liaison elements can be an organization (organizational intermediaries elements) or even a physical link (physical intermediaries elements) (Leiper, 1979: 396).
  - ✓ Intermediary organization elements
    Adopting from various literatures that have been discussed earlier, that organizational intermediaries elements can be travel agents and wholesalers who act as a distribution channel between tourism supply and tourist demand. But in its development, this liaison element is not only a liaison in sales and purchases. Nowadays it has developed in developed countries organizations that focus on packaging, marketing and promoting all products and services that exist in the destination as a whole. The organization is known as Destination Marketing Organization (DMO) or there is also Destination Marketing Association (DMA). This organization has a different function with the ancillary service that existed in the sub-system of tourism supply. If the ancillary service performs the planning, management, marketing and sales functions partially or on each element present in the destination. For example at each tourist attraction they have an organization that serves to manage and market one tourist attraction. While organizational intermediaries elements resemble the various elements that will be offered to tourists as a whole.
  - ✓ Pysical intermediaries elements
    From the physical side, the connecting element serves as a transit point or known as a transit route region, where travelers generally make temporary transit from their place of origin before reaching their destination. Transit route is divided into three modes of travel, either through water (sea and river), air and also land routes. Some of the examples of successful transit routes are Singapore (Changi airport), Paris (Charles de Gaulle airport), Dubai (Dubai International Airport), and London (London Heathrow Airport). Some of these airports take advantage of the phenomenon of the long travel route of tourists, thereby developing it as a shelter that is able to attract tourists, and has even influenced the development of destinations in the country or city.

- The tourism supply
  As a supply element, destination offers everything to attract the tourist. It offers the amalgam of tourism products and service which consumed by the tourist under the brand name of destination (Buhalis, 2000: 2; Cooper et al., 1993: 80). Tourism destination region can be defined as a location that can attract tourists to stay temporarily, especially with the elements attached to the tourism business as it is known as '6ACIT' which forms the tourist supply, including attractions; accessibilities; amenities; ancillary services; activities; available packages; community empowerment, incentive or investments and technology. Leiper (1979: 396) added that in this sub-system there is direct interaction between tourists and various features / elements that exist in the destination.
  - ✓ Attractions
    Without ignoring other elements, tourist attraction is one of the key elements that can encourage the development of other elements, such as the construction of access, accommodation, and other means of tourism infrastructure. In addition, the presence of attractions can also attract tourists to visit a destination. The tourist attraction may consist of a combination of natural resources, cultural resources (tangible or intangible), and man-made attraction. Leiper (1990: 369-370) used three approaches in understanding what is meant by tourist attraction. The first approach is the ideographic point of view, where tourist attraction is seen as a common place attribute, such as natural beauty, sites, climate, culture, and social behavior or social characteristics. The second is an organizational point of view that leads to a geographical understanding, such as space / spatial (can measure the magnitude of objects from small to large), the capacity and type of natural tourist attraction. While the third is a cognitive approach that categorizes tourist attractions based on the perception and experience of tourists. He added that tourist attraction can be attributed to several keywords such as "draw", "attract", "magnetism", "gravitational influence" and as pull factors". But in general, attraction is considered a "thing" that has the power to influence behavior and attract tourists.
  - ✓ Accessibilities
    Accessibility is one of the elements that connects between tourists and tourist attractions as well as other tourism facilities. This element provides convenience for tourists to reach various areas that offer tourist products. In addition, easy to be visited physically (infrastructure), either by land, sea, and air. Preferably, tourist destinations also offer aspects of non-physical convenience for tourists, such as the ease in reaching detail information about all their needs and desires. Information access is used by most tourists as a tourist information center. Besides the ease of regulation, where the government regulation like in most parts of Europe that provides convenience, in terms of visas.
  - ✓ Amenities
    Tourism support facilities are elements consisting of multi-sector. Just like other elements, support facilities are also affected and affect other sectors. For example the existence of accommodation (lodging), is very dependent of how large the number of tourists visiting a tourist attraction.

Furthermore, the occupancy rate of the rooms will affect the development of other facilities, such as bars and restaurants, parking lots, rent-car, sports facilities, and other supporting infrastructure.

- ✓ Ancillary services
  Some tourist destinations provide additional service centers, both in the form of public and private organizations. In the local scope, the organization generally has a function in managing and marketing a destination, coordinating and supervising the development of tourist destinations, and coordinating with some business stakeholders. One example is how Destination Management Organization (DMO) manages until promote a destination.
- ✓ Activities
  In addition to providing a means of supporting tourism infrastructure, destinations also need to develop various types of activities that can be done by tourists during the visit. Activity began to be seen as an important element since travelers who have visited an attraction for more than one occasion may not be interested in just sight-seeing (Leiper 1990: 370). Activities can also extend the tourists' length of stay, as well as increase tourist expenditure.
- ✓ Available packages
  Although one of the intermediaries' elements is to package and market tourism products to consumers or tourists, in its development, a destination cannot only depend on the liaison element. Competition is increasing rapidly, encouraging each tourist destinations to pack their products into attractive tour packages independently. The tour packages can offer various alternative activities, so tourists have a picture of what they can do during the trip. The tour packages may also be marketed or introduced to travelers via link elements, or directly to the intended target market.
- ✓ Community empowerment
  In the development of sustainable tourism, the issue of community empowerment is getting attention (Madiun, 2012: 3). Leksakundilok (2004: 128) argued that, community involvement aimes to involve local communities as owners or co-workers, rather than just being workers or employees. Community empowerment, also known as 'People's Participation', 'Citizen Participation' or 'Local Participation', has provided opportunities for local communities to engage more deeply in the scope of planning, management, and development. Such involvement can help guide the development of tourism that fits the needs and local wisdom of the local community. Local people are in a very important position in determining the direction of tourism development in their area.

- ✓ Incentive or investments
  Incentive in the form of investment is an important element in developing a destination, especially in the 'developing' destinations. Investment can encourage the growth of other elements such as public investment in basic infrastructure and facilities, for example accessibility. And private investment in infrastructure facilities (Yahya, 2016: 92).

- ✓ Technology
  According to reports of Global Digital Snapshot (2017) stated that more than 50% of total population (7.476 billion) are internet users, and 37% of them are indicated as active social media users. This reports also showed that 66% (4.917 billion) of population are mobile users and it increased by more than 50% compared 2016. The surprise is more than 1.5 billion people across Asia Pacific now use social media on a monthly basis, with 95% of them accessing platforms via mobile devices, which is the highest ratio in the world. This data shows that the trend of technological development or known as "Internet of Think" has become more real, as well as for tourism. As Kaur and Kaur (2016) stated that since the commencement of web technology in the nineties, Tourism has been a major domain of application of the World Wide Web. It is also one of the most benefitted areas of Internet and its related progressive technologies. With the initiation of ideas like Internet of Things (IoT), Smart cities, Cloud computing, Big Data etc.

**External Sub-system**

The external sub-systems consist of international trade factors, safety and security factors, natural or climate factors, social-cultural factors, technological factors, economic or finance factors, political factors, demographic, and geographical factors. Some of these sub-systems are categorized as supporting factors and give indirect influence on tourism phenomenon. Harrison (2015: 71) through "working model" of international tourism highlighted the role of social, political, and economic elements that can be influenced and influence the phenomenon of tourism.

- ✓ Climate factor
  The climate has long been a factor driving tourism activity. Climate differences can also attract people to feel the climate beyond their daily lives. Like people living in cold regions (Europe) who want to enjoy the hot atmosphere (sun) in the tropics. Vice versa, people in tropical countries are interested in getting experience in cold areas.
- ✓ Socio-cultural factors
  Social structure of society proved able to influence the development of tourism in a destination. For example Bali where the society is considered 'open' and easily adapt to tourism activities would be different with the more 'closed' destinations such as Aceh and Toraja. But this social factor is not just about the local community (host), but also the social structure of the tourists themselves.
- ✓ Technological factors
  In the current era of digitalization, technology plays a very important role in all areas of industry, including tourism. Utilization of technological advances in growing 'smart destination' has enhanced tourism competitiveness.
- ✓ Economic factors
  Economic stability, whether host country or guest country can affect the purchasing power of tourism products. Some of the crises of the Great

Depression during World War II (1929), (1990-200) in Japan, the Southeast Asian monetary crisis (1997), and recently the European Crisis (2009), have affected the tourist purchasing power which is more focused on the fulfillment of basic needs such as food, health and shelter. On the other hand a healthy economy in some countries today tends to encourage tourism as a major source of GDP for many countries.

- ✓ Political factors
  Pro-tourism political policies have a significant effect on the growth of the industry. In the local scope, Bali through the Five Year Development Plan (Repelita) 1969 has begun designing the Master Plan for the Development of Tourism in Bali (Picard, 2006: 64). While in the international scope, the influence of political policy is very visible when North and South Korea agreed on political cooperation to organize international events FIFA World Cup 2002 and to promote their tourist destinations. The policy has influenced the level of tourist visits in each country (Henderson, 2002).
- ✓ Demographic factors
  Demographic factors such as population, age comparison and spreading affect tourism activity indirectly. The different generation and composition between urban and rural communities will affect the characteristics of products and services, between demand and supply.
- ✓ Safety and security factor
  Security and safety are key factors in the existence of tourism. Tourists need security guarantees to carry out tourism activities to return to their place of origin. Tragedies such as the Bali Bomb I (2002) and II (2005) have shown how important these factors are.
- ✓ International trade factors.
  The ease of international trade encourages tourism growth in terms of exports and imports of major commodities of the tourism industry, both products (food, beverages, and manufacturing) and services (human resources).

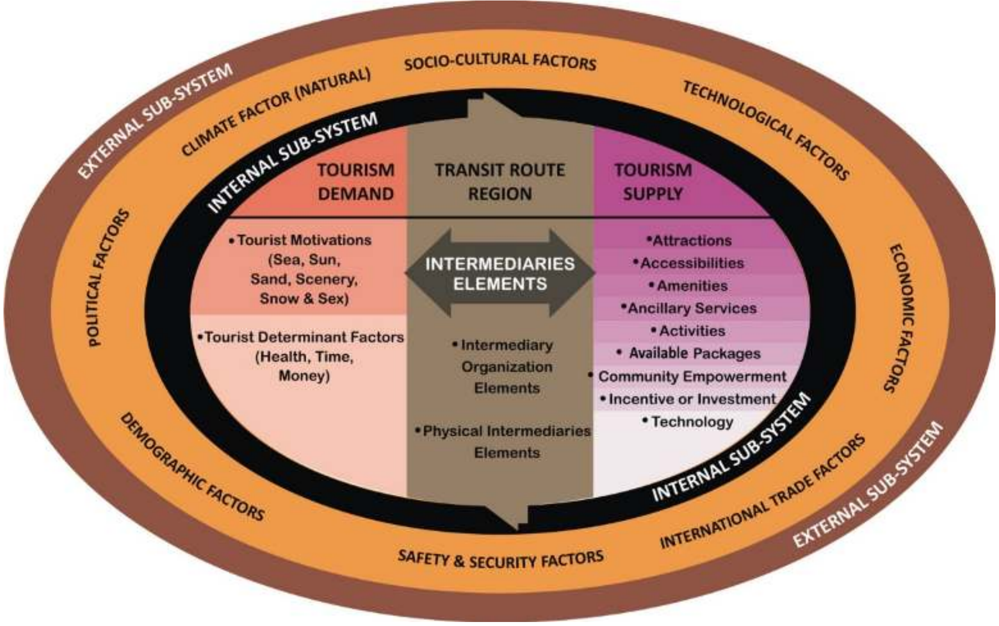
## Tourism System Model

Chorley & Haggett (1967) in Getz (1986: 22) stated that theoretical model can be divided into several parts depending on how the reality interacts with each other:

- Descriptive models define the components of the tourism system
- Explanatory models aim to show how a system or sub-system is running (e.g. by showing the interaction of each component), either with or without a specific relationship.
- Predictive models are based on knowledge of a causal relationship that aims to make predictions or possibilities.

Generally the lack of the tourism model lie in the weakness of the translation of a comprehensive phenomenon (comprehensiveness) and integration between each sub-system and its constituent elements. The following model of the tourism system is an explanatory model of the discussion discussed earlier. Where this model tried to describe the phenomenon of tourism as a system in which interaction occurs between the sub-system internal and external as well as on each of its constituent elements. So in the end the process of interaction will affect and be influenced by the existence of tourism itself.

**Figure. 01 Tourism System Model**


EXTERNAL SUB-SYSTEM
CLIMATE FACTOR (NATURAL)
SOCIO-CULTURAL FACTORS
TECHNOLOGICAL FACTORS
INTERNAL SUB-SYSTEM
TOURISM DEMAND
TRANSIT ROUTE REGION
TOURISM SUPPLY
POLITICAL FACTORS
•Tourist Motivations (Sea, Sun, Sand, Scenery, Snow & Sex)
INTERMEDIARIES ELEMENTS
•Attractions
•Accessibilities
•Amenities
•Ancillary Services
•Activities
• Available Packages
• Community Empowerment
•Incentive or Investment
•Technology
ECONOMIC FACTORS
•Tourist Determinant Factors (Health, Time, Money)
•Intermediary Organization Elements
•Physical Intermediaries Elements
DEMOGRAPHIC FACTORS
INTERNAL SUB-SYSTEM
INTERNATIONAL TRADE FACTORS
EXTERNAL SUB-SYSTEM
SAFETY & SECURITY FACTORS

Source: Authors

## DISCUSSION

Theory and model in this study is not intended to blame a theory (falsifying theories), but to create a theory or explanation of a tourism phenomenon that developed today. This is because the falsification itself does not add or impart any knowledge or novelty, but borrowing the words of Mintzberg (2005: 359) in by creating a new theory or at least adapting from previous theories, so we have given knowledge to the research itself. Or as Alfred Hisrhman has said that "a model will never be" overcome "by reality, but can be" corrupted "by another model".

Based on the results of the above research, this article aims to conceptualize the theory and model of tourism as a comprehensive and integrated system between each sub-system, where each sub-system consists of various forming elements. This research outlines that tourism consists of two types of sub-systems namely internal sub-systems and external sub-systems. The internal sub-system is the interaction between the person or the tourist termed the tourist demand, from the tourist generating region and during a trip to a destination called the tourism supply, linked by the intermediaries elements, to return to its place of origin. The three internal sub-systems have a major role that is very important and has direct influence on the existence of tourism. While external sub-system consists of international trade factors, safety and security factors, natural or climate factors, social-cultural factors, technological factors, economic or finance factors, political factors, demographic, and geographical factors. Some of these sub-systems are categorized as supporting factors and can give indirect influence on tourism phenomenon. The relationship between the internal and external sub-systems not only determines the existence of tourism, but otherwise the existence of tourism can also affect the two sub-systems (internal and external).

In addition to describing the tourism system as two interconnected sub-systems, this study also describes the "complexity" of each of the sub-system constituent elements. The first is some elements that determine the existence of the tourist demand, including the propensities of the tourist demand; tourist's motivation and determinant factors. While the second is the elements called "6ACIT" that form the tourist supply, including attractions; accessibilities; amenities; ancillary services; activities; available packages; community empowerment, incentive or investments and technology. Subsequent sub-systems connecting them are the intermediaries elements comprising the transit route region; organizational intermediaries and physical intermediaries element. As mentioned earlier, all elements of each sub-system are "key factors" of the existence of tourism phenomena.

Considering the "complexity" of the tourism system, there is no doubt how academics believe tourism as a study is made up of various disciplines (multidiciplinary, interdiciplinary and trandiciplinary). What is interesting, however, is that the phenomenon of tourism is capable of being 'limited' by its own point of view which is illustrated by a comprehensive and integrated system between each sub-system (internal and external), and on each of its constituent elements.

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