

Chapter II

The Potentials of *Nuart Sculpture Park*

2.1 Tourism

Nowdays tourism is a truly business, many people are willing to leave home and spend lots of money just to satisfy and spend free time their self. In fact tourism has started since the beginning of human civilization itself. It can be traced from the trip of Marcopolo (1254-1324), who explored Europe, to china later , followed by prince Henry (1394-1460), ChistopherColombus (1451-1506) and Vasco da Gama (last XV century) however, tourism activities developed in the early 19th century and as the national tourism industry began in 1869. And in Indonesia tourism trail can be traced back to 1910an decades which marked by the formation of VTV (*VerenegingToeristenVerker*), a Dutch tourism agency, in Batavia. According to Direktorat Jendral Pengendalian Kerusakan Keanekaragaman Hayati, (2001, <http://www.ecowisata.info>), in the article about definition of ecowisata: ecotourism is a concept of tourism reflecting insight into the enviroment and the the following term balance and enviromental sustainability.

Leiper (1990) said that three main components that must be present at the destination are tourist, the region, and information.

Jaction (1989) said that four main coponents that ust be present at the destination are Facilities, Accomodation, Transportation, and Attraction.

Clasification of destination from Smith (1988) that are:

1. Transportation
2. Travel Services
3. Accommodation
4. Food Service
5. Activities and Attractions
6. Retail Good

The development of tourism at this time was very rapid progress, especially in Indonesia. But what is obtained now in fact has been initiated since the previous decades. At present there are a lot of the services provided by agencies or tourism organizations in order to develop tourism in the each area.

By the growing world of tourism it becomes people make the tourism industry like a promising business. It is not wrong if current tourism industry is a necessity for every human being. Especially for them who like new tourism is already a distinctive consumption pattern that complete with other luxury goods.

The Grow of tourism industry has been proving that cannot be denied, especially in industrialized nations of the world that has become a source of tourists. This is triggered by the influence of modernization, such as technology, transportation, especially in the flight world. This also brings big changes to the tourism. That would be simplify the access of tourist areas that they will visit.

2.2The Definition of Tourism

Many experts define a word for tourism; there are many differences and similarities about the definition of tourism. Basically, tourism has the same sense it is a journey under taken by people who love tour.

“Tourism is defined as interrelated system that includes tourist and the associated services that are provided and utilized (facilities, attraction, transportation, and accommodation) to aid in their movement.”

Tourism is a trip that is not connecting with the purpose or other intent expect filling in periods of leisure but in all those definition contain some basic elements it is elements of travel, living temporary, and the main goal.

Wahab (1992:5) said that:

*Pariwisata adalah salah satu daya baru yang
mampu menyediakan pertumbuhan ekonomi yang
cepat dalam hal kesempatan kerja, pendapatan, taraf hidup,
dan dalam rangka mengaktifkan sector produksi lain di dalam Negara
penerima wisatawan.”* (Tourism is one of new style that is able to provide
rapid economic growth in employment, income, standard of living, and in
order to enable other production sector in the countries that receive
tourists.”)

Tourism known as something abstract, like a symptoms that describe the departure of the people within their own country or abroad.

Seen from the benefit, tourism can be divided into several meanings, Wahab stated (1992:10) it is:

- a. Tourism is an important factor to foster national unity that people have which have different regions, dialects, customs, and tastes diverse.
- b. Tourism is an important factor for economic development, because the activities encourage the development of several sector of national economic.
- c. International tourism is very useful as mean to enhance international understanding as a mean of calming the political tensions.
- d. Tourism is also having a function to increase of healthy. It is can be felt by the changing of place and climate, and the distance ourselves from all the routine of daily life.

In accordance with potential of any place any area, arise the various kind of tourism according to each characteristic. For that the writer will write the division according to its object.

In accordance with the information that has been quoted in the book Yoeti (1996:123):

- a. Cultural Tourism
- b. It is a type of tourism where the motivation of people to travel due to the attraction of art and culture of a place or region.
- c. Commercial tourism

It is referred to as the tourism trade, because travel is associated with trading activities of national and international

d. Sport tourism

The meaning of this type of tourism is the travel of the people who aim to see or watch a sports carnival of a place or a particular state.

e. Political tourism

In this journey in this purpose to see or watch an event or occurrence related to the activities of a state.

f. Social tourism

This understanding viewed in terms of its implementation that to emphasize to profit, such as study tour, picnic, etc.

g. Religion tourism

That type of tourism where the purpose of their journey is done to see or watch religion ceremonies.

However, along with the development era also found the types of tourism activities related to nature or can be called ecotourism.

In the article of ecotourism.com about definition of ecotourism which presented by Hector Ceballos Lascrain:

“Nature or ecotourism can be defined as tourism that consist in travelling to relatively undisturbed or uncontaminated natural areas with the specific objectives of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in the areas.”

According to the ecotourism society (1990), at (<http://pengertian-definisi.blogspot.com>) *ekowisata adalah suatu bentuk perjalanan alam ke area alami yang dilakukan dengan tujuan mengkonservasi lingkungan dan melestarikan alam kehidupan dan kesejahteraan penduduk setempat.* (“Ecotourism is a form a nature trips to natural areas is done with the aim of conserving the environment and conserve natural life and well-being of local residents.”)

From the kinds of tourism above, the writer choose of the type of tourism ecotourism as one the object being research. This is because concerning materials that studied is *Nuart Sculpture Park* which is more forward on is natural attraction that generally serves as a place for recreation.

2.3 The History of *Nuart Sculpture Park*

Located in the city of Bandung, West Java, *Nuart Sculpture Park* was first open to public in 2000. Built entirely from Bali-born sculptor NyomanNuarta’s private funding. The park is now one of the largest sculpture park in Indonesia. *Nuartis* well equipped with modern facilities such as theaters (indoor and

Outdoor), Art spaces, Craft Boutique, Café & Restaurant to cater to our visitors' needs.

Showcasing more than 2000 artworks from NyomanNuarta ranging from the beginning of his career until his latest artworks-the sculpture park is also an ideal destination for visitors to delve deep into art and cultural experiences.

With regular performances from both traditional and contemporary artist, along with education in art, nature culture, literature and many more, *Nuart Sculpture Park* has something to offer for everyone.

Nuart Sculpture Park primarily exhibits the work of the sculptor NyomanNuarta that spans from the beginning of his career to the latest masterpiece. The 3 ha park was specially designed and developed for art lovers. The park offers limitless resources of those who seek knowledge in art and design. With *Nuart* building as a park's landmark, *Nuart* has created a very special place for artist, designers, and other art goers to meet, discuss, and share their common interest.

The main goal is create room for dialogues between many disciplines of the arts in order to create a better understanding in the plurality of cultural. NyomanNuarta has started his artistic career since late 70's. here at the gallery we can witness his journey in creating sculptures in many area, style, and mediums. Through his works, Nuarta expresses his ideas and responds to the social environment around him, represented in several phases of his artistic

creation. The two storey gallery spans as big as 3000 sqm and exhibit numbers of sculptures that are periodically set-up to create a fresh environment for visitors.

The *Nuart* boards of curators agree that so create an active art infrastructure, we must support emergence of young artists. Therefore we provide the space to exhibit the works of new latent, and his public art space aim for multidisciplinary dialogues of the arts, a place for cultural root digging discussions, a laboratory of creative processes. One of *Nuart* missions is to create opportunities for public to enjoy the experience of creating arts and at the same time educating them in how to appreciate it. The member of public is welcomed to actively participate in activities such as storytelling, sculpture making, clay painting, dance camps, open rehearsals for theaters and music, etc.

Kind of sculptures places in *Nuart Sculpture Park* such us:

(look at appendicate)

The sculpture in *Nuart Sculpture Park* gallery places 57 sculptures, outdoor places 22 sculpture.

Nuart has won many awards, including:

- 1) Proclamation monument
 - From Indonesian government in Jakarta, 1997
- 2) Arjuna Wijaya monument
 - DKI Jakarta Governor , 1987
- 3) Nanyang Academy of Fine Arts

- 51st Anniversary sculpture Camp in Singapore, 1989
- 4) TMII sports museum
- The foundation of our expectations/BP3 TMII in Jakarta, 1989
- 5) 14th TMII
- The foundation of our expectations/BP3 TMII in Jakarta, 1989
- 6) Indonesia Culture Exhibition 1992 (KIAS) in USA, 1990-1991
- 7) Urban Art Contest in MaubegeParis,1992
- 8) Sculpture Exhibition 1992
- Department of education and culture in Yogyakarta, 1992
- 9) PurnaBAkti Museum
- The foundation of Purnabakti Museum in Jakarta, 1993
- 10) REDAS Competition
- From Chairman of REDAS building Art Task Force and Chairman of panel Adjudication in Singapore, 1993
- 11) Bali Beach Hotel
- From PT Pembangunan Perumahan in Jakarta, 1993
- 12) The winner of National monument
- From government Jakarta in Jakarta, 1995
- 13) APEC Sculpture Garden
- Representatives of Indonesia in Manila, 1996
- 14) Indonesia Record in Bandung, 2009
- 15) Adiutama Awards
- From ITB in Bandung, 2009

16) Satyalancana Culture

- The President of the Republic of Indonesia Dr. H. Susilo Bambang Yudhoyono in Jakarta, 2014

17) National Boon Intellectual Property Rights Industrial Design 2014

- From Indonesia Minister of Law and Human Rights DR. Yasonna H. Laoly, S.H., M.Sc

Nuart Sculpture Park has been followed as much as 42 exhibitions, 19 of which are held abroad. So the writer thinks that *Nuart Sculpture Park* a good place to be a proposal.

2.4 The Development Strategy on Tourism

The strategy of tourism development is expanding the product of quality of service. In strategy, developing of tourism has a purpose to develop product and quality of service that balance and hold out.

Therefore, expanding the tourism sector should be pay attention the main aspect is like attention, facility, accessibility, image and cost. It can measure the success of a tourism destination especially tourist object.

In this research the writer also will find out the strategy that used by *Nuart Sculpture Park* organizer in developing tourism potential. The writer would like to know n is the organizer of *Nuart Sculpture Park* was appropriate with the aspects that explained by the experts in the book. So it can make more interesting to visit or may be *Nuart Sculpture Park* organizer have their own strategy to make it more interesting.

Basically, the development of tourism is the important unsure in tourism, because it can change the image of area even more century that popular in the world. But, it should be pay attention certainty from tourism development.

Suwantoro said (1997:56) kebijakan pengembangan pariwisatausepertipromosi, aksesibilitas, kawasanpariwisata, wisatabahari, produkwisata, sumberdayamania, kampanye nasional sadarwisata. “The tourism development policies such as promotion, accessibility, the area of tourism, marine tourism, tourist products, human resources, national tourism awareness campaign”

Appropriate with the explanations that be writer got in any book source about strategy tourism development. The writer takes the conclusion that the develop tourism labors have to attention in promotion sector. It is because of promotion will give information to the tourists about the location tourism area, in addition, it should be pay attention such as, park, historical city, and resort; cultural attraction such as; drama, festival, museum, etc. However for destination

facilities is like accommodation, restaurants, café, transportation and other including store and information service.

2.5 The Characteristics of Tourism Offering

In general, tourism offering are including by the tourism destinations to be tourists that are or potential. That offering shows a natural tourist attractions and man-made, the service goods that attract people to visit the area. The offering (Wahab, 1992:109) marked by three main characteristic as follows:

1. An offer of service, thus what is offered is not possible heaped and should be used where the product was.
2. On offer is rigid, it mean that in its procurement for tourism purposes.
3. Tourism offers must compete with other goods and services offerings.

In an effort to satisfy the tourist's needs, born a new element that must be considered by the people who working in the tourism sector, it is element of the service.

According to Suwanto (1997:18), tourism facilities can be divided into these main elements, namely:

1. Main tourism superstructure
 - a) Travel agent
 - b) Transportation
 - c) Catering Trades

- d) Tourist object, it's like natural amenities, (climate, panorama, uncommon vegetation and animals, etc), man-made supply, (monument, temple, art, gallery, etc).
 - e) Tourist attraction, it's like art, festival, traditional wedding ceremony, etc.
 - f) Hotel
2. Supplementing tourism superstructure
 3. Supporting tourism superstructure

2.6 Object and Tourist Attractions

Tourist object is the potential that become motivate for arrival the tourists to tourist object area. In any tourism activities people would want a means of tourism and one of them is a tourist destination. Therefore, each target object must have attractive excesses to be able and willing to visit by the tourist. The tourism object must offer what potentials are there in that tourist attraction place so it will makes interesting to visit.

To develop the modern tourism industry the role of tourism facilities are a necessity anyway. Because it will make tourists feel interested in visiting the area they were visit in hopes they will finding something new in their journey.

Basically, the tourist potential is the attraction which is contained in an area to be developed into an attractive tourist attraction that can attract the tourists to come to the area, and usually has not been explored or have not been managed well, so that still needs to be improved or developed.

Suwantoro (1997, 19-20) stated that:

Dalam kedudukannya dayatarik wisata harus dirancang dan dibangun serta dikelola secara profesional sehingga dapat menarik wisatawan untuk datang. Dan pembangunan objek wisata harus dirancang dengan bersumber pada potensi dayatarik yang dimiliki objek tersebut. "Tourist attraction in its position must be designed and constructed or professionally managed so as to attract tourists to come. And the construction of attraction should be designed, referring to the potential attractiveness of the object processed."

Therefore in a tourist attraction facility or attractive playground should be given in order it makes tourists happy and even want to come back. And that is one of the developments of a tourist site in the form of gratification to the visitors.

2.7 Tourist Impact

Tourism activity and its components interact with any kinds of environments such as economic, social, cultural, technological, political and so forth. Of all the activities that obviously have impacts for human survival. These impacts can be

positive and even negative impact caused. We should be able to take a positive impact carefully which has given good benefit for the world of tourism.

a) The impact of economy sector

According to Leiper (Pitana: 2009), there are many positive impacts of tourism for the economic as follow:

1. Income from foreign exchange dealings.
2. Stabilizing of foreign trade
3. Income from business or tourism business
4. Government income
5. Employment reserve
6. Multiplier effect
7. Utilization of tourism facility by local communities.

b) The impact from social culture

The society and their culture become change it is caused by tourism, one them are:

1. Impact on relationship and involvement between local communities and wider society.
2. Impact on interpersonal relationship between members of the public.
3. Impact on increasing social deviations
4. Impact on the arts and customs.

Pizman and Milman (Pitana: 2009) classified the social and culture tourism impact, as follow:

1. Impact on the demographic aspects (population, age, changes in population pyramid)
2. Impact on culture aspect (language, and tradition)
3. Impact on transformation of norms (values, morals)
4. Impact on environment (pollution, traffic congestion)

c) Impact from tourism toward the environment

Environment factor and nature have a significant influence for tourists and it is not denying that tourism activity make an impact to nature in certain level.

According to Richardson and Fluker (2004:155-159) the impact of tourism to environment as follow:

1. The impact of tourism transportation

It will give very big influence to environment

2. The impact of development the tourism facility

Tourism development can make considerable damage to the ecosystem

3. The impact from the operation of tourism industry

Operation of the tourism industry will give pressure to environment such as, natural resources, destroyed of habitat wildlife, and pollution.

Wall (1982) stated environment now includes not just only land, water and air but also encompass to people, their creation and the social, economic condition that effect their lives.

In this case the most explicit impact could be seen from the impact of tourism on economic, socio-cultural impact in economics' impact, it can be influential to people's income and even the country, basically there is so many impact would be arise by the existence of tourism whether positive or negative.

According to Pitana (2009/:209) the intensity and type of tourism impacts depending on the speed and area covered by the tourism development. So it is clear that the developing of tourism is give very big influence on the surrounding environment.