

CHAPTER II

LITERATURE REVIEW

2.1 Potency

Potency is everything in an area that can be developed. Based on Departemen Pendidikan Nasional (2008), *potensi adalah kemampuan, kekuatan, kesanggupan, daya yang mempunyai kemungkinan untuk dikembangkan*. It means potency is the ability, strength, capability that has the possibility to be developed. Similar to Departemen Pendidikan Nasional, Pendit (2002) as cited in Prantawan & Sunarta (2015) states potency of tourism is everything in an area that can be developed into a tourist attraction. Moreover, Yoeti (1983) as cited in Syarif (2014) argues potency in tourism is everything that contained in tourist destinations and an attraction for people who want to visit the object. The development of alternative tourism area is expected to encourage both economic potential and conservation efforts. Development of tourist areas performed with various potential restructure and natural resources and biological integrated. In short, potency is everything that is owned by an area that can be developed into tourist attraction.

2.2 Tourism

Tourism is a travel activity carried out by a person or group of people in a place other than their home to spend time for recreation, relaxation and pleasure by utilizing the facilities and services provided. Walton (2020) defines that tourism is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. In line with that opinion, Zebua (2016) states tourism is a variety of tourist activities (travel activities carried out by a person or group of people) and supported by various facilities and services provided by the community, businessmen, government and local governments. Meanwhile, Parks (2001), as cited in Hartati, (2015) defines tourism as a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and

drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home. Moreover, Weaver and Opperman (2000) states tourism is the sum total of the phenomena and relationship arising from the interaction among tourists, business suppliers, host government, host communities, origin governments, universities, community colleges and non-governmental organisation, in the process of attracting, transporting, hosting and managing these tourists and other visitors. It can be concluded that tourism is a travel activity carried out by a person or group of people in a place other than their home to spend time for recreation, relaxation and pleasure by utilizing the facilities and services provided.

2.2.1 Types of Tourism

According to Singh (2011) there are 11 kinds of tourism:

1. Recreational tourism, tourism is an activity for recreational purpose such as for a change and rest.
2. Environmental tourism. It is a tour to visit remote places where the tourists get pollution free airs to breath.
3. Historical tourism. It is an activity to know how the forefather lived and administered in a particular area.
4. Ethnic tourism. This refers to people traveling to distance places looking to their routes and attending to family obligations.
5. Cultural tourism. This tourism has the purpose to know how other people or communities stay, survive and prosper in order to acquire knowledge, to understand culture well, and to become familiar with the culture.
6. Adventure tourism. It is adventure tour to go for trekking, rock climbing, river rafting etc.
7. Health tourism. It is a tour to visit nature cure centres and hospitals providing specialist treatment.
8. Religious tourism. this tourism is a tour to attend the religious duties and visit important places of a religion.

9. Music tourism. It can be part of pleasure tourism as it includes moment of people to sing and listen to music and enjoy it.
10. Village tourism. It involves traveling and arranging tours in order to popularize various village tourism destinations.
11. Wild life tourism. Wild life tourism means watching wild animals in their natural habitat.

Wibowo (2008) explains that types of tourism based on geographical location can be distinguished into five.

1. Local tourism. Local tourism which has a relatively narrow scope and limited in certain places only. For example, city tourism Bandung, Jogjakarta, and others.
2. Regional tourism. Tourism that develops in a place or area of space the scope is wider when compared to local tourism, but narrower when compared to national tourism. For example, tourism South Sumatera, East Nusa Tenggara, and others.
3. National tourism. National tourism can be divided into two: a) National tourism in the narrow sense. Tourism activities that develop within the territory of a country. This definition is the same as domestic tourism, where the emphasis is on people who do tourist trips are citizens of the country itself and foreigners who are domiciled in the country. b) National tourism in a broad sense. Tourism activities that develop within the territory of a country, apart from domestic tourism activities have also developed foreign tourism, where in it includes in bound tourism and outgoing tourism. So, apart there is tourist traffic in their own country, there is also traffic tourists from abroad, as well as from within the country to abroad.
4. Regional-international tourism. Tourism activities that develop in an international area limited, but crosses the boundaries of more than two or three countries within the region. For example, tourism in the ASEAN region, the Middle East, South America, Western Europe, and others.

5. International tourism. Tourism activities that are developing in all countries around the world including regional-international tourism and national tourism.

According to Inskip (1991) as cited in Luthfi (2016), there are three kinds of tourism attraction as follows:

1. Natural attractions. Natural attractions are the attractions that based on features of natural environment such as marine tourism, sea, river, mountain, forest, waterfall, landscape, flora & fauna, national park, and reserves area.
2. Cultural attractions. Cultural attractions are the attractions that based on the man's activities such as cultural pattern and life-style, society's hospitality, traditional village, cultural/historical heritage, cultural events, and cultural performance.
3. Man-made attractions. Man-made attractions are the attractions that artificially created by human such as recreation park, themed park, museum & art gallery, resort zoo and safari park. Indeed, there are three kinds of tourism attractions: natural attractions, cultural attractions, and man-made attractions.

2.3 Tourism Destination

Tourism destination is an area which offers a package of tourism product. According to Framke (2001) as cited in Zemla (2016) states that tourism destination is a geographical area, which contains landscape and cultural characteristics and which is in the position to offer a tourism product, which means a broad wave of facilities in transport – accommodation – food and at least one outstanding activity or experience. According to Hashim, Hanafiah, & Jamaluddin (2019, p. 22), tourism destination is a place or area where a collection of tourism related products and attractions are offered. Whereas, Hu & Ritchie (1993) define a tourism destination is a package of tourism facilities and services, which, like any other consumer product or service, is composed of a number of multidimensional

attributes that together determine its attractiveness to a particular individual in a given choice situation. In short, tourism destination is a geographical area which offers a package of tourism product.

2.3.1 Tourism Characteristics

Hidayah (2017) states that there are five characteristics of a tourism destination.

1. **Visitable.** A tourism destination can be enjoyed if the tourists visit the area. In order to be visited by tourists, an area must have three important components, called 3A (attractions, accessibility, and amenities) so that area can become a tourism destination that makes tourists want to visit it.
2. **Intangible and unsavable.** Tourism destination is not tangible physical forms that can be touched and taken home by the tourists. A tourism destination can be enjoyed in the form of experience, so the tourism destination cannot be stored and can only be felt.
3. **Inseparable.** The characteristics of tourist destinations cannot be separated because the production and consumption processes occur at the same time so the tourism experiences occur when production and consumption are carried out.
4. **Diverse.** Because it is intangible and cannot be separated, the tourism destination products will never be the same or identical. There will be differences in the quality of experience. This is due to the tourism destination products that cannot be repeated, because of the differences in production time. The last is not singular. A tourism destination cannot be produced by one part only. Tourism destination can be formed because it is supported by several parties such as business people providing services (accommodation, transportation, et cetera), local communities and the government. All parties are complementary and coordinating to be able to make an area become a tourism destination. Besides, all important components in tourism destination (attractions, accessibility, and amenities) also cannot stand alone and must complement each other.

There are six characteristics of destination according to Handinoto (1996) as cited in Hakim (2016).

1. Natural resources such as beaches, climate, lakes, and forests.
2. Cultural resources, such as museums, historic sites, and theatres.
3. Recreational facilities such as family parks.
4. Events such as music concerts and night market.
5. Certain activity, such as eating and shopping.
6. The appeal of psychological as romantic, isolation, and adventure.

2.4 The Potency of a Tourism Destination

The potency of tourism destination is defined as geographical areas located in one or more administrative areas that have the capacity to be developed in the future in which there are tourist attractions, accessibility, public facilities, tourism facilities, and communities that are interrelated and complete the realization of tourism (Rufaidah, 2016).

According to Spillane (1987) as cited in Yusuf, Rostitawati, & Obie (2019), tourism destination must have five essential aspects or elements so that tourists can enjoy their tour.

1. Attractions, are everything that can attract tourists to visit the destination.
2. Facility, the facility is needed in order to serve tourists when enjoying attractions.
3. Infrastructure, what has considered necessary infrastructure in tourism is water, electricity and energy sources, communication networks, health services, and roads.
4. Transportation, transportation is also an essential element that must be present in tourist attractions. The existence of proper transportation, such as the availability of travel, buses, or others transportation allows tourists to more easily reach tourist attractions. With the ease of transportation, of course, it will affect the number of tourists visiting.
5. Hospitality, hospitality is also an essential element in order to make an attractive tourist attraction for tourists.

According to Cooper (2005) as cited in Oktavianita (2019), tourism destination is potential if it has these four aspects.

1. Attractions, a tourism destination needs some attractions such as natural attractions, charming regional culture and performing arts.
2. Accessibility, accessibility is everything that can make tourists more easily to reach destination, such as the existence of road, local transportation and terminal, such as local transportation and the existence of a terminal.
3. Amenities, such as the availability of accommodation, restaurants, and travel agents,
4. Ancillary, is organizations or people needed for tourist services.

2.5 Taman Pancasila

2.5.1 History

On January 7, 2004, Ogan Ilir Regency officially separated itself from Ogan Komering Ilir Regency and became a new regency in South Sumatra. However, at the age of almost two decades, Ogan Ilir Regency still lacks Public Open Space. To deal with this, The Ogan Ilir Regency Government at that time planned to convert some of the land in the Type B Terminal area in Timbangan Village, Indralaya to become a public open space which is currently known as Taman Pancasila. According to Suarasumsel.id (2021), this 1.7 hectare park is called Taman Pancasila. The name Taman Pancasila is also expected to be an effort to instill Pancasila values into the community which are fundamental values for the Indonesian nation. According to the Regent of Ogan Ilir at the time, H.M. Ilyas Panji Alam, as cited Satusuara (2021) the idea of building Taman Pancasila as a form of the diversity of the Ogan Ilir community as an expansion area, must maintain harmony under the Pancasila philosophy.

In 2017, the construction of Taman Pancasila began to work. According to SriwijayaUpdate (2021) Taman Pancasila is a city park built using the Ogan Ilir budget (APBD) of 15 billion starting from 2017-2020. With details in 2017 it was allocated Rp. 3 billion, then in 2018 it was Rp. 4 billion, then in 2019 it was Rp. 2

billion, and in 2020 it was allocated another Rp. 6 billion. The construction of Taman Pancasila was completed in early 2021 and inaugurated directly by the Governor of South Sumatra, Mr. Herman Deru with the Regent of Ogan Ilir at the time, Mr. H. M. Ilyas Panji Alam on February 4, 2021.



Figure 2. 1 Inauguration of Taman Pancasila

2.5.2 Location

Taman Pancasila is located at KM 32 Kelurahan Timbangan, Ogan Ilir Regency, South Sumatera. It can be reached about 30-45 minutes from Palembang capital city of South Sumatera.

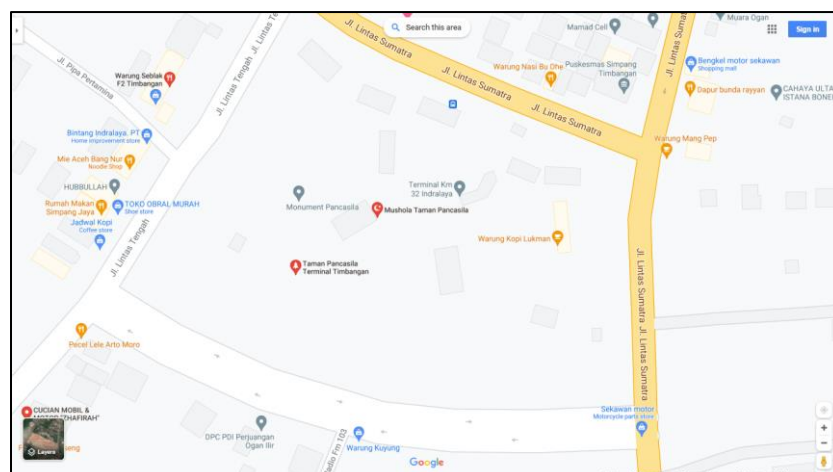


Figure 2. 2 Map of Taman Pancasila

2.5.3 Condition

The current state of Taman Pancasila is very beautiful and complete. According to Pemerintah Provinsi Sumatera Selatan (2021), Taman Pancasila consists of 9 zone areas, including the monument zone, fountains, basketball courts, flowers, children, games, sports, plazas, and recreation.



Figure 2. 3 Monument in Taman Pancasila
Source : Google Maps bo2n repicture



Figure 2. 4 Photo Spot in Taman Pancasila
Source : Google Maps bo2n repicture