

CHAPTER II

LITERATURE REVIEW

This chapter reviews the related literature regarding information about tourism village, criteria for tourism village , types of tourism villages, main components of tourism, tourism destination, feasibility, and some previous related studies as well.

2.1 Tourism Village

A tourism village is one of the tourism products if the potential that exists in the village is developed. As stated by (Sudibya, 2018)

Desa wisata di dalam konteks wisata pedesaan adalah aset kepariwisataan yang berbasis pada potensi pedesaan dengan segala keunikan dan daya tariknya yang dapat diberdayakan dan dikembangkan sebagai produk wisata untuk menarik kunjungan wisatawan ke lokasi desa tersebut.

It means that tourism village will be a tourism product that can attract tourists to visit by developing the potential characteristics of the tourism village. In addition to, (Hadiwijoyo, 2012) (as cited in (Hendriyati & Krestanto, 2019)) stated that

Desa wisata adalah suatu desa yang menawarkan suasana yang memperlihatkan kehidupan asli di pedesaan, seperti kehidupan sosial ekonomi, sosial budaya, adat istiadat, keseharian, bangunan-bangunan rumah yang masih tradisional, unik dan menarik serta mempunyai potensi untuk dikembangkan berbagai komponen pariwisata seperti atraksi, akomodasi, makanan, minuman dan segala kebutuhan wisatawan.

It explains in more detail about the potential developed in tourism villages that can offer authentic rural life by providing tourism component services that tourists need. In similar to (Joshi, 2012) (as cited in (Putri & Manaf, 2013)) defines "Village tourism is tourism which consists of the overall rural experience, natural attractions, traditions, unique elements that as a whole can attract tourists".

From the several definitions of a tourist village above, it can be concluded that a tourism village is a rural tourism potential whose attraction is in the form of a unique life like in a rural area which has the attraction to develop various tourism components such as attractions, accommodation, food, drinks and all the needs of tourists so that they can attract tourists to visit.

2.1.1 Criteria for Tourism Village

A village can be categorized as a tourism village if it can meet certain criteria so that a village is worthy of being visited by people for tours. tourist villages have the following criteria,

- 1) *Aksesibilitasnya baik...*, 2) *Memiliki objek-objek menarik...untuk dikembangkan menjadi objek wisata*, 3) *Masyarakat dan aparat desanya memberikan dukungan...*, 4) *Keamanan...terjamin*, 5) *Tersedia akomodasi, telekomunikasi, dan tenaga kerja yang memadai*, 6) *Beriklim sejuk atau dingin*, 7) *Berhubungan dengan objek wisata lain...*(Hadiwijoyo, 2012)(as cited in (Sudibya, 2018).

Moreover,(Kementerian Pariwisata, 2019) also emphasized that there are several criteria for tourism villages, "*Memiliki potensi daya tarik wisata...,memiliki komunitas masyarakat, memiliki potensi sumber daya manusia lokal...,memiliki kelembagaan pengelolaan, memiliki...fasilitas dan sarana prasarana dasar...,memiliki...potensi pengembangan pasar wisatawan*". Based on both statements about the criteria for tourism village, it can be concluded that the following are the criteria of tourism village :

1. Having a tourist attraction
2. Having human resource or a supportive community
3. The safety of the tourists is guaranteed
4. Having facilities and infrastructure
5. Connecting with other tourist object

2.1.2 Types of Tourism Villages

After meeting certain criteria to become a tourism village, it will determine what type of tourism village exists in the village area. (Pariwisata, 2019) confirms that the tourist village has several types as a reference, including:

1. Desa wisata berbasis keunikan sumber daya alam yaitu desa wisata yang menjadikan kondisi alam, sebagai daya tarik utama.... 2. Desa wisata berbasis keunikan sumber daya budaya lokal yaitu desa wisata yang menjadikan keunikan adat tradisi dan kehidupan keseharian masyarakat menjadi daya tarik utama..., 3. Desa wisata kreatif yaitu desa wisata yang menjadikan keunikan aktifitas ekonomi kreatif dari kegiatan industri rumah tangga masyarakat lokal... 4. Desa wisata berbasis kombinasi merupakan desa wisata yang mengkombinasikan antara satu atau lebih daya tarik wisata yang dimiliki...

In addition, (Herdiana, 2019) said that tourist villages can be classified into three forms, namely

Pertama, desa wisata adat atau budaya dimana dasar potensi dan pengembangan pariwisata berupa budaya atau adat istiadat... Kedua, desa wisata alam/konservasi alam, dimana dasar potensi dan pengembangan pariwisata berupa keindahan alam... Ketiga, desa wisata ekonomi kreatif, dimana dasar potensi dan pengembangan pariwisata berupa pengembangan ekonomi berbasis kreatifitas masyarakat lokal...

Based on both statements about the types of tourism village, it can be concluded that the following are the types of tourism village:

1. A tourist village based on the uniqueness of natural resources that makes the natural conditions in the village as a tourist attraction.
2. The tourism village is based on traditional and cultural sources in the form of local activities regarding customs or culture in the tourist village.
3. Creative economy-based tourism village in the form of local community creativity.
4. A combination-based tourism village that combines one or more tourist attractions.

2.2 Main Components of Tourism

A tourism product will be able to attract tourists to visit if the component of tourism is complete, so that it can meet the needs of tourists visiting. Tourism village as a tourism product also requires the component of tourism in order to meet the needs and attract tourists to visit. Furthermore, (Sugiama, 2014) (as cited in (Fitri & Any, 2016)) claimed that *“Suatu destinasi dapat disebut sebagai destinasi wisata jika didalamnya terdapat komponen kepariwisataan”*. Some experts convey theory about the different main components of tourism with using the initials "A". As suggested by (Cooper, 1995) (as cited in (Setiawan I. B., 2015)) that *“Terdapat 4 (empat) komponen yang harus dimiliki oleh sebuah objek wisata, yaitu atraksi, aksesibilitas, amenities dan pendukung”*. In similar to (Sugiama, 2014) says that *“Komponen utama pariwisata adalah atraksi, amenities, pendukung, dan aksesibilitas”*.

In contrast to (Spillane James 1994) (as cited in (Way, Wuisang, & Supardjo, 2016)) stated that

Produk pariwisata terdiri dari komponen-komponen yang dapat digolongkan menjadi atraksi, aksesibilitas, amenities, dan aktivitas yang lebih dikenal dengan konsep 4A. A. Atraksi Atraksi adalah daya tarik dari suatu obyek wisata atau hasil kesenian suatu daerah sehingga menarik wisatawan untuk berkunjung ke tempat wisata tersebut. B. Aksesibilitas Aksesibilitas adalah sarana yang memberikan kemudahan kepada wisatawan untuk mencapai daerah tujuan wisata... C. Amenitas Amenitas adalah fasilitas pendukung demi kelancaran kegiatan pariwisata yang juga ditujukan untuk memberikan kenyamanan kepada wisatawan... D.

Aktivitas Aktivitas adalah apa saja yang dilakukan wisatawan di daerah tujuan wisata...

Moreover, (Concetta, 2020) claimed that

Komponen utama pariwisata terdiri dari 5 A yaitu, atraksi (daya tarik), aksesibilitas, amenities, aktivitas dan ancillary service. Atraksi adalah segala sesuatu yang menjadi daya tarik dari suatu objek wisata sehingga mampu menarik minat wisatawan untuk berkunjung ke kawasan wisata. Aksesibilitas adalah sarana yang memberikan kemudahan kepada wisatawan untuk mencapai daerah tujuan wisata. Amenitas adalah fasilitas pendukung demi kelancaran kegiatan pariwisata yang ...berupa rumah makan... Aktivitas adalah apa saja yang dilakukan wisatawan di daerah tujuan wisata. Ancillary Service adalah layanan tambahan demi menunjang kegiatan pariwisata yang terorganisir oleh pengelola destinasi wisata...

Based on some statements about the main components of tourism, it can be concluded that there are maximum of five tourism components. There are attraction, accessibility, amenities, ancillary service, and activity. Attraction is anything that can attract tourists to visit tourism destinations. Accessibility is the facilities and infrastructure as the convenience of tourists to reach tourist destinations. Amenities are various supporting facilities needed by tourists, for examples such places of worship, restaurants, toilets and lodging for tourists. Usually if tourists are in a tourism village, there will be a homestay as a place to stay, and others. Ancillary Service is an additional service to support tourism activities organized by tourist destination manager...Activities are what tourists do in tourist destinations or routine activities carried out at that place.

Table 2.1**Identification of Tourism Components According to Experts**

<i>Main Components of Tourism</i>	<i>James Spillane</i>	<i>Cooper</i>	<i>Sugiama</i>	<i>Concetta</i>
<i>Atraksi (Attractions)</i>	✓	✓	✓	✓
<i>Aksesibilitas (Accessibility)</i>	✓	✓	✓	✓
<i>Amenitas (Amenities)</i>	✓	✓	✓	✓
<i>Aktivitas (Activities)</i>	✓			✓
<i>Ancillary Service</i>		✓	✓	✓

Source : (Spillane James 1994) (as cited in (Way , Wuisang, & Supardjo, 2016), (Cooper, 1995) (as cited in (Setiawan I. B., 2015)), (Sugiama, 2014), (Concetta, 2020)

It can be seen from Table 2.1, there are differences according to experts regarding main component of tourism. From the four definitions above, the writer can conclude that (Spillane James 1994) (as cited in (Way , Wuisang, & Supardjo, 2016), (Cooper, 1995) (as cited in (Setiawan I. B., 2015)), (Sugiama, 2014) also (Concetta, 2020) have three similarities components of tourism namely attraction, accessibility, and amenities, but in this report, the writer will use statement according to (Concetta,

2020) because the writer wants to develop previous research studies that has fulfilled the four main components of tourism become five components of tourism so that this statement is more suitable as a reference for the writer in making this report and as a guide for the writer in completing the research later. So, the writer will analyze five components of tourism. There are attraction, accessibility, amenities, ancillary service, and activity at Pangan Patra Plaju tourism village toward tourism destinations feasibility.

2.3 Tourism Destination

A tourism destination is a geographical area that has the potential to attract tourists to visit. (Ricardson and Fluker, 2004) (as cited in (Sedarmayanti, Sastrayuda, & Afriza, 2018)) define “A tourism destination as a significant place visited on a trip...”. In similar to (L Choy, James C. Makens, 1984) (as cited in (Sedarmayanti, Sastrayuda, & Afriza, 2018)) stated that “Tourism destination in the travel industry, are specific areas that travelers choose tourist and where they may spend a significant amount of time...”.

In addition, the potential in tourist destinations must also have supporting facilities. These supporting facilities will attract tourists to visit. Based on Law Number 10 of 2009 defined tourism destination is

Daerah tujuan wisata yang selanjutnya disebut destinasi adalah kawasan geografis yang berada dalam satu wilayah atau lebih wilayah administratif yang di dalamnya terdapat daya tarik wisata, fasilitas wisata, fasilitas umum, aksesibilitas serta masyarakat yang saling terkait dan melengkapi terwujudnya kepariwisataan.

It explains that besides attraction in tourist destination has also other supporting facilities to complement tourism. From the several definitions of tourism destinations

above, it can be concluded that a tourism destination is a geographical area that has the potential and other supporting facilities to attract tourists to visit.

2.4 Feasibility

(Kasmir & Jakfar, 2020) stated that “*Kelayakan adalah suatu studi yang dipelajari secara mendalam tentang suatu usaha yang dijalankan untuk menentukan layak atau tidaknya usaha tersebut*”. It means that feasibility is a study that is studied in depth about a business being carried out to determine whether or not the business is feasible. More details, (Concetta, 2020) stated that “*Studi kelayakan bertujuan untuk menguji layak atau tidaknya suatu proyek untuk dijalankan, dilaksanakan ataupun dikembangkan pada sebuah kawasan tertentu sesuai dengan peruntukan dan ketentuan yang berlaku*”. It explains that feasibility study aims to test whether or not a program or activity exists in a potential area with the standard requirements or criteria that have been determined.

Meanwhile, “*Kelayakan dipandang sebagai suatu kondisi tertentu yang dianggap layak yang meliputi infrastruktur suatu usaha atau tempat operasional untuk mendukung kegiatan atau praktik usaha*”. (Setiawan F. , 2014). It explains that feasibility is as condition which includes the infrastructure of a business or operational place to support business activities or practices. From those definitions, it can be concluded that feasibility is a condition carried out to determine whether or not a program or activity in an operational place or a potential destination area can meet the criteria or standard of tourism that have been determined to test the feasibility of the place. This feasibility study was carried out to see how far *Kampung Pengrajin Tempe* or *Patra Plaju* tourism village is feasible to become a tourist destination with a focus on 5 (five) components of tourism (attraction, accessibility, amenities, ancilliary service, and activity) at *Pangan Patra Plaju* tourism village.

2.5 Previous Related Studies

Some studies about the main components of tourism toward feasibility tourism destination have been conducted by some scholars in Indonesia. (Concetta, 2020) had conducted a research on the feasibility of Pawon Cave area as tourism destination in West Bandung Regency as assessed from the physical aspect of the Pawon Cave area, socio-cultural and economic aspects as well as the 5A component of tourism which includes attractions, accessibility, activity, ancillary service. Based on the results of her research, it can be seen that the Pawon Cave area is feasible to be made as tourism destination in West Bandung Regency with the total of scoring result 202,5 which is based on the result of the physical aspect assessment score 15,5, sosio-cultural and economic aspect assessment score 51, attraction assessment score 21,5, accessibility assessment score 38, amenity assessment score 41,5, activity assessment score 7,5 and ancillary service assessment score 27,5. The observation results shows that the Pawon Cave area has fulfilled the criteria of the feasibility of tourism object.

(Maharani, 2016) analyzed the feasibility of ecotourism potency in Bungi nature tourism area, subdistrict of Kokalukuna, Baubau Town. Based on the results of the feasibility analysis of ecotourism obtained values for each criterion are attractions (930), accessibility (550), accommodation (180), facilities and infrastructure (300). The feasibility level in Bungi nature tourism area is known categorized on deserves category or feasible. tourist attraction rating list includes the feasibility of tourism components 4A, namely attractiveness, accessibility, accommodation, facilities and infrastructure support or amenities.

Another research, (Sayyidatullabibah, 2015) who focused on determining the physical characteristics of the Srengseng urban forest, and recognize the feasibility of Srengseng urban forest as a tourist attraction in West Jakarta. The physical feasibility of the Srengseng City forest has a score of 11 which means less supports, then the socio-cultural feasibility score is 40 which means it supports, then the accessibility feasibility score is 14 which means means very supportive, and the score for the existence of the

facility is 10 which means support. The total score from the feasibility category is 75 which means that the Srengseng City Forest supports and deserves or feasible to be a tourist destination.

Meanwhile, (Way , Wuisang, & Supardjo, 2016)analyzed the need for facilities and tourism infrastructure for support tourism potential is in Uter Lake. Overall, the condition tourism infrastructure and facilities at the tourist site of Lake Uter,still very inadequate or not feasible. In similar to, based on the results analysis of infrastructure and facilities tourism based on the 4A concept still has many facilities and infrastructure neededtourists both local and foreign.

In previous research, it can be seen that the main tourism component is an identification to see the feasibility of a tourism destination has been going well or not. In addition, when a tourism destination is said to be worthy or feasible as a destination object, it will be very easy for managers or stakeholders to promote and develop their destination object for tourists to visit so that, it can have a positive impact, especially on their economic aspects.In this regard, the writer focused on this research on analyzing five main components of tourism of Pangan Patra Plaju tourism village at Palembang toward tourism destinations feasibility.