

pCHAPTER II

LITERATURE REVIEW

2.1. Tourism

Tourism is related to someone or a group who travels to certain places for a while. According to Kodhayat (1983) as cited in Primadany et al. (2013) tourism is a trip from one place to another, temporary, carried out individually or in groups, as an effort to find a balance or harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions. Furthermore, Marpaung (2010) says that tourism is a temporary movement carried out by humans with the aim of getting out of routine jobs, leaving the residence. In addition, Muljadi (2009) as cited in Yusuf et al. (2020) tourism is a series of travel activities carried out by individual or group from their original place of residence to various other places to make tourist visits and not to work earn income at their destination. The visit in question is temporary and in time will return to its original residence. 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. Agrotourism

Agrotourism is an activity that combines tourism and education related to agriculture. Agrotourism provides an opportunity for farmers to be able to improve their quality of life through their agricultural resources, and gives tourists a real picture of agriculture and farming life (Utama and Junaedi, 2019). Agrotourism combines the agricultural sector and the tourism sector, thus the agricultural sector is not increasingly marginalized by the development of activities in the tourism sector (Fazlur, 2011).

The existence of agrotourism is expected to be able to increase and preserve the potential of existing natural resources, increase the income of farmers/communities around agrotourism. The development of the concept of

agrotourism in an area is considered to be able to increase economic growth in the area (Utama and Junaedi, 2019).

2.3. Kinds of Tourism

According to Spillane (1994) as cited in Siallagan and Purwanti (2011) tourism is divided into six kinds based on the travel purpose as follows:

1. Pleasure Tourism

This kind of tourism is done by people who leave their homes for vacation, looking for fresh air, fulfilling the will of curiosity, relax nervous tension, see something new, enjoy the beauty of nature, know the local folk tale, and get peace.

2. Recreation Tourism

This tourism is done to take advantage of the days off to rest, regain physical and spiritual fitness, and recover from fatigue and exhaustion. It can be done in location to ensure that these objectives provide the necessary recreational delight, such as the beach, mountains, resort centers, and health centers.

3. Cultural Tourism

Cultural tourism is defined by a number of motivations, including the desire to learn in teaching and research centers, to learn about customs, institutions, and a different way of life, to visit historical monuments, relics of the past, art and religious centers, musical arts festivals, theater, folk dance, and others.

4. Sport Tourism

Sport tourism is divided into two categories:

- a. Big sports events, such as the Olympic Games, the ski world championship, world championship boxing, and others of interest to the audience or the fans.
- b. Sporting tourism of the Practitioners, namely sports tourism for those who want to practice and the practice itself as mountain climbing, horse riding sports, hunting, fishing and others.

5. Business Tourism

According to theorists, this is a professional form of travel or journey because it has to do with one's job or position, and it does not allow one to choose the destination or travel time.

6. Convention Tourism

This tourism is in demand by countries because when held a convention or a meeting will be many participants to stay within a certain period in the country that organizes the convention. The country often hold this convention will establish structures that support the holding of the convention tourism.

Moreover, Pedit (2002) as cited in Utama (2015) there are seven kinds of tourism based on the motivation of tourists as follows:

1. Cultural Tourism

Cultural tourism is a travel done with the intention of broadening one's perspective on life, learning about people's conditions, customs, way of life, culture, and art. The tour also includes opportunity to participate in cultural events such as art exhibitions (dance, theater, music, and painting) and planned historical activities.

2. Maritime Tourism

Maritime tourism is a journey related to water sports such as fishing, sailing, diving, surfing, and rowing races, view of marine life and any varieties of recreational waters is mostly done in areas or maritime countries.

3. Nature Preserve Tourism

This type of tourism is frequently handled by travel agencies with a focus on natural areas. Parks, forests, mountains, and other natural areas that are legally protected. Enthusiasts and nature lovers are the most common visitors to nature preserves.

4. Convention Tourism

Convention tourism is a type of activity that involves political participation. Many countries are currently developing this tourism by providing facilities for participants in national and international conferences, deliberations, conventions, and other meetings.

5. Farm Tourism (Agriculture Tourism)

Farm tourism is a journey with the purpose to see agricultural projects, plantations, breeding grounds, and other places where travelers can arrange groups to visit and study.

6. Hunt Tourism

Hunt Tourism is mostly done in countries that have forests for where hunting is justified by the government. Hunt tourism regulated become safari hunting to forests. In Indonesia, government has opened hunt tourism on Baluran in East Java where tourists may shoot the bull or boar.

7. Pilgrimage Tourism

This kind of tourism is related with religion, history, customs, and people faith. Pilgrim tourism is usually done by a person or group to visit holy place, the tomb of revered leader and hill considered sacred.

2.4. Tourism Destination

Tourism destination is a place where travelers spend their vacation (Ismayanti, 2010). In addition, Leiper (1995) as cited in Azizah (2017) defines tourism destination as a place towards which people travel and where they choose to stay for a certain period. Moreover, Jamaluddin (2019) says tourism destination is a place or area where a collection of tourism related products and attractions are offered.

According to Pitana and Diarta (2009) as cited in Jumantoro (2018) tourism destination can be classified based on the characteristic of destinations as follows:

1. Destination of natural resources such as climate, beaches, forests, islands.
2. Destination of cultural resources such as historic sites, museums, theater, and local communities.
3. Recreational facilities such as amusement parks.
4. Events such as the Bali Arts Festival, Lake Toba Festival, and funfair.
5. The specific activity such as adventure, romantic trip.

Pitana and Diarta (2009) as cited in Gustiana et al., (2020) gives five components of tourism destination.

1. Attraction

The components that exist in the destination and the environment in which that individually or in combination take an important role in motivate tourists to visit the tourism destination. Attraction can be natural attraction such as, landscapes, beaches, mountains, climate, and valley. Artificial attraction such as, theatrical, drama, festivals, museums and galleries. Social attraction such as the opportunity to mingle with the people in the tourism destination and come to experience their way of life.

2. Facilities

The components in tourism destination and related with tourism destination itself which allows tourist to stay at these destinations enjoy or participated in tourism attraction. Facilities can be accommodation, restaurants, cafe, bar, transportation, taxi, as well as other services including beauty shop, information center and etc.

3. Accessibility

Accessibility is easy or difficult to reach the desired destinations. Access related with transportation infrastructures such as airfield, bus station, train station, and high way including transportation technology that reduces the time and cost to reach that tourism destination.

4. Image

Image is an idea about a belief or a rating of a product and service that they bought or will buy. Image is not always based on experience or facts, but can be formed in such a way so that become a strong motivating factor for traveling to these destinations.

5. Price

Price is a total number of the costs during the trips which includes accommodation, food and drink, travel expense and participation in service consumed while at the intend destination. The prices is vary according with the class of travel package, season, distance, etc.

2.4.1 Potential of Tourism Destination

According to Yoeti (1982) as cited in Masly (2017) tourism destination potential is everything that exists in the tourism destination and becomes an attraction for people who visit the place. Furthermore, Rufaidah (2016) states that potential tourism destination is defined as a geographic area that has the capacity to evolve in the future that are within one or more administrative regions in which there are attractions, public facilities, tourism facilities, accessibility, and community that are interrelated and complete the realization of tourism.

Middleton (2009) as cited in Fitriana (2019) states that the success of potential tourism destination is dependent on attraction, accessibility, and amenities.

1. Attractions consist of natural attractions (landscapes, seas, climate, flora, fauna, and other geographical forms as well as natural resources), artificial attractions (buildings, monuments, parks, convention centers, etc.), cultural attractions (dance, music, religion, and special events), and social attractions.
2. Accessibility which includes infrastructure (roads, parking lots, airports, railway lines, and ports), equipment (availability of transportation to the destination, operational factors, and government regulations).
3. Amenities are things that support the creation of tourist convenience to be able to visit a tourist destination such as hotel accommodation, restaurants, souvenirs shop and information services.

Moreover, Cooper (1993) as cited in Suwena (2010) says that tourism destination is potential if it has some aspects as follows:

1. Attractions are what tourists can see and do at the destinations. Attractions can be in the form of beauty and uniqueness of nature, the culture of the local community, heritage of historical buildings, and artificial attractions such as games and entertainment facilities.
2. Accessibility is related to the infrastructure to reach the destination. Road access, availability of transportation and signposts are important aspects of a destination.

3. Amenities are all supporting facilities that can meet the needs and desires of tourists while in the destination. Amenities are related to the availability of accommodation to stay and restaurants or stalls to eat and drink. Not all amenities must be near to the location in the main area of the destinations such as in natural destinations and historical heritage which some of them far from commercial facilities, such as hotels, restaurants and rest areas.

4. Ancillary is related to the availability of an organization or the people who manage the destination. This is important because even though the destination already has good attractions, accessibility and amenities, if there is no one who arranges and manages it, then in the future it will definitely be neglected.

Furthermore, Utama (2015) gives four aspects that can make a potential tourism destination as follows:

1. Aspect of attraction of destination; it is an attribute of a tourism destination in the form of anything that can attract tourists and each destination must have an attraction, both in the form nature and society culture.
2. The aspect of transportation or often called accessibility; it is an attribute of access for domestic and foreign tourists so that they can easily reach destinations to tourist attractions both internally and access to tourist attraction in a destination
3. Aspects of main and supporting facilities; it is an attribute of amenity which is one of the requirements of a tourism destination so tourists can stay at a destination for a longer time.
4. Institutional aspects; attributes of human resources, systems, and institutions in the form of tourism institutions that will support a feasible destination to visit, these institutional aspects can be in the form of support from security institutions, tourism institutions as destination managers, and other supporting institutions that can create tourist comfort.

2.5 Benteng 89 Agrotourism

2.5.1 History

The history is not immediately made into an agro-tourism destination, this is a family garden that is used to gather, reunions from the family invite friends here, they pick as much fruit as they want, they are free to pick all kinds of things, we don't make it a business at first, after growing fruit more and more a lot, we start thinking that this can be turned into a business and we start thinking about marketing

Initially it was marketed online, the more it developed online, then we were interested in thinking about inviting the general public to come to our garden, they came freely to pick and weigh, but they only came to the garden and then went home, so we thought they should be able to come to the garden if they wanted to. sit down, they want to relax, they want to drink, slowly we make a canteen where we provide drinks, we also make huts. The huts also vary in size, the widest is which intended if there is one companies/agencies/families who bring leaders are welcome there and for employees it can be in other cottages. So with the attractions that we already have, ranging from gardens, canteens, cottages and fishing ponds, we have become Agrotourism which was previously only a family garden.

2.5.2 Location

Benteng 89 Agrotourism is located in Jalan Pangkalan Benteng, Talang Kelapa District.

2.5.3 Facilities

There were seven facilities in this place. They were the entrance of Benteng 89 Agrotourism, the huts, the garden fruits, the fishing pond, the musholla, the toilets, and the canteen.

Figure 2.1

The Entrance of Benteng 89 Agrotourism



Figure 2.2
The Huts



Figure 2.3
The Garden of Water Apple



Figure 2.4
The Fishing Pond



Figure 2.5
The Toilets



Figure 2.6
The Musholla



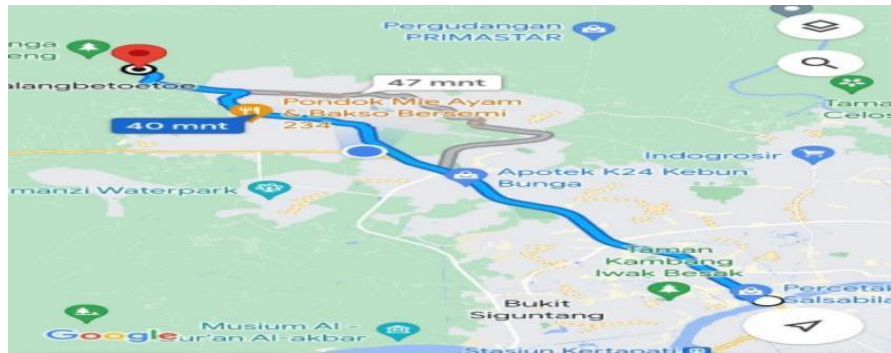
Figure 2.7
The Canteen



2.6 Map

Figure 2.1

The Map of Benteng 89 Agrotourism



2.7 Price Admission

Table 2.1.

The Price

Price for adult	Rp. 10.000
Price for kids	Rp. 4.000
Rent the huts	Rp. 50.000