

## 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 & Sumarta (2015) states potency of tourism is everything in an area that can be developed into a tourist attraction.

#### 2.2 Tourism

According to Meyers (2009), tourism is a travel activity that is carried out temporarily from the original place of residence to the destination for the reason not to settle down or earn a living but only to fulfill curiosity, spend free time or vacation and other purposes. Meanwhile, Marpaung (2012) states that Tourism is a travelling that is done for a while, leaving the original place to the destination with a plan and main purpose not to seek money or some business but to seek happiness, in short to enjoy the leisure activities. Moreover, Walton (2018) adds that tourism is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure while using the available commercial services.

#### 2.3 Types of Tourism

According to Spillane (1989, in Salma and Susilowati, 2004), the types of tourism are:

##### 1. Pleasure Tourism

Pleasure tourism is for people who leave their homes for holidays, looking for fresh air, relaxing their nervous tension, enjoying the beauty of nature, enjoying the folklore of an area, and enjoying entertainment.

## 2. Recreation Tourism

Recreational tourism is for people who want to use holidays for rest, recovering the physical and spiritual fitness, and refreshing the fatigue.

## 3. Cultural Tourism

This type is signed by a set of motivations, such as the desire to study in planning and research centers, learn about culture, and the different ways of life of the society, and visiting the historical place.

## 4. Sports Tourism

This type is divided into two types. The first is big sport event is the biggest sport events like Olympics Games, World Ski Championship, Boxing Championship and other events to attract the visitors. The second is sporting tourism of the Practitioners Tourism is sport tourism for people who want to learn and practice by themselves like climbing the mountain, riding the horses, hunting, and fishing.

## 5. Business Tourism

In this type of tourism, the element that is emphasized is the opportunity used by the traveller to use his free time to indulge himself as a tourist visiting various tourist objects and other types of tourism.

## 6. Convention Tourism

Convention tourism is the most chosen by the countries because when a convention is held, so the visitors will come more than before to stay along in that country.

### **2.4 Tourism Destination**

The definition of tourism destinations according to the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, is a specific geographical area in which in one or more administrative areas there are tourism activities and is equipped with the availability of tourist attractions, public facilities, tourism facilities, accessibility, and a connected community.

From the explanations above, the writers conclude that tourism destination is a region that has a value of tourist attraction which is supported by facilities which can attract tourists to visit the area.

According to the strategic plan of the Palembang tourism office in 2018-2023, Palembang City has a tourist area that can be used as the potential and opportunities of the tourism sector itself, besides that the cultural potential can be used as a tourist selling point offered to tourists. The tourism attraction in Palembang City consists of 73 tourist areas. While, according to Kusudianto (1996, in Pitana and Diarta, 2009:126), tourism destinations can be classified based on the characteristics of these destinations, namely:

1. Destination natural resources, such as climate, beach, and forests
2. Destination cultural resources, such as historical sites, museums, theaters, and local society
3. Recreational, such as amusement parks
4. Events
5. Psychological attraction, such as adventures

## **2.5 Potency of Tourism Destination**

Each region must have existing tourism potency. According to Sukardi (1998), tourism potency is everything that owned by an area for tourists attraction and useful for development of tourism industry in that area. Meanwhile, Sujali in Amdani (2008) mentioned that tourism potency as a capability in a region that may be utilized for development, such as nature, humans, and the attainments itself.

According to Rufaidah (2016) the potency of tourism destination is defined as geographical areas located in one or which there are tourist attractions, accessibility, public facilities, tourism facilities and communities that are interrelated and complete the realization of tourism.

According to Cooper (2005) as cited in Oktavianita (2019), tourism destination is potential if it has some aspects as follows:

- a. Attractions, such as natural attractions, charming regional culture and performing arts;
- b. Accessibility, such as local transportation and the existence of a terminal;
- c. Amenities, such as the availability of accommodation, restaurants, and travel agents;
- d. Ancillary, namely tourism organizations needed for tourist services such as marketing management organizations travel.

In another way, according to Maryani (1991), there are the requirements of tourism destinations:

**a) What to see**

Tourism destinations should have an object or tourist attraction which is different from others. In other words, that area should have a special attraction and culture which can be an entertainment for tourists. For example the temples, bridges, traditional clothes, islands, mountains, arts, etc.

**b) What to do**

Besides it should have something that can be show, tourism destination should have recreation facilities that can make tourist stay for along in that place.

**c) What to buy**

Tourism destinations should have facilities for shopping especially like souvenirs or citizen handmade as souvenirs for home or for original places.

**d) What to arrive**

It is about accessibility, how to visit the tourism destination, what kind of transportations that can be used to go there and how long to arrive there.

**e) What to stay**

It is about how to stay while the tourists are traveling. They will need a home stay or five stars hotel, one star or non-star hotel and others.

**2.6 The Elements of Tourism Destination**

According to Yoeti (1997), the success of a tourism to become a potential as a tourism destination is very dependent on the 3A of Attraction, Accessibility, and Amenities.

*1. Attractions*

Tourism attractions are something that is prepared in advance to be seen, enjoyed and included in these are: dances, traditional folk art songs, traditional ceremonies, and other. Yoeti (1997) says that tourism is called attractive spontaneity, that is everything in the tourism destination is an attraction for people to come to visit a tourism destination such as:

- a. The object is available and contained in the universe, which are in natural amenities terms, for example:
  1. Climate for example rainfall, sunshine, heat, rain, and snow.
  2. Forms of land and scenery for example mountains, hills, beaches, waterfalls, and volcanoes.
  3. Bamboo forests.
  4. Flora and fauna, available in nature reserves and hunting grounds.

5. Health centers for example: mineral water sources, hot springs, and mud baths. Where the place is expected to cure various diseases.

b. The result of human creation (man-made supply).

This group can be divided into four tourism products related to the three important elements of historical, cultural, and religious.

1. Historical monuments and the remnants of an ancient civilization (artifact).
2. Museums, art galleries, libraries, folk art, and handicrafts:
3. Traditional fairs, festivals, Haji ceremonies, weddings, events, circumcisions, and others.
4. Houses of worship, such as mosques, temples, and churches.

## *2. Accessibility*

Tourism activities depend heavily on transportation and communication due to the distance and time factors that greatly affect a person's desire to travel. The most important element of accessibility is transportation, which means that in terms of frequency of use, its speed can cause distances to appear to be close. In addition to transportation related to accessibility, infrastructure includes roads, bridges, terminals, stations, and airports. This infrastructure works to connect precisely with other places. The existence of transportation infrastructure will affect the rate of transport itself. Good infrastructure can make optimal transportation rate.

## *3. Amenities*

Tourism facilities will not be separated with hospitality accommodation because tourism will never develop without hotels or lodging. Tourism facilities are things that support the creation of tourist comfort to be able to come and visit a tourism destination. The important facilities related to the development of

tourism are: hotel accommodation, restaurants, clean water, communications, entertainment, and security.

In another way, according to Spilane (1987) there are five elements of the tourism industry that are very important, namely:

#### 1. Facilities

What is meant by this industrial element are adequate facilities from the tourism object and the facilities must be close to the tourist attraction. Because tourists while in tourist attractions need a comfortable bed, eat and drink. Therefore, hotel or lodging facilities are needed and support industries (guides, festival areas, souvenirs and others).

#### 2. Infrastructure

If a tourist destination is getting more and more fans, then improving infrastructure is very important, because it will provide a sense of comfort to the tourists who come, the development of this infrastructure includes all existing buildings both below and above the ground of the tourism object.

#### 3. Attractions

Attractions are one of the must-have factors for a destination, attractions are classified into two, namely site-attraction and event-attraction where site-attraction is a permanent destination such as a zoo or museum and others. While the event attraction is a temporary destination such as a night market, festival and others.

#### 4. Hospitality

Hospitality is very much needed in a destination where tourists who go on vacation to foreign places from their previous environment, they really needed the hospitality of the local residents.

#### 5. Transportation

The progress of transportation is very much needed because it will determine the interest of tourists to come, and determine the distance traveled by tourists to tourist destinations. Both the progress of land, air and sea transportation.

