

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Potency**

Majdi (2007, p.86) describes that potency is from the word *potential*. This means that there are two words, namely, (1) the ability; power, (2) and strength; possibility. In other understanding, the word connotes strength potential, ability, power, or both that have not already realized, but not optimal. While the Indonesian General Dictionary have the same definition which meant potency is the ability and the quality of a person, but have not used optimally.

According to Wiyono (2006, p.37), potency can be defined as the basic capabilities of something that is still hidden inside waiting to be transformed into something real strength of the something themselves. Potency is something that can be used as an object or resource to be managed either through the human effort and carried through the power of the engine where the process can also be interpreted as a potential resource that is around us. (Kartasapoetra, 1987, p.56)

From some of definitions above, the potency can be defined as the hidden basic ability of something and the results can be perceived after the abilities developed optimally.

#### **2.2 Tourism**

##### **2.2.1 Definitions of Tourism**

Musanef (1995, p.8) states that tourism is derived from Sansekerta that consists of two syllables "*pari*" and "*wisata*". *Pari* is repeatedly. Then, *wisata* is the trip. In other word, tourism is the trip that is done repeatedly. The person who does the trip is called a traveler, whereas person who does the trip for tour is called a tourist.

Yoeti (1983, p.109) defines that tourism is a trip that is done for a while from one place to another place; the trip is not for business or looking the basic necessities of life in the place that is visited, but for enjoying the trip to recreation or filling kinds of necessity. The same definition is also described by Richardson

(2004). Tourism comprises the activities or persons, travelling to and staying in place outside their usual environment for not more than one consecutive year for leisure, business and other purpose.

According to Wahab (1975, p.55), tourism is one kind of new industries which is able to accelerate economic growth and employment, an increase in income, living standards and stimulate other productive sectors. Furthermore, as a complex sector, tourism also realizes the classical industries such as industrial handicrafts and souvenirs, hospitality and transportation.

### **2.2.2 Potency of Tourism**

Yoeti (1983, p.160-162) defines that potency of tourism is everything that is contained in a tourism destination and an attraction for people who want to visit the place. Sukardi (1998, p.67) also expresses the same definition of the potency of tourism as everything which is owned by tourism attraction and useful to develop tourism industry in that area.

From the explanation above, the writer can conclude that potency of tourism can be defined as attractiveness, uniqueness, strength and ability of an object with the possibility to develop something that becomes a real interesting tourism attraction or in other words the tourism potential is everything that tourism destination has which is useful for the development of the tourism industry in the region.

According to Ezeani (2015), factors which can make a place potential to be a tourism object based on three basic components which are known as the **3 A's** of tourism. They are attraction, accessibility and accommodation.

#### **1. Attraction**

Attraction is the most important basic component of tourism. Attraction means anything that creates a desire in any person to travel in a specific tourism destination or attraction.

#### **2. Accessibility**

Accessibility means ability to reach the place of destination through various means of transportation. Transportation should be regular, comfortable,

economical and safe. Today there are various means of transportation like airlines, railways, surface (road transportation) and water transportation. The transportation should be there for all kinds of tourism and destinations. And also include road, port and airport.

### **3. Accommodation**

Accommodation is a place where tourists can find food and shelter provided he/she is in a fit position to pay for it. The accommodations include hotel, restaurant, toilet, worship place and market.

#### **2.2.3 Tourism Development**

According to Yoeti (1983, p.56), tourism development is the conscious effort and planning to improve objects and attractions that will be and being promoted. The development of tourism object includes the improvement of object attraction and facilities that are available for the tourists, since departing from their residence to the destination until go back to their residence. Tourism development should pay attention on the cultural and natural preservation. Then, the tourism industry should develop tourism objects for preparing places for the visitors.

Paturusi (2001, p:19) defines that tourism development is a strategy to promote, improve and increase the tourism's condition of an object and attraction that can be visited by tourists and also to provide benefits to communities around the object and attraction as well as for the government.

##### **2.2.3.1 Purpose of Tourism development**

According to Marpaung (2002), the purpose of tourism development is to give benefits for tourists and communities. Tourism can provide the standard of life of local community through the benefits of economy that derived from tourist destinations. In the development of infrastructure and recreational facilities, both of them give benefit for tourists and local community.

Based on the *Instruksi Presiden Nomor 9 Tahun 1969 Pasal 2*, the purposes of tourism development are described below:

- a) to increase the income especially the income of country and the society.  
Then, to support the industry activity that is in tourism;
- b) to introduce the attraction and the cultural of Indonesia; and
- c) to increase the brotherhood of national and international.

According to Soekadijo (1996), the purpose of tourism development is to encourage the development of some sectors of the economy, among others:

- a) to increase the urbanization by the growth, development and improvement of tourism facilities;
- b) to change the new industries which related to the travel services, for example business transportation, accommodation (hotel, motel, cottage, campground, etc.) which require some expansion of small industries such as handicrafts;
- c) to expand the market of local stuffs; and
- d) to provide positive impacts of employment, because tourism can expand new jobs (at hotel, lodgment, business travel, handicraft industry and souvenirs and others).

### **2.2.3.2 Tourism Development Requirements**

Therefore, Maryani (1991, p.11) defines that the tourism development should fulfill the requirements. They are *what to see*, *what to do* and *what to buy*,

#### **1. What to see**

The area must have the tourism object and tourism attraction that can be seen by the tourists includes panorama and activities.

#### **2. What to do**

The area must have the activities in that tourism area such as sightseeing, shopping; study about community life includes their habits, activities, culture, lifestyle etc.

#### **3. What to buy**

The area must have and provide the facilities for shopping. For example, the organizer of tourism object should provide the souvenir for the tourists who come to the tourism object.

#### **2.2.4 Kinds of Tourism**

According to Pendit (1994, p.12), tourism can be distinguished based on the motive of tourists to visit somewhere. The types of tourism are cultural tourism, marine tourism, nature reserve tourism (park conservation), convention tourism, hunting tourism, pilgrimage tourism and agro-tourism.

##### **1. Cultural Tourism**

Cultural tourism is tourism to study the state of the people, their customs habits, their way of life, their culture and art such as cultural activities, the exposition of the arts (dance, drama, music, and sound art), or the historical pattern of activities and so on.

##### **2. Marine Tourism**

Marine tourism is tourism which associated with many sports activities on water, especially in the lake, beach, bay, or ocean such as fishing, sailing, diving surfing, rowing races as well as a variety of recreational waters is mostly done in maritime areas.

##### **3. Nature Reserve Tourism (Park conservation)**

Nature reserve tourism is tourism which travel in a nature reserve area, protected parks, forests and mountain areas so that sustainability is protected by law.

##### **4. Convention Tourism**

Convention tourism is tourism that is providing facilities of building with rooms where the participants convene for a conference, meetings, conventions or other meetings both nationally and internationally.

##### **5. Hunting Tourism**

This type is mostly done in countries that have areas or forests where hunting is justified by the government and the major project by the various agencies or travel agency.

##### **6. Pilgrimage Tourism**

This type is associated with religion, history, customs and people trust or groups in society.

## **7. Agro-tourism**

Agro-tourism is tourism that is organizing a trip undertaken to agricultural projects, plantation, nursery fields and so on where travelers can group visits and review for the purpose of study and look around while enjoying the colorful plants and fertile breeding various types of vegetables and crops in surrounding plantations.

### **2.3 Agro-tourism**

According to Yoeti (2000, p.143), agro-tourism is a special type of tourism that serves agriculture, livestock, or plantations as an attraction for tourists. It is accordance with the formulation of Surat Keputusan Bersama (SKB) from Minister of Agriculture with the Minister of Tourism, Post and Telecommunications 204/KPTS/30HK/050/4/198 which is a form of tourism activities with the purpose to strengthen the knowledge, experience, recreation and relationships efforts in the field of agricultural in the broad sense that includes food crops, plantation, forestry, animal livestock, and fisheries.

Tirtawinata (1996) defines that agro-tourism is originally underestimated but many are glance now. Many countries in Western Europe, America, and Australia are competing in agro-tourism market. Therefore, Indonesia does not want to be left out, especially Indonesia as an agricultural country with large potential for development of agro-tourism.

#### **2.3.1 The Scopes of Agro-tourism**

Halida (2006) defines that the scopes of agro-tourism are botanical garden, plantation, food crops and horticulture and fisheries.

##### **1. Botanical Garden (park)**

Botanical garden (park) is an attraction that can be offered for tourists include a wealth of flora and fauna, natural beauty and freshness of the air that provide comfort.

##### **2. Plantation**

Plantation is a part of Agro-tourism that can be offered form historical appeal of the plantation, scenery and fresh air, the conventional way in cropping,

maintenance, management and processes as well as the development techniques.

### **3. Food Crops and Horticulture**

Food crops and horticulture is a variety of ranging activities from pre-harvest processes, from post-harvest processing and marketing activities can be made the object of agro-tourism,

### **4. Fishery**

Fishery is tourism activity that can be developed as aquaculture activities to postharvest process.

#### **2.3.2 Agro-tourism Activities**

According to Sastrayudha (2010, p.25) tourist activities in agro-tourism are integrate the various of activities such as;

- a) sightseeing and enjoying the views;
- b) photography;
- c) travelling, jogging, ride a bicycle;
- d) horse riding;
- e) playing/family recreation;
- f) children playground;
- g) pluck the fruits, vegetables, enjoying the flower garden;
- h) planting and buying the seeds of plantation commodities;
- i) camping;
- j) outbound activities;
- k) observe the location of flora;
- l) buying agro-tourism products.

#### **2.3.3 Agro-tourism Development**

##### **2.3.3.1 Prerequisite of Agro-Tourism Area**

According to Anarsis (1999, p.96), the development of agro-tourism area must fulfill some basic requirements, among others:

- a) have the appropriate land resources to develop agricultural commodities that will be the excellent commodity;

- b) have adequate infrastructure to support the development of systems and agro-tourism businesses, such as: roads, irrigation / watering, sources of raw materials, markets, terminals, telecommunications networks, banking facilities, information centers of agro-tourism development, facilities of agricultural production processing , public facilities and other social facilities;
- c) have potential human resources who willed to develop agro-tourism area; and
- d) support the efforts of nature conservation and preservation of the environment for the preservation of natural resources, social and cultural sustainability and ecosystem overall.

### **2.3.3.2 Benefits of Agro-Tourism Development**

Tirtawinata and Fachruddin (1996, p.30) describe about benefits of agro-tourism includes:

- a) encourage the growth of long-term vision of the development of the tourism industry, especially agro-tourism, as a means of economic development and the preservation of natural resources in the future;
- b) provide the basic framework for the planning and development of agro-tourism generally; and
- c) encourage the efforts for the development of integrated tourism industry with region-based and territorial potentials, social and cultural areas.

### **2.3.3.3 Goals of Agro-tourism Development**

According to Anarsis (1999, p.95), the development planning of agro-tourism area is intended to improve the activities of local governments, the business community and the general public, where the targets to be achieved are:

- a) realization of beginning guidance for regional government in planning the development of agro-tourism area;
- b) realization of the development of agro-tourism area as policy inputs and regional development of tourism area in regions;
- c) realization of motivation for local governments and community for the development of agro-tourism area;



- d) realization of the area that support the preservation of natural resources and the environment in regions; and
- e) realization of the increasing in employment and region income/ communities.