

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism Definition**

Tourism becomes one of the important aspects in each country. This kind of industry brings a variety of benefits to the local community and the surrounding areas. Tourism helps the society to create jobs, to help the economic growth and the development in a country and even tourism has a big energy that able to change various aspects of the society. Nowadays every country always develops their tourism area time by time, and competes to get the tourist interest.

Tourism is an activity done by human being who has some requirements as Sihite and Suyitno opinion. According to Marpaung and Bahar (2000,p.46-47) tourism is a travelling which is done by people for several times and it is held from one place to another place by leaving their own place. It does not look for job but just to enjoy recreation activity and to fulfill the various willing. Suyitno (2001,p.8) says that tourism is temporary, it means that it is used in a short period of tour and the tourist will return to their original place or country, involves some tourism components, such as transportation, accommodation, restaurant, attractions, souvenirs and others. Have a specific purpose that is essentially to feel happy and not to find money at their destination, even they can contribute to the income of the society or region visited, because their money is used to buy or pay something from their destination.

#### **2.2 The Important Elements of a Tourism Object**

Generally, the potency is the ability, the strength, either have not been realized or have not seen or fully utilized. The definition of potency which is related to the tourism world stated by Pendit (1999: 12) He says that a variety of resources located in a specific place and can be developed into a tourist attraction and is used for economic needs by taking into account other aspects such as attractions, hospitality, transport and others.

A tourism destination that is interesting to be visited by tourists must have some elements for the development of the region. In this place there must be objects and sights are different to the other regions. In other words, the area should have a special appeal and cultural attraction that can be used as “entertainment” for tourist. What to see includes landscapes, activities, arts, and tourist attraction.

a) What to do

In these places besides a lot to see and be seen, to be provided recreational facilities that can make tourists feel at home stay long on the place.

b) What to buy

Tourist destination should be provided facilities for shopping, especially souvenirs and handicrafts for the tourist as the souvenirs.

c) What to arrive

These include accessibility, how we visit the tourist attraction, what vehicle to use and how long to arrive to the place of the tourist destination.

d) What to stay

How will tourist stay for a while during the holiday, required good lodgings or hotels.

## **2.3 Business**

According to (Steinhoff : 1979) Business is a group or individual of people who is doing something that produce a profit. Business is all those activities involved in providing the goods and services needed or desired by people. According to (Griffin and Elbert : 1996) Business is an organization that provides goods or services in order to earn profit.

According to (Afuah :2014) Business is the organized effort of individuals to produce and sell for a profit, the goods and services that satisfy societies needs. The general term business refer to all such efforts within a society or within an industry. According to ( Boone 2:1993) Business consists of all activities and efforts to make a profit by providing goods and services needed for

the economic system, some types of produce tangible goods while others provide services

### **2.3.1 The Benefit of Business**

Benefit of business is no more and no other is the gain for all those who do business initially originated from the mind-mind and their desire to make a profit so that it appears the initiative to run the business from their desire.

According Steinhoff main benefit of business is to create value for a product or service by means of:

1. Business serves to transform business forms (form utility), which is none other than the production benefit.
2. Business serves to move the form (place utility), or the distribution benefit.
3. Business change of ownership (possessive utility), the sales benefit.
4. Business function uses the time delay. (Time utility), or the marketing benefit.

### **2.4 Local Community Definition**

Scherl and Edwards (2007:71) describe local communities as groups of people with a common identity and who may be involved in an array of related aspects of livelihoods. They further note that local communities often have customary rights related to the area and its natural resources and a strong relationship with the area culturally, socially, economically and spiritually.

### **2.5 The Roles Of Business For Local Community**

According to Tom Cannon (2005) Business holding various roles in local community. Changing business value of time to time. The role of business is also changing. However, running the function the economy was the most major. The most important objective of the business is to produce goods or services needed by local community.