

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to Pendit (1999:35), tourism is one of the new industries that can grow the economic very fast in providing employment, increased income, and stimulating other industries. In addition, Wahab and Yoeti (1993:106-107) state that tourism is a purposeful human activity that serves as a link between people either within one or some countries or beyond the geographical limits. It involves that temporary displacement of people to another region, country or continent for the satisfaction of varied need other than exercising a remunerated function. Yoeti (1992:8) define tourism as the some of the phenomena and relationships arising from interaction of tourist, business suppliers, host government and host communities in the process of attracting and hosting these tourists and other visitors.

Therefore, based on the definition above, the writer concludes that tourism is an activity done by an individual or a group of people, which move from a place to another, from country to another in a short time for performing a specific task, or it is a visit to a place or several places in the purpose of entertaining which lead to an awareness of other civilizations and culture.

2.2 Types of tourism

According to Singh (2011:15), there are some types of tourism :

1. Recreational tourism is a tourism activity for recreational purpose such as for taking a rest.
2. Environmental tourism is a tour that visit remote places where to get pollution-free air to breathe.
3. Historical tourism is a tourism to know how the forefather lived in a particular area by visiting heritage locations, temples, churches, museums, forts, et cetera.

4. Ethnic tourism is a traveling to distant places for looking to the routes and attending to family obligations in that place.
5. Cultural tourism is the activities to know how other people or communities stay, survive and prosper, in order to learn about the culture in that place well, and to become familiar with the culture.
6. Adventure tourism is an adventure tour to go for trekking, rock climbing, river rafting, et cetera.
7. Health tourism is a tour to visit nature cure centers and hospitals providing special treatment.
8. Religious tourism is a tour to attend the religious duties and visit important places of a religion.
9. Music tourism is a tour to sing and listen to music of the destination and enjoy it.
10. Village tourism is a type of tourism that visit various tourism village destinations.
11. Wild life tourism is a tour that can be an ecotourism which means watching wild animals in their natural habitat.

2.3 Tourism Object

Marpaung (2002:78) defines that a tourism object is a form of related activities and facilities, which attract tourists or visitors to come to a certain area or place. Tourism objects and attractions are very closely related to travel motivation and travel fashion because tourists want to get a certain experience during their visit to a tourist attraction.

According to Law No. 10 of 2009 concerning tourism, that the state of nature, flora, and fauna as the ultimate gift of God, as well as historical, artistic, and cultural heritage of the Indonesian people, constitute tourism development resources and capital to increase prosperity and people's welfare.

In addition Republic of Indonesia Law No. 9 of 1990 concerning tourism, which include tourism objects and attractions is:

1. Tourism object and attractions created by God Almighty, which is in the form of natural conditions and flora and fauna, such as natural scenery, beautiful panorama, jungle with tropical forest plants and rare animals.
2. Tourism object and attractions are made by people that are in the form of museums, ancient relics, historical relics, cultural arts, agriculture (agrotourism), water tourism (tourism), tourism tours, recreational parks, and other entertainment venues.
3. Special interest tourism destinations, such as hunting, mountain climbing, caves, industry, as well as crafts, shopping, river jetties, places of worship, religious places and others.
4. Tourism is everything related to tourism, including the exploitation of tourist objects and attractions as well as businesses related to these fields. Thus tourism encompasses all activities related to tourism.

Moreover, decree of *Menspaspotel* Number. *KM 98 PW. 102 MPPT-87*, tourism object is a place or state of nature that has natural resources built and also developed so that it can have an attraction that is cultivated as a place visited by tourists.

2.4 Tourism Development Strategy

Hunger and Wheelen (2003:12) states that strategy formulation is the development of a long plan for effective management of environmental opportunities and threats, judging from the strengths and weaknesses of the organization. Strategy formulation includes determining the organization's mission, determining the goals to be achieved, developing strategies and setting policy guidelines. The tourism development strategy aims to develop quality and balanced products and services.

Yoeti (1997: 35) states that the objectives of tourism development are :

1. Increasing foreign exchange income in particular and income of the State and society in general.
2. Expanding opportunities and employment in supporting industrial activities and other side industries.

3. Introducing the beauty of nature and Indonesian culture.
4. Increasing national and international brotherhood or friendship.

The main steps in the tourism development strategy (Suwantoro, 2004:55) :

1. In the short term, the emphasis is on optimization, especially for sharpening and strengthening the image of tourism, improving the quality of labor, improving the quality of management, utilizing existing products, enlarging the shares of the existing tourism market
2. In the medium term, the emphasis is on consolidation, especially in strengthening the way of tourism in Indonesia, consolidating management capabilities, developing and diversifying products, developing the number and quality of labor.
3. In the long term, it will focus on the development and dissemination of development of management capabilities, development and distribution of products and services, development of new tourism markets, development of quality and number of workers.

According to Sunaryo (2013:140), there are three main principles in the community-based tourism development planning strategy :

- 1) Include community members in decision making.
- 2) There is a certainty that local communities receive benefits from tourism activities.
- 3) Tourism education for local people.

2.5 Jacobson Van Den Berg Building

2.5.1 Location

The Jacobson Van Den Berg office is one of the old Dutch colonial buildings located on Jalan Sekanak right at the intersection of the Meeting Hall (Now the civil service police station). Through the physical form, we will definitely know that this building is quite old. The color of the building that was once white is now

no longer visible, now the building is dull not maintained but still stands firmly typical of colonial buildings. (Palembang Government).



Figure 2. 1 Jacobson Van Den Berg Building

2.5.2 History of Jacobson Van Den Berg Building

A large Dutch trading company was established in Den Haag, the Netherlands on June 1, 1860. NV Jacobson van den Berg & Co or Jacoberg engaged in trade, insurance services, and industry. It has a wide and strong business network. Its offices are spread throughout the world such as New York, Rio de Janeiro, Sao Paulo, Buenos Aires, Montevideo, Singapore, Kuala Lumpur, Penang, Hong Kong, Tokyo, Osaka, Kobe, Sydney, Melbourne, Brisbane, and Batavia (Jakarta). Jacobson van den Berg is one of the Big Five, five giant Dutch-owned companies, in addition to Internatio, Lindeteves, Borsuimi; J and Geo Wehry. The Big Five forms a strong Trading House and controls the network of trade, production, services, industry, and distribution in various countries. In the Dutch East Indies (Indonesia) Jacoberg has a number of branch offices, including in Medan, Sibolga, Padang, Bengkulu, Jambi, Palembang, Teluk Betung, and Pangkal Pinang, for the Sumatra region. On Java, there are in Cirebon, Bandung, Semarang, and Surabaya. In Kalimantan, there are in Banjarmasin, Samarinda, Balikpapan, and Pontianak. In addition, branch offices in Makassar, Manado, Ambon, Denpasar, and Ampenan. (Government tourism office).

Since 1934 Jacoberg has run his business in his brilliant Red look building. However, with the happening of Warfare II, the company's activities were entirely unfit as a result of the Dutch East India given flatly to Japan. In 1945, Japan has given and since 1946 Jacoberg another time occupied some of its former headquarters building and in 1947 the whole building was utterly occupied by this company. The Jacoberg brand is graven on the balcony surface mounted on the second floor of the rear building commanding an outsized area within each the left and right of the balcony.

In 1957 the corporate was appropriated by the Indonesian government and nationalized. In 1959 an organization was established below the name Pt. Yudha bhakti corp instead of the name Jacoberg. In 1961 PT. Yudha bhakti modified its status and was renamed the State Trade Company (PDN) Fadjar bhakti, that was a merger of 6 state corporations specifically Pt. Yudha bhakti, PT. Kartika Pantja, Permata, Tantular, and NV Tsounas. In 1964, PDN Fadjar bhakti was dissolved and renamed P.N. Satya Niaga. Of the six corporations integrated into Fadjar Bhakti's PDN, only the ex. Yudha bhakti corp and ex. Kartika Pantja incorporates into the Satya Niaga PN, that in 1970 transferred its status from the State Company (PN) to the Company's Company (PT). However, thanks to its increasingly severe condition, in 1977 it had been liquidated and incorporate into Pt. Dharma Niaga.