

CHAPTER II

LITERATURE REVIEW

2.1. Tourism Development

Swarbrooke (1996) stated that tourism development is a series of efforts to realize integration in the use of various tourism resources integrating all forms of aspects outside tourism that are directly or indirectly related to the continuity of tourism development. There are several types of development, namely:

1. Overall with new objectives, builds attraction on sites that was not used as tourism attractions.
2. New destinations, building attractions on sites that have previously been used as tourism attractions.
3. Overall new development in the existence of attractions built to attract more visitors and to make the tourism attraction can reach wider market, by gaining a new market share.
4. New development on the existence of attractions aimed at improving the visitor's facilities or anticipating increasing secondary expenditure by visitors.
5. Creation of new activities or phases of activities that move from one place to another where the activities require modification of buildings and structures.

Tourism development is one way to make a tourism attraction interesting and can make visitors interested in visiting it. According to Yoeti (1987), "*beberapa hal yang perlu diperhatikan dalam pengembangan pariwisata adalah turis (tourists), transportasi (transportation), atraksi (attractions), serta informasi dan promosi (information and promotion).*"

1. Tourists

Characteristics of tourists must be known, where they come from, age, hobbies, social status, livelihoods, and in what season they travel. Tourism itself is influenced

by visits by a number of tourist motives, such as physical, cultural, interpersonal, and prestige motives.

2. Transportation

Transportation is one factor for the ease of moving from one place to another. The elements that influence the movement are connectivity between regions, no barriers, and the availability of transportation facilities. Tourism transportation must provide facilities that can provide comfort to tourists.

3. Attractions

Tourism attractions are attractions that make tourists come to visit. The tourist attractions include sports facilities, entertainment venues, museums and historical heritage, and so on.

4. Service facilities

Facilities that support the existence of tourism attractions are the availability of accommodation (hotels), restaurants, transportation infrastructure, telecommunications facilities, banking, information officers, and safety guarantees. In addition to facilities and service facilities, the hotel will function properly as a tourism component if it meets location requirements. Location requirements require an environment that can support the image of the hotel, as well as accessibility requirements that demands the hotel should be easy to find and accessible.

5. Information and promotion

To attract a lot of tourists, it is necessary to publish or promote such as advertisement placement and brochure distribution so the prospective tourists know each tour package and they quickly make decisions.

2.2. Strategy

According to Pearce & Robinson (2007), strategy is the main plan of a company, reflecting the company's awareness of when, where and how it must compete in the face of opponents with specific intentions and goals. So strategy means the planning of a company to reach their goals in the future. Meanwhile, Morrisey (1995) said that strategy is the process of determining the direction that the company must go to in order to achieve all its mission. Its

mean that to achieve their mission they must did some process to gain their complete mission.

It can be concluded that the strategy is an effort or method used by a person or group to achieve a goal effectively and efficiently.

2.2.1. Tourism Development Strategy

“Kata strategi berasal dari bahasa Yunani yaitu “strategos”nyang berarti jenderal atau prawira Negara. Dalam perkembangannya, definisi strategi mengalami perluasan arti. Strategi adalah suatu seni menggunakan kecakapan dan sumber daya suatu organisasi untuk mencapai sasarannya melalui hubungannya yang efektif dengan lingkungan dalam kondisi yang paling menuntungkan” (Salusu, 1998).

In Indonesia, tourism development has been reflected in the strategic plan formulated by the Indonesian Ministry of Culture and Tourism, namely:

1. Improving the welfare of the community by opening business and employment opportunities and equitable development in the tourism sector;
2. Realizing sustainable development to provide socio-cultural benefits, socio-economic conditions for the community and the region, and maintenance of environmental quality;
3. Increasing tourist satisfaction and expand market share.

According to (Hidayat, 2011) *strategi pemasaran dapat digunakan dalam mengembang destinasi wisata, beberapa strategi pemasaran meliputi strategi produk, harga, tempat dan promosi:*

1. Product strategy, can be done by adding unique and interesting tourism attractions broader segmentation, for example young people can add extreme facilities and test the courage of tourists who can managed directly by the community.
2. Price strategy, the costs very affordable by tourists and worth the costs incurred. Continuous studies can be carried out regarding changes in market behavior patterns so that it can provide more adjustments for the appropriate price.
3. Place / distribution strategy, attractions in tourism destinations already 'distributed' well, though a lot there is an assumption that states that a destination is not as attractive as it once was, however, the destination remains become the most tourist attraction popular in an area.

4. Promotion strategy, tourism destinations are still included minus, no separate promotions were found like having a special home page, there are only a few regarding a destination on the web site.

2.3. Community Based Tourism

2.3.1. Definition of the Concept of Community Based Tourism (CBT)

In this era, tourism development must place an increase the welfare of the local community as the main target. According to Hausler (in Sunaryo, 2013) in the essence of Community Based Tourism is an approach to tourism development that emphasizes local communities, both directly and indirectly involved in the industry of tourism, in the form of granting access to management and the tourism development system which culminates in political empowerment through a more democratic life, including the benefits distribution of tourism activities more equitably for local communities.

Whereas according to Murphy (in Sunaryo, 2013), tourism development cannot be separated from resources and uniqueness of local community, both in the form of physical and non-physical elements (tradition and culture), which are the main driving elements of tourism activities themselves so that tourism should be seen as "activity based to the local community".

From these definitions, it can be concluded that CBT is an approach by placing society or community as main actors through community empowerment in various tourism activities, so that the benefits of tourism intended for the community as much as possible.

2.3.2. Principles of Community Based Tourism

According to Suansri (in Sunaryo, 2013), *“prinsip yang menjadi landasan dan arah pembangunan pariwisata, yaitu mengakui, mendukung dan mengembangkan kepemilikan masyarakat dalam industri pariwisata, melibatkan anggota masyarakat dalam memulai pembangunan pariwisata dalam berbagai aspek, meningkatkan kualitas hidup masyarakat, mempertahankan karakteristik (keunikan) karakter dan budaya masyarakat setempat, berkontribusi dalam menentukan persentase pendapatan yang diperoleh dari setiap kegiatan proyek pengembangan masyarakat, dan menyoroti keaslian masyarakat dengan lingkungan.”*

The main focus on the principle is to focus on the interests of local communities, but the main idea conveyed in these basic principles is a balanced relationship between tourists and local communities in the tourism industry. The balance is in terms of community ownership status, equitable sharing of profits, socio-cultural relationships based on mutual respect, and joint efforts to safeguard the environment.

Adimihardja (in Sunaryo, 2013) *mendefinisikan pemberdayaan masyarakat sebagai proses yang tidak saja hanya mengembangkan potensi ekonomi masyarakat yang sedang*

tidak berdaya, namun demikian juga harus berupaya dapat meningkatkan harkat dan martabat, rasa percaya diri dan harga dirinya serta terpeliharanya tatanan nilai budaya setempat.

The importance of community empowerment in development is an important highlight according to the world's tourism experts. According to Forsyth and Dwyer (in Sunaryo, 2013), tourism development can be an activity based on the communities, with resource and uniqueness as the main factors, physically or non-physically (traditions and culture) which carried out by the community as a main component in tourism development.

“Untuk mewujudkan pengembangan pariwisata berjalan dengan baik dan dikelola dengan baik maka hal yang paling mendasar dilakukan adalah bagaimana memfasilitasi keterlibatan yang luas dari komunitas lokal dalam proses pengembangan dan memaksimalkan nilai manfaat sosial dan ekonomi dari kegiatan pariwisata untuk masyarakat setempat. Masyarakat lokal memiliki kedudukan yang sama pentingnya sebagai salah satu pemangku kepentingan (stakeholders) dalam pembangunan kepariwisataan, selain pihak pemerintah dan industri swasta” (Sunaryo, 2013).

Basic principles of community-based tourism is positioning the community as the main actor through community empowerment in various tourism activities, so the benefits of the maximum tourism is destined for Community. Demartoto and Sugiarti (2009) mendefinisikan *Community Based Tourism sebagai pengembangan pariwisata dari masyarakat oleh masyarakat dan untuk masyarakat.*

Based on the opinion, it can be concluded that in community based tourism, the community is a leading actor in the development of tourism, with the main goals to develop the tourism and community life.