

CHAPTER II

LITERATURE REVIEW

A. Theoretical Foundation

1. Tourism

According to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, it is stated that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local government. Tourism is the whole activity of the government, the business world and society to organize, manage and service the needs of tourists. Based on (Febriansyah, 2018) Tourism is a series of activities carried out by humans both individually and in groups within other countries. These activities use convenience, services and other supporting factors that are carried out by the government and / or the community, in order to realize the desires of tourists.

Tourism is the essence of the trip and the period of stay of foreign visitors to an area of the country or place, during the stay does not result in a situation of permanent residence and not return resulting in an employment relationship, (Darmardjati, 2007).

Tourists are people who are traveling for at least 24 hours and a maximum of 3 bulls to a country that is not the country where he lives or everyone who visits a country with the aim of not staying or working permanently and spending his money being ridiculed with money obtained elsewhere, (Eryani, 2013).

2. Tourism Development

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 (Rahmanto, 2013)

According to (Wulandari, 2015), there are several things that determine the development of a tourist attraction including:

a. Tourist Attractions

The attractions are the attraction of tourists for vacation. Identified attractions (natural resources, human resources, culture and so on) need to be developed to become a tourist attraction. Without tourist attractions, there are no events, other main parts will not be needed.

b. Promotion and Marketing

Promotion is a plan to introduce tourist attractions offered and how attractions can be visited. For planning, promotion is an important part.

c. Tourism Market (Sending tourist community)

The tourist market is an important part. Although for planning not yet / not needed a complete and in-depth research, but information about the trend of the perpetrators, desires, needs, origin, motivation, and so on and tourists need to be collected from those on vacation.

d. Transportation

The income and desires of tourists are with the opinion of transportation suppliers. Transportation has a large impact on the volume and location of tourism development.

e. Society

Tourist recipients who provide accommodation and tourist support services (facilities and services).

3. Tourism Infrastructure

Accessibility, the condition of tourism infrastructure, and the social interaction of the community with tourists is the right plan for the development of a tourist destination. If the construction of tourism infrastructure is adequate, it will obtain optimal results in the development of tourist areas.

According to (Suwanto, 2004) the main elements that must get attention to support the development of tourism in tourist destinations involving planning, development and development include 5 elements:

- a. Attraction and tourist attraction
- b. Tourism infrastructure
- c. Tourist facilities
- d. Management / infrastructure
- e. Community / Environment

According to Suwanto (Suwanto, 2004) Infrastructure is a situation that supports the function of tourism facilities and infrastructure,

both in the form of a regulatory system and physical buildings above the ground level and below the surface of the land such as:

- a. Irrigation systems, distribution of clean water, sewage systems that help hotel facilities or restaurants.
- b. The source of electricity and energy and its distribution network, which is a vital part of the implementation of adequate tourism facilities.
- c. The transport lane and terminal systems that are adequate and smooth will make it easier for tourists to visit tourist objects.
- d. A communication system that makes it easy for tourists to get information capable of sending information quickly and precisely.
- e. Security or surveillance systems that provide convenience in various sectors for tourists. Security determines, on the road, and in tourist objects, shopping centers, will increase the attractiveness of a tourist attraction or tourist destination. Here there needs to be a strong collaboration between security officers, both private and government, because with so many people aiming at tourist areas and human mobility, that is so fast requires a tight security system with officers who are always ready at all times.

According to (Rozy, 2017) infrastructure development is a strategy in the provision of facilities and infrastructure. The role of infrastructure not only affects regional development, but also in the tourism sector.

Infrastructure plays a very important role in encouraging the quality of tourism itself and the surrounding environment.

4. Community Based Tourism (CBT)

According to (Rizkianto, 2018) community-based tourism is the involvement of the community with certainty of benefits. obtained by the community through mentoring planning efforts that defend local communities. And other groups that have enthusiasm or interest in tourism, with tourism management that gives greater opportunities to realize the welfare of the local community. Community-based tourism relates to the active participation of the community as managers in existing tourism development. Community participation in the management of tourist villages consists of two purposes, namely in the mechanism of decision making. And participation in receiving benefits. From the management of tourist villages. Therefore, basically there are three main principles in the community-based tourism development strategy or community based tourism, namely:

- a. Involve the community in decision making.
- b. There is certainty that the local community receives benefits
- c. Granting education about tourism to local communities

5. Income

Income is all receipts in the form of money or in the form of goods originating from other parties or industrial products which are valued on the basis of the amount of money from the assets prevailing at that time.

Revenue is a source of income for someone to meet daily needs and is very important for the survival and livelihood of someone directly or indirectly (Munifa, 2013).

In the Dictionary of Economics, income is money received by someone in the company in the form of salary, wages, rent, interest, profits etcetera, along with unemployment benefits, pension funds, etc. In line with the definition above, income or income from someone is the result of the sale of the factors of production it has to the production sector (Pratiwi, 2017).

Central Bureau of Statistics, understanding income is divided into 2 types:

a. Distributed factor income

This group factor income can be divided according to the source to:

- 1) Income as wages
- 2) Income from own business and work
- 3) Income from property ownership

b. Redistributive transfers

This group, consisting mainly of income transfers that are not binding, is usually a reward for goods / services / property rights. Then the Central Bureau of Statistics distinguishes the definition of income in the form of money and goods. This can be seen from the description as follows:

- 1) Income in the form of money is income from salary / wages obtained from basic workers, overtime work, side work, and sometimes work.
- 2) Income in the form of goods, namely income in the form of medication, transportation, housing, goods produced and consumed.

In general, income is a sum of money received by someone (or more) family members for their efforts to fulfill their needs (Syuri, 2016). From the description above, it is explained that income plays an important role in fulfilling life needs, where income is a measure used to see whether a person's life is feasible or not feasible. With high income, at least all basic needs are met so that they can achieve a decent level of life.

6. SWOT Analysis Strategy

Strategic planning analysis is one of the fields of study that is much seriously studied in the academic field. The main objective of strategic planning is that companies can objectively see internal and external conditions, so companies can anticipate changes in the external environment (Rangkuti, 2016, hal. 2).

Strategy is a tool to achieve goals. Furthermore (Anwar, 2016) says the definition of strategy is a tool to achieve company goals in relation to long-term goals, follow-up programs, and priority allocation of resources.

SWOT analysis as a strategy formulation tool. SWOT analysis is the identification of various factors systematically to formulate a company's strategy. This analysis is based on logic that can maximize the strengths and opportunities (Opportunities), but can simultaneously minimize weaknesses (Weaknesses) and threats (Threats), (Rangkuti, 2016, hal. 19).

B. Previous Research

This previous research included various studies conducted by other researchers in the form of ordinary research, thesis, thesis, and journals. This previous study was a comparative analysis in this study. Thus, there is a research that underlies the author's thinking in preparing a thesis. For more details, the following will be presented in some of these studies:

Research conducted by Popi Irawan (2016) entitled "The Sacred, The Profane and Tourism: Exploring Indicators of Sustainable Tourism Development in Parangtritis and Parangkusumo, Yogyakarta" with the research method used is a quantitative technique to meet research objectives, and to assess indicators . This study uses primary data, namely observation and interviews aimed at tourist visitors, local residents, people involved in tourism-related businesses at the destination (facility owners & staff), and local authorities. This study also uses a structured questionnaire that is applied to express the respondents' perceptions of the temporary set of indicators at the same time. The research results show that there are several very important factors in maintaining the sustainability of tourism development, namely economic, socio-cultural and environmental aspects that are interconnected

with each other in achieving sustainable tourism development. Economic indicators for surrounding communities are a very important role. Based on the results of the study, since the beginning of the development of Parangtritis and Parangkusumo beaches, there has been an increase in diversification of income sources as a result of the development of tourist areas. This is evidenced by the many employment opportunities in the tourism sector for the local community. Another important aspect in the development of tourism in an area is the satisfaction of the local community for tourism activities because the tourism sector has brought economic and social benefits in the form of diversifying sources of income and increasing the quantity and quality of infrastructure that is indirectly felt by the surrounding community.

Marketing Communication Strategies of Cultural and Tourism Departments of Gunungkidul and Sleman Regencies: A Comparative Analysis conducted by Resa Ayu in 2011 using a descriptive comparative analytical method with qualitative data. Data gathering techniques include an interview, observation and documentation. Interviews with the Heads of Cultural and Tourism Departments of Gunung Kidul as well as Sleman Regencies. Based on the research of marketing communication and tourism departments, it can be concluded that the elements of personal selling are advantages in marketing eco-tourism such as providing tour guide services and offering tour packages . Culture and Tourism Department of Sleman has advantages in conducting marketing communication strategy, which was through advertising. This

action was performed by making an electronic advertisement for outdoor media that can be viewed by many people.

Anggi Rahajeng (2016) in her research entitled *The Role of Kulon Progo Regional Government in Developing Nature-Based Tourism* uses a qualitative method of research research approach. This research used both primary and secondary data. The data collection included reviews of literature, surveys, and structured interviews. The district has to develop its tourism sector based on the research sector in Kulon Progo. However, the number of tourists who visit the district remains relatively low compared to other districts in Yogyakarta, special administrative regions. The huge potential can be viewed from the rising trend of local government revenue from relatively small numbers of tourists who pay to the district. Policies, which the central and local government has implemented in the construction and development of tourist destinations, tourism marketing, and laying the foundation for developing supporting institutional capacity. Action plans are based on the national and local government plans. Based on the zoning of 5 destinations as tourism strategic areas for development, the Kulon Progo route is the central government since 2017.

XueMing Zhang (2012) with his research entitled *Research on the Development Strategies of Rural Tourism in Suzhou Based on SWOT Analysis* uses the SWOT analysis method to make a comprehensive evaluation and analysis of strengths, weaknesses, opportunities and threats in developing rural tourism in Suzhou. Based on the results of his research rural

tourism can make full use of tourism resources in rural areas to adjust and optimize the structure of rural industries, expand the agricultural industry chain, develop rural tourism services, promote non-agricultural work, increase farmers' incomes, and create a better economic base for construction rural. Thus, the development of rural enrichment tourism, innovation and optimization of the structure of tourism products, adapt to the personalized tourism development, as well as help meet the various demands of tourists, spread up the potential tourist market, and develop new incremental points of the tourism economy.

The research conducted by Eriketa Vladi (2014) entitled *Tourism Development Strategies, SWOT Analysis and Improvement of Albania's Image using the SWOT analysis method*. Based on the results of his research there are three important strategies for developing tourism in Albania but this country still lacks authentic tourism brands. Tourism in Albania continues to increase thanks to a variety of tourism products in the region, but the fact that this growth was not properly analyzed to understand the reasons behind it, and there are currently many weaknesses and threats to tourism in Albania, therefore development is needed word of mouth marketing strategy or buzz so that tourists can be promoters of the country's positive image.

Yohanis Rante and Westim Ratang (2018) with her research entitled *Tobati Enggros Village Tourism Development Model in Community Income Increasing Strategy in Jayapura City uses qualitative and quantitative data*. The analysis used in this study is a SWOT analysis. The conclusions obtained

by the authors of the Strategy for Tobati Enggros village tour are the WO Strategy, namely with special autonomy the government is able to increase the availability of human resources that understand tourism potential and how to develop tourism and can increase the allocation of funds and the government must be able to streamline expenditure costs. Technological advances must be utilized to develop tourism governance and the quality of human resources. And also the development and progress of the tourism sector in Indonesia can become an important capital to improve tourism promotion that is still lacking. The strategic location of the region and the increasingly integrated distance between villages makes it a great opportunity so that the government can allocate funds to improve roads and improve governance. Increasing economic growth can create opportunities to increase competitiveness so that it can increase the quantity and quality of human resources.

SWOT Analysis of Rural Tourism Development: Case Study of Kampung Tajur, Purwakarta conducted by Amalia Mustika and Michael Khrisna Aditya in 2018 aimed at investigating the situation of tourism villages and presenting strategies and guidelines for developing villages by using SWOT and TOWS. This study uses primary and secondary data, as well as SWOT and TOWS analysis. The results of this study reveal that prosperity in agriculture, friendly local communities, attracting culture, educational tours and effective guidelines for rural tourism development. Among the weaknesses, Lack of skilled and trained forces in the village, Lack of trust between local government and local tourism, Lack of tourism infrastructure

(such as roads and sewage). These weaknesses can reduce the attraction of tourism. Among the external opportunities, the component of increasing employment is a priority and the created opportunities for this area can be used to create more employment. The other components are developed into souvenir business, Homestay, and tour packages can improve the local economy.

Based on the SWOT analysis, one of the Weaknesses is lack of skill, so training is needed to improve the skills of the local community, then another research focus on training benefits. Much more research focuses on local support in the management of tourist destinations in order to become sustainable tourism. Focus on trust between local government and its local community. Among the threat, vulnerability of environment through waste and scattering leaking sewage, the increase in noise pollution. Then it is necessary, diversification strategies that focus on internal strengths and external threats, the following strategies to determine the optimal population density in visiting this area to protect and prevent environmental degradation and vulnerability of the environment.

Research conducted by Esmaeil Mohajer (2014) entitled Development of Ecotourism Strategies Using SWOT; The Case of Golestan Province, Iran uses the SWOT exploration method and descriptive method and also use strategic method for the analysis of internal factors and external factors. The conclusions obtained by the author are Analysis of Quantity Strengths, Weaknesses, Threats and Opportunities, which show that there are internal

factors: strength spots, the existence of exclusive species like Lovve, Kabudval, Shir Abad, Agh Su waterfalls and massive forests, Derazno height, Jahan Nama and Golestan national park ... in the Province of the province with the score of 1450 and the weight of an average of 4.34 are considered as the most important strength spots. The abundant willingness of the national managers for cultural progress through ecotourism development is the least important strength spot. Between internal and environmental factors (weak spots) the inappropriateness of services and health facilities and insufficiency of welfare, tourism and residential facilities (camp, hotel) consider as the major shortcoming. Also the inappropriateness of environmental conditions such as high weather moisture is the least effective shortcomings. Among the external factors (opportunities) the possibility for tourism progress in different areas of the province (Nahar Khoran) is in priority. Also the existence of a major threat. Is also the major threat. And the cultural conflicts between local people and tourists are the least threat.

Riri Lestari (2017) with her research entitled Economic Development Strategy of Halal Tourism in East Lombok Sembalun uses qualitative and quantitative methods. Based on the analysis of the Economic Development Strategy for Halal Tourism Areas in Sembalun, East Lombok, still in the low category, income from the community and life are still very simple. To overcome this problem, the development and equity strategies, and strategies with insight into space. Criteria for economic development are capital support

for society, IT-based technology, increasing employment opportunities for the community, higher education and reducing unemployment.

The Strategy for Developing Beach Tourism Objects in Gunungkidul District, research conducted by Aditya Pramono and Ida Hayu Dwimawanti in 2017 using strategic management to disclose emerging issues intensively and comprehensively. This study aims to determine what efforts have been made to improve and maximize existing resources to be used in developing beach tourism and any obstacles that arise in the beach attractions of Gunungkidul Regency. The focus of this research is on the strategy of improving the tourism sector especially beach tourism, thus using SWOT analysis as the main instrument to measure the environment and obtain the strategy of the strengths, weaknesses, opportunities and threats required in the process of planning development and developing beach tourism. The conclusion of this research is based on beach tourism development strategy in Gunungkidul Regency conducted by Tourism Office of Gunungkidul Regency, there are still indicators that have not yet succeeded, seen in the uneven distribution of development in some excellent destinations and still not the presence of foreign tourists who come to visit. Then the authors want to provide a strategy recommendation to improve the strategy that has not been successful with SWOT analysis and existing Litmus Tests.

C. Research Framework

The strategy of developing tourism on the Pulang Sawal beach tourism object in Gunungkidul Regency is expected to be able to have a positive

impact on economic growth, increase the income of the community around the coast, increase employment opportunities, and preserve the coastal environment in a sustainable manner. Similarly with the government's vision to realize Gunungkidul as a leading and cultured tourist destination towards a social club that is competitive, advanced, independent and prosperous in 2021.

This research focuses on the strategy of tourism development in Pulang Sawal Beach in Gunungkidul Regency by knowing the conditions and potential that exist in tourism objects, as well as examining various perceptions of managers, tourists and communities in creating tourism development strategies. The following is the framework of this study:

