

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer describe the definitions that correlate to the research title.

2.1. Tourism

Sinaga (2012, p. 12) says that tourism activities is a planned trip that is undertaken individually or in groups from one place to another with the purpose to get satisfaction and pleasure. Next Kusmadi (2000, p.4-5) says tourism is a journey of people for a while to destination outside their residence and work place as usual, this includes the journey for many purposes. Based on the definition above, the writer can briefly sum that tourism is travelling activities where people go to some places by individual or some people to get relaxation and pleasure. Elements of tourism are important factors in doing the activity of tourism, because they are related to each other. Subroto, (1997, p.28) states that elements of tourism is something which can be seen and felt by the tourist during the tourism activity. Furthermore Subroto, (1997, p.28) gives six elements of tourism as follows:

1. Attraction and activities, represent something that can be seen and conducted by visitors.
2. Hospitality facilities are places where tourist can stay during their trip
3. Transport facilities are facilities which are used to reach (give access) the tourism objects and also to conduct the travelling.
4. Basic community infrastructure for example clean water, electrics, exile of garbage and telecommunication.
5. Travel arrangement, travel agents and guidance for tourist.
6. Promotion and tourist information service give information which can be seen and conducted by tourist in tourism activity.

2.2. Tourism Object

Yoeti as cited in Demartoto (1997, p. 16) states that tourism object is the variety of things that can be seen, watched, carried or felt. While Suwantoro (1997, p.19) states that tourism object is the potential that becomes an attraction to make tourists to come in that place. According to Soekadijo, (1996, p.38) tourism object is divided into two types as follows :

1. Natural Tourism Object

Natural tourism object is the sources come from all the beauty and wealth of nature. Such as, water fall, Mountain, sun rise, sun set, etc.

2. Cultural Tourism Object

Cultural Tourism Object is monumental results of human civilization in the past and an attractions or activities of human culture, such as historical heritage, museums, arts attractions, and other objects related to culture.

2.3. Promotion

Marpaung (2002, p. 103) states promotion is an effort conducted to accommodate the tourism product with the tourist demand, so that the product become more interesting. While the definition from Kotler (2002, p. 41) promotion is a variety of activities undertaken by a company that offers the superiority of privileges from their product in order to persuade the target consumers to buy. Furthermore Sistaningrum (2002, p. 235) states that promotion is one element of the activities of the marketing mix. Promotion become media information to know everything related to the company's products that will be offered to consumers.

Based on the opinion of some experts, it is known that the promotion is one of the important aspects in marketing management and is often said to be a continuous process. In business tourism, promotion itself is needed as one of continuous element. In other words, the information of tourism should be distributed to all elements as the potential buyers such as ; visitor, tourist, investor and etc through effective promotion.

According to Sary (2008, p.11) tourism promotion is divided into two kinds as follows:

A. Direct Promotion

The ways that usually used in this promotion are display such as (traditional house, costume, and pictures), printed media (prospectures, leaflet, folder, booklet, and brochure), exhibition, and presents (goody bag, free ticket, and so on).

B. Indirect Promotion

The ways that usually are used in this promotion are ;

- Giving information through printed media
- Publication in some magazines that in the company (tour travel company or travel agent) area.
- Visiting to the company (tour travel company or travel agent).
- Meeting with another companies to get some information
- Workshop
- Inviting some employees of company to visit tourism destination.

2.4. Brochure

Yoety (1992,p.192) states that brochure is a sheet, printed with relatively good paper, lay-out attractively arranged with all the potential to be promoted.

AArt Design (2013, p.3) gives the following purposes of brochure :

- To follow up after an initial sales contact.
- To give more-detailed information than a flyer.
- Brochures are used in direct mail campaigns as the follow-up to a postcard that was mailed out to generate interest.

Brochure as one of promotion media is created especially to be kept and referred to again and again. It is expected that only people that are interested in learning more about a product will pick up a brochure.

Brochure is divided into two types, those are **adventoria** and **informational brochures**. Hartsook (2010,p.1) says that **adventoria brochure** is attracts attention and plays on the emotions of the customers. It compels people to pick it up and read it. It has an attention getting tagline or headline. It contains lots of white space and short bullets or points, rather than long paragraphs. Included is a call to action that asks the customer to make an order, a phone call, come on down, clip a coupon, mail a reply card or some other action that puts you and the customer in contact, and **informational brochure** is used for the customer who has learned and has requested more information. Unlike adventoria brochures, informational brochures can be crammed with information.”

1. The Principles to Design a Brochure

According to Pujiriyanto (2005,p.99) states that we must give attention for several things in designing brochure. First, determine the space that will be used for text, photoes or images. Second, distribution methode will determine the format of brochure in relation with costs. Third, brochure always contain structured information. Fourth, determine the model of brochure, if the purpose of brochure is giving the structured information to the reader, so accordion fold model is very suitable. Last, type of paper is also important to describe the atmosphere and giving good quality results.

Furthermore, Hartsook (2010,p.2) states that the things that must be considered in making a brochure as follows:

- Do not use more than nine or ten lines of type per paragraph.
- Do not average more than two or three sentences per paragraph.
- Do not indent paragraphs that have a space between them.
- Do not start sentences with numbers.
- Do not put two spaces after periods if using a computer.
- Do not use underline or all capitals as a way to stress a point. Use bold or italics instead.
- Use italic and all capitals sparingly as they are hard for people to read

1. The Principles to Design a Tourism Brochure

Victoria (2006, p. 1, 2) gives the following principles of designing a tourism brochure.

A. Business Objectives For The Brochure

Before design work begins, the business objectives for the brochure need to be clear. Why is the brochure being produced? First and foremost, the role of brochures is to lead to business. However different brochures have different purposes. Some examples would be to

- highlight a new feature
- sell packages
- counter an adverse image or competitive shortcoming
- fill idle capacity in a quiet period
- tap into a new market segment
- feature a special offer in co-operation with another operator

The objective of the brochure needs to be clearly understood. Also to be considered are the market segments to be targeted by the brochure. What are their special interests? If trying to win new business from honeymooners and couples celebrating anniversaries, copy which appeals to fishermen or lawn bowlers would not be appropriate.

B. Think Customer

Successful brochures show empathy for customer needs and aspirations. The brochures concentrate on providing the information which will assist the customer to make a purchase or booking. Too often operators are more concerned about what they want to say, not what the customer wants to read.

C. Unique Selling Features

Before designing any brochure, the unique selling features should be determined (based on customer needs and desires) and prioritised for maximum affect. Other features should be noted also. Relevant information should be included but it should be accepted that some information may need to be omitted. Too much detail can be counter-productive.

D. Format and Design

No matter whether the brochure is a one page leaflet or multiple pages, certain fundamentals need to be followed for success. The information needs to be presented in an order consistent with the principles of AIDA

- A Attention
- I Interest
- D Desire
- A call to Action (see Note),

This is the sequence followed to motivate customers to actually make a purchase. First the interest of the customer must be secured with a front cover which gets the attention. From there further interest is generated by the supporting text and illustrations, design, etc. This then builds the desire for more information and lastly, the Call to Action when the customer makes a decision to buy (or at least contact a Visitor Information or website for further information or make a booking). It is a natural progression. Information should be shown in such a way that travel consultants and consumers can scan it quickly.

E. Use The Right Approach With Copy

Customers of tourism products and services are usually seeking an experience of some kind ie. enjoyment, excitement, relaxation, adventure, romance, indulgence, comfort, etc. Any copy that is written should demonstrate an understanding of customer desires and needs. Important : Copy to be avoided would be a “statement of fact” style which leans more to showing pride in the product rather than demonstrating the WIIFM factor for customers.

F. Maps

(Important) A good map showing location and access routes should be included usually on the back page together with the contact details (see also page 4)

G. Image Selection of Photographs

is critical for success. Some do's and don'ts.

- DO chose photographs that reflect the target market. If target markets cross several age groups do choose young adults as subjects. Older people like going to places where there are young people but not vice-versa.
- DO chose photographs that best reflect the experiences to be enjoyed. DO include suitable people in photographs wherever possible.
- DO chose photos that show people enjoying themselves. After all, this is why most people travel.
- DONT use photographs that look like amateur family snaps
- DONT use family photographs or photographs of mature age travellers or business travellers though these are important market segments, these may only be appropriate if specifically targeting these markets. Images of these groups (and to an extent, children) can be counterproductive in trying to enthuse the leisure traveller to select your product.
- DO REMEMBER: Family travel is mostly restricted to 12 weeks pa. Non-family travel covers the other 40 weeks pa! DONT have photos with people showing their backs to the camera if it can be avoided.

H. Use of Type Faces, Pictures and Colours

Many brochures lose their impact because of a lack of consistency in presentation of typefaces, colours and pictures. Some sponsors of brochures allow their personal creative tastes to over-ride the primary commercial need which is to impress potential customers. Type faces to be used should be appropriate to the image and positioning of the product. The variety of type faces (fonts) should be kept to a minimum, preferably one and no more than two. The size of the type face (font) for the text should not be too small particularly for mature age customers. If the brochure is to have less than four colours, careful consideration should be given to colours. Options include one colour on coloured paper, or two colours. Use of three colours is usually not economical. It is advisable to discuss the economics involved with your printer before deciding the number of colours. Photographs are normally preferable but sometimes a good line drawing can be very effective.

I. Sequence of Presentation

When producing a brochure the correct sequence is essential and will bring better results from customers and travel consultants. As an example this is the recommended approach for a four page brochure. Front cover. First impressions are most important. The design should be simple and not complicated. Avoid the temptation to “say too much” with pictures and copy. A simple message will have more impact. Top of the brochure should comprise either the name of the business and/or a statement defining the product as well as the location. An example :

mountainTop Motel – Hobart. A promotional slogan is an option for exciting the reader further. An example : Fabulous mountain and river views. The front cover picture/s (photo or illustration) need to reflect the “promise” or major appeal of the product or service being promoted. For the Mountain Top Motel, this could be a photo looking over the shoulder of a seated guest who is admiring the view.

J. Distribution

An important consideration for any brochure is the arrangements for display and distribution. When designing the front cover, it must suit all brochure racks. Important information must be at the top and easily seen. The size of the brochure should suit ease of mailing. Brochures arriving creased spoil the impact required. The standard sizes prevalent today are DL (210mm x 100mm) and A4 (300mm x 210mm). Some choose A5 (150mm x 210mm) but these are unpopular with most travel agents and Visitor Information Centres and it is also inconvenient for postage. The A5 size and nonstandard sizes should be avoided for these reasons. Non-standard sizes are also an uneconomic use of paper. Horizontal front covers and non-standard size brochures are usually relegated to the bottom of the brochure rack.

K. Planning

Before starting to plan the brochure and before \$1.00 is spent on design development, it is strongly recommended that the brochure sponsor prepare a written Brochure Brief. Appendix A is a check list of issues which need to be addressed. Once each issue has been considered, decisions should be recorded to avoid vacillation during the development process which can prove very expensive. Often production costs are incurred when changes are made because of a lack of adequate prior consideration. If several people are involved in producing the brochure, it is wise to get agreement on each point in advance of production so as to avoid costly changes later