

CHAPTER II

LITERATURE REVIEW

This chapter presents about tourism, kinds of tourism, functions of tourism, the definition of travel, the definition of travel writings, types and aspects of travel writings, the functions of travel writings and the characteristics of travel writings.

2.1 Tourism

According to Suwanto (2002, p.3), tourism is the process of the trip to one places for a while. The trips are caused by importance of economics, socialism, politics, religion, health, etc. Meanwhile, Bonarou (2012, P.1) states that tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. Musanef (1995, p.8) states that tourism is derived from Sanskrit that consist of two syllables “*pari*” and “*wisata*”. *Pari* is repeatedly then “*wisata*” is the trip. The person who does the trip called a traveler, whereas person who does trip for tour called a tourist. According to Andrews (2008, p.70), “tourism is the act of travel away from home, mostly for the purpose of recreation or leisure.”

Moreover, Mathieson and Wall (1982) states “Tourism is the temporary movement of people to destination outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.” The writer can conclude that tourism is an activity undertaken by individuals or groups in a tourism object.

2.1.1 Elements of Tourism

According to Ezeani (2015) there are certain elements or ingredients of tourism these are what tourist considers before visiting a destination area, they are as follows: pleasing weather, scenic attractions, historical and cultural factors, accessibility, accommodation, safety and security, other factors (guide facilities, basic medical facilities, electricity, water and communication system).

1. Pleasing weather

Fine weather with warm sunshine is one of the most important attractions of any tourist place. Particularly good weather plays an important role in making a holiday pleasant or an unpleasant experience. Tourist from countries with extremes of weather Visit Sea beaches in search of fine weather and sunshine. Due to this many spas and resorts along the sea coasts come into existence.

2. Scenic attractions

No doubt, scenic attractions are very important factors in tourism. Scenery consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, is strong forces attracting people to visit them.

3. Historical and cultural factors

Historical and cultural interest exercised tremendous influence over travelers.

4. Other Factors:

- a. Accessibility

Accessibility is another important factor of tourism. There should be accessibility for each location of tourist attractions. If their locations are inaccessible by the normal means of transport, it would be of little importance. All kinds of transport facilities are to be made available for such locations. The distance factor also plays an important role in determining a tourist's choice of a destination. Longer distance cost much than to short distances.

- b. Amenities

Facilities are very essential for any tourist centre. They are considers necessary aid to the tourist centre. For a seaside resort facilities like swimming, boating, yachting surf riding and such other facilities like deeming recreations and amusements is an important feature. There are two types of amenities viz. natural and manmade. Beaches, sea-bathing, fishing, climbing, trekking, viewing etc. are come under the former category.

Various types of entertainments and facilities that cater for the special needs of the tourists come under the latter category.

c. Accommodation

The need and necessity of accommodation cannot ignore in tourist destination. Accommodation plays a vital role in this field. Many changes have taken place in accommodation recently. New types of accommodation, particularly, holiday villages, apartment houses camping and caravan sites and tourist cottage etc, have become very popular. Usually a large number of tourists visit a particular spot simply because there is a first class hotel with excellent facilities.

d. Safety and security

Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors

2.1.2 Kinds of Tourism

According to Tathagati (2013, p.5) there are 12 kinds of tourism based on the activity at the tourism objects; natural tourism, adventure tourism, historical tourism, architectural tourism, culinary tourism, shopping tourism, craft tourism, agro tourism, ecotourism, medical tourism, religious tourism and slum tourism.

1. Natural tourism

Natural tourism is a tourism based on the natural attractions of an area. Responsible travel natural areas, which conserves the environment and improves the welfare of local people. Examples include bird watching, photography, stargazing, camping, hiking, hunting, fishing, and visiting parks. These experiential tourists are interested in a diversity of natural and cultural resources.

2. Adventure Tourism

In the past few decades, trips to faraway exotic places have become popular. Tourists looking for thrilling activities go mountaineering, rafting, trekking, or even to remote places in the rainforest.

3. Historical Tourism

Historical tourism is travelling by the tourists to experience the places, artifacts and activities that authentically represent the stories and people of the past.

4. Architectural Tourism

Architectural tourism is a tour by visiting the architectural heritage relics of the past as some attractions in the Old City of Batavia, Braga streets and the Old City of Semarang.

5. Culinary Tourism

Culinary or food tourism is the pursuit of unique and memorable eating and drinking experiences, both near and far. Culinary tourism is a tour by visiting the place that serve traditional culinary at the tourism objects, such as Pempek in Palembang, Gudeg in Yogyakarta, Batagor in Bandung, etc.

6. Shopping Tourism

Shopping tourism is tourism or trips to buy or look at the souvenirs center at the tourism object, such as Factory outlet market sukowati Bali, Malioboro, etc.

7. Craft Tourism

Craft tourism is a new and very popular form of tourism under which the participants travel to seminars and craft schools often in the remote rural areas.

8. Agro Tourism

Agro tourism is a tourism that providing a tourist farm or natural products for the tourist.

9. Ecotourism

Recently many people have chosen a type of tourism that does not damage the environment. Tourists avoid travelling by plane or do not buy souvenirs that made out of endangered plants and animals. Some holiday offers give tourists the chance to take part in environmental projects.

10. Medical Tourism

People go to other countries for medical treatment and operations. Indonesians for example, go to *The National University Singapore* or *Penang Adventist Hospital*.

11. Religious Tourism

Religious tourists go on pilgrimages to holy sites. For the example, Muslims are required to go to Mecca at least once in their lifetime.

12. Slum Tourism

Slum tourism is types of tourism that involves visiting impoverished areas.

Meanwhile, according to Yoeti (1993, p.114), there are kinds of tourism based on the purpose of the traveling.

1. Cultural Tourism

Cultural tourism is a kind of tourisms, which encourages tourist to come to tourism objects because of the attraction of a cultural art in a place. The tourism objects are museum, an art attraction that has the history of culture.

2. Recuperriatonal Tourism

Recuperriatonal tourism is called healthy tourism because the purposes of the tourist come to the tourism objects is for cure the disease, for example tourist has the activity for bathing in hot springs.

3. Commercial Tourism

Commercial tourism is the trip that associated by the commerce activity both national and international such as seminar, exhibition, etc.

4. Sport Tourism

Sport tourism is the trip done by the tourist to see the sport festivy in one place such as Olympiad or competition.

5. Political Tourism

Political tourism is the trip that has purpose to see the event related to the activity in a country, for example the event of Parade May 1 in Tiongkok.

6. Social Tourism

Social tourism is organizing a cheap and easy trip to give an opportunity to the society of weak economically such as laborer, student and farmer.

7. Religion Tourism

Religion tourism is the trip that has purpose to see the religious event, for instance the event of pilgrimage for Islam, visiting the Muntilan that is center-developing Christian in Java.

2.2 Travel Writings

Travelling will be known by these ways, such as by reading guidebooks, watching a program television about travelling or by reading travels writings in blogs or websites. According to Thoreau (2009) travel writings are writing about places, persons, and things in other places, also writing about how to travel, when

to travel and advice on traveling—all with the reader in mind. Meanwhile, Iyer cited in Keluargapelancong.net (2015) says that travel writings are much a matter of writing that of travelling. Therefore, travel writings about relaying travel experiences to others so the readers may emulate or try to come to the destination that wrote by the travel writer.

According to Theroux in keluargapelancong.net (2015) defines travel writings as a story about everything. It means that travel writings is not only stories about what is the best tourism destination, but also about what to see, what to do, what to buy, what to eat and how to explore it that can help readers find some information after read the travel writings. The persons who write the trip called a travel writers.

According to Tathagati (2013, p.6), travel writings is kind of travel writings that focus on the place of the tourism object. Travel writings have many varieties of styles, ranging from descriptive to narrative, literary to journalistic and easy writing to serious writing. The activity of travel writings been conducted for dozens of years ago. History of The Persian Wars wrote by Herodotus is the first travel writings book. This book contains descriptions of exotic places, rituals and battles of the period 440 BC.

2.2.1 The Functions of Travel Writings

According to Tathagati (2013), travel writings are made to provide information about tourism objects, destination, attraction or accommodation to the readers. The readers get new knowledge about tourism objects that recommended for visiting. Travel writings are a means for travel writers to give tips and suggestions for readers and they are as a medium to promote tourism objects.

Ariestanty (2011 in Dita 2013) states that the function of travel writings is as a medium to perpetuate memories during the trips. Travel writings also help the government to promote tourism objects that never known by the tourist before, to increase writing skills, easier for tourists to search information about tourism

attraction and to know what are the advantages and disadvantages in a tourism objects.

From the definitions above, the writers conclude that travel writings is medium for travelers to capture the experience during the journey and as a medium to share experiences to the readers.

2.2.2 Types of Travel Writings

According to (2011 in Dita 2013) there are some types of travel writings they are travel guidebook, articles, narrative travel writings, comic or graphic travel writings and travel photography.

- a. Travel guidebook, a travel writing that describe about all of the details of the journey.
- b. Articles, a travel writing that describe about one point of view such as destination, festival, essay or review.
- c. Narrative travel writings or travel literature, a travel writing that using fiction or non-fiction, just like a story in a novel. Writing that gives inspiration and a deep perspective with the beautiful style.
- d. Comic or graphic travel writings are travel writing that using comic as a media to describe the journey.
- e. Travel photography.

Whereas, according to Tathagati (2013) types of travel writings are: travel feature, guidebooks, travel journal and travel literature.

- a. Travel feature is the simplest travel writing. These type are written in magazines, websites, blogs or news.
- b. Guide books is a book that provides information on tourism destinations, in the guide books are details of the location, address, phone number, price, reviews, and a variety of information on attractions.
- c. Travel Journal is a daily record made by a traveler during a trip. This paper describes the whole activity of travel.

- d. Travel Literature is the writing of the story of the experience made in the form of literary works such as books, novels or short stories. Travel Literature is the writing of the story of the experience made in the form of literary works such as books, novels, plays and short stories. In this final report, the writer chooses a travel features as a topic of discussion.

2.2.3 Aspects of Travel Writings

Tathagati (2013) also states that there are some aspects in travel writings. They are destination, special interest, trip, round up, news peg, travel advice or service article and historical event.

1. Destination

Destination is the most popular style in travel writing. Article are made to attract readers to visit the tourism objects of the reviews. The reviews of tourism destination are usually in a narrative. The destination may already known by the readers or a side trip as an alternative destination to visit. These articles characterized by a description of when, where and why the writer write this articles, with the additional information about the destination.

2. Special Interest

Articles review activities related to the trip, for example special interest about food, shopping, sports, arts or antiques. The purpose of this article is to share the experiences on specific activities carried out on a journey or location and the information how to get there. The examples of the reviews in special interest are outdoor activities such as adventures, eco-tourism, extreme sports or cultural tourisms.

3. Round- Up

Round- Up articles reviews some places or tourism objects, which have same typical with the other tourism objects. These articles are written briefly

yet have complete information, in general any information of tourism objects only discussed in 1-2 paragraphs.

4. News Peg

This type of article are written by reviewing a journey or tourism objects associated with the latest news that becomes hot topic in the world, for example political news, archeological discoveries, so on.

5. Travel Advice or Service Article

This type of articles are usually discusses tips or suggestions for the traveler, for example tips for the traveler with a low budget as well as various tips that are beneficial to the readers.

6. Historical Event

Reviews in this article are usually associated with historical tourisms or religious day. News or magazines usually post issues in a time, so the travel writers should prepare for making articles from a few months earlier.

2.2.4 Characteristics of Travel Writings

In this final report, the writer chooses a travel features as a topic of discussion. Therefore, the writer only describes the characteristic of travel feature. According to Ariestanty (2011 in Dita 2013) there are some characteristics of travel writings are research, personal voice, use grammar or vocabulary and serve facts in travel writing.

1. Research

Travel writers should do some research before writing. It is important to know who will read the travel writings are. By doing a research, the writers can focus on kinds of travel writings they make.

2. Personal Voice

Good travel writings should have personal voice. Personal voice is narratives that chosen by the travel writers during writing the travel writings, such as comedy, descriptive, articles, etc.

3. Use Grammar or Vocabulary

Use grammar or vocabulary for the travel writing and do not abbreviate the sentences. Convey the experience right on the target, travel writings should be honest and not be overstated. Everyone will have a different journey.

4. Serve Facts In Travel Writing

In reading travel writings, readers need more facts about tourist attractions. The more concise writers include the fact (better if minimizing the language of hyperbole) the more useful for readers.

In addition, Tathagati (2013, p.140-143) states that there are some characteristics should be in travel writings so they make the articles easy to read. The characteristic in travels writings based on the way to write travel writings:

1. Pay attention to sensitivity of the politics.
2. Avoid using vulgar words.
3. Do not use slang, jargon, humor, sarcasm that can trigger negative reactions from readers.
4. Avoid using idiom.
5. Do not use sentences or word that has bad connotation as degradation, rejection, insulting and racist.
6. There is a clear explanation about tourism objects in articles; it means the readers will get some information after reading the articles.
7. Some articles in travel writings should have reviews about landmark, transportation, accommodation, pop culture, or fact about the historical at the object tourism.

8. Travel writers should do research to show the fact in travel writings to avoid wrong information. Researches help the writers to give additional information. The role thumb when do research are using 5 W (what, who, when, where, why) + 1H (how) formula.
9. The articles should focus one idea.
10. The articles are using orthographic and grammar.
11. The writers should avoid some stylistic in travel writings, they are, do not use wasteful sentences, over writing, elegant variation and formal diction.
12. If the writers wants to provides a comparison include positive and negative comparison, the writers should pay attention to the contents of the comments or reviews because it might affect the numbers of tourists' interest for tourism objects.
13. The structure in travel writings or articles are:
 - a. Feature or opening paragraph is the most important part in articles that decisive attention from the readers.
 - b. Body is the point of the articles or travel writings. In this part the writers can use 5 W + 1 H formula to make the articles focus in one main idea.
 - c. Closing parts is the end of the articles, often this is as a summary of the articles.