

CHAPTER II

Literature review

2.1 Tourism

There are some definitions of tourism. World Association of Travel Agents in Soetomo (1994: 25) defines a tourism as a tourist trip around for more than three days, which is organized by a travel agency in the city and the event, among others, look at various places or cities both inside and outside country.

While, Mathieson and Wall (1982, p.67) says tourism as the temporary movement of people to destinations 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.

Based on the explanation above the writer conclude that tourism means a tourist trip around for more than three days as the temporary short-term movement of people to destinations outside the places where they normally live and work, as well as their activities during their stay at these destinations.

2.1.1 Types of Tourism

On the other hand, Spillane (1987: 29-31) defines tourism based on the purpose of the trip that can be divided into several types of tourism, namely:

1. **Pleasure Tourism**

This type of tourism is done by people who leave their homes for a vacation, get some fresh air, meet his curiosity, relaxes nervous tension, see something new, enjoy the beauty of nature, know the local folk tale, get peace.

2. Recreation Tourism

Tourism is made to use the holidays to rest, recover physical fitness and spiritual, and refresh yourself of fatigue and exhaustion. It be done in place that ensures recreational purposes necessary to offer such pleasure beach, mountain, resort centers and health centers.

3. Cultural Tourism

This type is characterized by the presence of a series of motivations, such as the desire to study in the centers of teaching and research, learn the customs, institutions, and ways of life are different, visiting historical monuments, relics of the past, art centers and religious , arts festival of music, theater, folk dance and others.

4. Sports Tourism

Tourism can be subdivided into two categories:

Big sports events, namely the major sporting events such as the Olympic Games, the ski world championships, world boxing championship, and others of interest to the audience or fans and Sporting tourism of the Practitioners, namely sports tourism for those who want to practice and practice themselves as mountain climbing, horse riding sports, hunting, fishing and others.

5. Business Tourism

This is a form of tourism trip travel professional or travel because of something to do with the job or position that does not give it to someone to choose the destination and travel time.

6. Convention Tourism

Tourism is much in demand by countries because when held a convention or meeting it will be many participants to stay within a certain period in the countries that hold a convention. Countries that often hold the convention will establish support building holding convention tourism.

Therefore, the writer conclude six types of tourism according to Spillane such as Pleasure Tourism, Recreation Tourism, Cultural Tourism, Sports Tourism, Business Tourism, Convention Tourism are the types of tourism that is performed by visitor with a variety of different reasons and purposes according to their need.

2.1.2 Kinds of Tourism

Tourism activities can also be classified based on the destinations of the tourists. According to Marpaung (2002, p:80), based on destination, there are three kinds of tourism such as :

1. Natural Tourism

Natural Tourism is a kind of tourism where the visitors come for having the natural resource attraction both in its natural state and the cultivation efforts from people. For example, flora and fauna, waterfalls, lakes, hot springs, and others.

2. Socio-Cultural Tourism

Socio-cultural tourism can be utilized and developed in Indonesia as a tourist destination includes, museums, historical sites, traditional ceremonies, art performances, and crafts.

3. Interest Tourism

This tourism is a kind of tourism of tourism newly developed in Indonesia. This tourism is especially for tourist who have special motivation. Thus, tourist usually should be able to have expertise such as, hunting, rafting, ecotourism, and others.

In this case, writer conclude that tourism destinations has the same goal to attract people to come, both from domestic and foreign visitors. Bukit Siguntang as the historical sites belong to socio – cultural tourism based on Marpaung.

2.2 History of Bukit Siguntang

Based on the definition above, Taman Bukit Siguntang is considered as interest as well as cultural tourism because the visiting tourists are the tourists who have special interest in history and culture and can study or do research, about the customs, institutions, historical monuments, relics of the past, art centers and religions, and others.

According to Tourism Guide Book, Dinas Pariwisata Kodya Daerah Tingkat II Palembang (2001, p.10), Bukit Siguntang is a high land about 27 m high and is situated in western part of the city at Kelurahan Bukit Lama. This place is considered sacred so far. It is also considered tombs of Malayan kings. That say it could be seen from island of Bangka floating therefore it is called “Se-Guntang” means floating. Bukit Siguntang is noted for its value in history either written by Indonesia or those from other countries.

In the history of Malayan kings written in parks, there used to be a region on the estuary of Tatang river called Palembang. Bukit Siguntang is a historical object especially in the era of the kingdom of Sriwijaya which was the centre of Buddhist. It is a holy place and charismatic based on the belief of Malayan people in 14 to 17 centuries. Then gradually it decreases, but was still believed at the end of Palembang Sultanate. Even Sultan Mahmud Badaruddin II asked other leaders inland to take solemn oath this spot.

According to the report written by the first white man, in 1825 the trip to Bukit Siguntang through the Musi river was so amazing, There are seven graves in the place namely : Segentar Alam, Putri Rambut Selako, Putri Kembang Dadar, Panglima Jago Lawang, Panglima Batu Rajo Api, Panglima Bagus Kuning, dan Panglima Tuan Junjungan. At present Bukit Siguntang has become a tourist area which attracts many visitors.

2.3 Brochure

To develop the tourism potential in Palembang, attractions in Palembang such as Bukit Siguntang should be preserved and developed in a way to promote attractions. To improve the tourism object must be developed and preserved one way of promoting the place so as not to become a tourist attraction that is not potentially.

Potential tourists sometimes have limited knowledge about a destination not previously visited. They often get from media or their social groups, and they formulate images of alternative locations, so that image emerges as a critical element in the destination choice process (Um and Crompton 1999). The above studies concerned with destination choice and image formation have focused upon identifying the dominant attributes of image and exploring their role in selection.

On the other side, different desired experiences and obtained satisfaction are relevant in formulating preferences for recreation sites. This is consistent with the notion that information sources and varying attributes of destinations form the basis for different experience expectations, image, and level of satisfaction. Brochures should meet three main objectives to be considered effective tools for promotion: influence on image formation, destination choice, and satisfaction (Tian-Cole and Crompton 2003). For this reason, the aim is to demonstrate the usefulness of brochures so as to reveal a relation among these three influences upon tourists' needs for information.

2.3.1 Definition of 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. So, brochure is a sheet or small booklet with lay-out attractively that containing information about all the potential to be promoted.

2.3.2 The Purpose of Brochure

According to Aart Design (2013) mentions the purposes of brochure are follow :

- a. To follow up after an initial sales contact
- b. To give more detailed information than a flyer
- c. Brochures are used in direct mail campaigns as the follow-up to a post card 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's expected that only people that are interested in learning more about a product will pick up a brochure.

2.3.3 Type of brochure

According to Hartsook (2010,p.1) there are two types of brochure. They are advertoria and informational brochure. First, advertoria 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 ask the customer to make an order, a phone call, come on down, clip a coupon, mail a reply a card or some other action that puts you and the customer in contact.”

Second, informational brochure is used for the customer who has learned of your company and has requested more information. Unlike advertorial brochures, informational brochures can be crammed with information.

In conclusion, advertoria brochure is for first time promotion about a product that contain interesting headline, contact number, and some present to attract customers or target to have more attention with our product. Meanwhile, informational brochure is the brochure that provide all information about the product detail.

Even with advances in information technology, brochures are still popular information sources for tourists. Normally, consumers try to search for information to help them reduce the possible risk or problem of purchasing products or services. Brochures are printed materials which are frequently used in many promotional strategies. Brochures are the most important source of information for a visitor during their trip. Normally, tourists get a brochure from a display stand. Visitors collected a brochure at their city destination. we usually can find brochures on destinations where we wanted to visit, the guards destinations or care taker typically stores information brochure that we need.

Based on the discussion above, the writer concluded that brochures have several purposes. As a business media they can be used to follow up after an initial sales contact and to give more detailed information than a flyer. Brochures can also be used in direct mail campaigns as the follow-up to a post card that was mailed out to generate interest. Whilst, brochure in this study is not a common promotional media as it is usually used but informational material and reference for tourists who are visiting the site. However, the potential of the media to be used as a promotion is possible.