

CHAPTER II

LITERATURE REVIEW

2.1. Tourism

Tourism becomes one of the important aspects in each country. This kind of industry brings a variety of benefits to the local community and the surrounding areas. Tourism helps the society to create jobs, to help the economic growth and the development in a country and even tourism has a big energy that able to change various aspects of the society. Nowadays every country always develops their tourism area time by time, and competes to get the tourist interest.

Tourism is an activity that done by human being who has some requirements as Sihite and Suyitno opinion. According to Sihite in Marpaung and Bahar (2000, p.46-47) tourism is a travelling which is done by people for several times and it is held from one place to another place by leaving their own place. It does not look for job but just to enjoy recreation activity and to fulfill the various willing.

Suyitno (2001, p.8) says that tourism is temporary, it means that it is use in a short period of tour and the tourist will return to their original place or country, involves some tourism components, such as transportation, accommodation, restaurant, attractions, souvenirs and others. Have a specific purpose that is essentially to feel happy and not to find money at their destination, even they can contribute to the income of the society or region visited, because their money is used to buy or pay something from their destination.

From that Opinion, both Suyitno and Sihite have almost similar opinion about tourism. They said that tourism was done temporary or for several times and it was done to get the various willing or feel happy, it also did not look for job but tourist can contributed to the income of the society or the region that visited.

2.2. Types of Tourism

Suwantoro (2004, p.14-17) says that tourism is divided into some aspects. They are aspect of count tourism, aspect of arranging tourism, aspect of destination and purposes, and aspect of organization.

Aspect of count tourism is divided into individual tour, family group tour, and group tour. Individual tour or known as individual travelers is a tour done by one person or a husband and wife. Family group tour or known as tourist family is a tourist journey that done by a group of families and group tour is a tourist trips that led by a person who is responsible for the safety and needs of its members. It usually consist at least 10 people.

Aspect of arranging tourism divided into pre-arranged tour, package tour, coach tour, special arranged tour and optional tour. Pre-arranged tour is a tour that planned before the activity happens. It is include transportation, accommodation, even the object which will be visited. Package tour is a product of traveling that is sold by the travel agent or the transportation company which has a special agreement about the price that includes travel, hotel and the other facilities. Coach tour is a tour package excursion that is sold by travel agent with a coach by tour guide and the route has been chosen. Special arranged tour is a trip which has a special tour in order to follow the tourist request. And optional tour, it is an additional tour or travelling outside the arranging tour which done by tourist request.

Aspect of destination and purposes tourism divided into Holiday Tour, familiarization tour, educational tour, scientific tour, pilgrimage tour. Holiday Tour is a tour that organized and attended by the tourist to vacation, have fun, and entertain. Familiarization Tour or known as introduction themselves tour is a journey that is use to know more about the fields or the areas that has a relation with their job. Educational tour is a tour which is intended to give an idea, information or a comparative study of knowledge about their destination. Scientific

tour or known as tours of knowledge is the trip that has purpose to acquire knowledge and investigation of science. And pilgrimage tour (religious tourism) is the tour that intended to do a religion activity.

While Spillane (1987, p.29-31) says that based on the motif of travel destinations, tourism can be divided into several types. They are pleasure tourism, recreation tourism, cultural tourism, sports tourism, business tourism, convention tourism. Pleasure Tourism is type of tourism is done by people who leave their homes for a vacation, get some refreshing, relaxing, looking something new, enjoying the beauty of nature, knowing the local folk tale, and feeling peace.

Recreation Tourism is kind of Tourism is using the holiday as time to rest, recovering the physical fitness and spiritual, and refreshing yourself of fatigue and exhaustion. It can be done when you visit to the place that ensures recreational purposes and offer, such as pleasure beach, mountain, resort centers and health centers.

Cultural Tourism is type tourism is presence any kinds of the motivations, such as the desire to study in the centers of teaching and research, learn the customs, educations, and the ways of life are different, visiting historical monuments, relics, art centers and religious , arts festival of music, theater, folk dance and others.

Sports Tourism is kind of tourism that 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 that get the audience interest and Sporting tourism of the Practitioners, namely sports tourism for those who want to practice and practice themselves, such as mountain climbing, horse riding sports, hunting, fishing and others.

Business Tourism, according to the theorists this is a form of tourism professional trip or travel because of there is something to do with the job or position that does not give it to someone to choose the destination and travel time.

Convention Tourism is a kind of tourism that demand by any countries because when a convention or meeting is held, 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 supporting building, holding convention tourism.

From both Spillane and Suwanto have different opinion about the type of tourism. Spillane only divided tourism based on the motif of travel destinations. They were pleasure tourism, recreation tourism, cultural tourism, sports tourism, business tourism, convention tourism while Suwanto has more complex explanation. He said that tourism can be divided into some aspects. They were aspect of count tourism, aspect of arranging tourism, aspect of destination and purposes, and aspect of organization. But actually the Spillane explanation were included in Suwanto's explanation on aspect of destination and purposed that consist holiday Tour, familiarization tour, educational tour, scientific tour, pilgrimage tour

2.3. The Important Elements of a Tourism Object

A tourism destination that is interesting to be visited by tourists must have some elements for the development of the region, According to Maryani (1991, p.11) the elements are,

a) What to see

In this place there must be objects and sights are different to the other regions. In other words, the area should have a special appeal and cultural attraction that can be used as “entertainment” for tourist. What to see includes landscapes, activities, arts, and tourist attraction.

b) What to do

In these places besides a lot to see and be seen, to be provided recreational facilities that can make tourists feel at home stay long on the place.

c) What to buy

Tourist destination should be provided facilities for shopping, especially souvenirs and handicrafts for the tourist as the souvenirs.

d) What to arrive

These include accessibility, how we visit the tourist attraction, what vehicle to use and how long to arrive to the place of the tourist destination.

e) What to stay

How will tourist stay for a while during the holiday, required good lodgings or hotels.

According to Inskeep (1991,p.27) an attraction must have five essential elements. The elements are,

1. The appeal

The appeal is a major factor that can attracts tourists to travel or visit a place, either a primary place that became the main destination, or secondary place that visited in a primary trip because of the desire to see, feel, and enjoy the place. While the attraction itself could be classified into the attractiveness of the location which is became a permanent appeal.

2. Tourism Infrastructure

The tourist infrastructure is needed to serve tourists during the tour. The facilities should be located near with the tourism objects. Tourism infrastructure consists of,

a. Accommodation

Accommodation is a major facility which is very important in tourism activities. The largest proportion of tourist

expenditure is usually used for stay, eat and drink. The tourism object that provides a comfortable place and has a high aesthetic value, the fit menu, attractive, and native to the area is the one that determines the success of management in a tourism place.

b. Supporting infrastructure

Supporting infrastructure must be located in place that is easily to access by tourists. Tourist movement patterns should be observed or predicted to determine the location of the supporting infrastructure will be used to serve them. The number and type of supporting infrastructure is determined based on the needs of travelers.

3. Tourism Facilities

Tourism facilities are needed elements to complete the tourism destination to serve the tourists to enjoy a tourism trip. The development of tourism facilities in tourism destinations must be match with the needs of tourists, both quantitatively and qualitatively. Moreover, the market appetite was able to determine the demands of various facilities. Various tourist facilities that should be provided in tourist destinations are travel agencies, transportation, and communication tools, and the other supporting facilities.

4. Infrastructure

Infrastructure is a situation that support the function of facilities and tourism infrastructure, both in the form of regulatory systems and physical structures above the ground and below the ground, such as irrigation systems, electricity and energy resources, transit lines and terminal systems, communication systems and security systems or supervision , Adequate infrastructure and performing well in tourism destinations will help improve the

function of tourism facilities, while helping people to improve their quality of life.

5. Society, Environment, and Culture

Tourism objects or Tourism destinations that have a variety of objects and tourist attraction will invite the presence of tourists. Some things that need to be considered are as follows,

a. Society

Communities around the tourism object should welcome the presence of the travelers, as well as will provide the services that needed by the tourists. Specialized services in its presentation as well as having its own peculiarities will give a deep impression. For that communities around the tourism object needs to know the types and quality of service that required by the tourists.

b. Environment

Besides people around the tourism object, the natural environment around the tourism object also need to be considered carefully in order not to damaged and polluted. The number of tourist that increases in every years can cause the damage to ecosystems of fauna and flora around the tourism object. Therefore, should the effort to preserve the environment through the enforcement of various rules and requirements in the management of a tourism object.

c. Culture

The environment of community in a natural environment of a tourism object is a cultural environment that became pillars survival of a society. Therefore, this culture was preserved environment should not be polluted by foreign culture, but should be improved so as to provide a memorable memories for every tourist who visit.

In the important elements of a tourism object, Maryani and Inskeep have different opinions. Maryani said that the elements were What to see, what to do, what to buy, what to arrive and what to stay while Inskeep said that the elements were the appeal of tourism object, Tourism infrastructure, tourism facilities, infrastructure and Society, Environment, and Culture

2.4. Kampung Kapitan

Kampung Kapitan as one of the historical attractions in the Palembang had a huge potential to attract the domestic and foreign visitors to come to Palembang. Kampung Kapitan is a Chinese village in Palembang that became one of tourism object in Palembang. Kampung Kapitan is a settlement of Chinese people. It is located in bank of Musi River on 7 Ulu, Seberang Ulu 1, Kapitan. This place inaugurated by Sriwijaya Kingdom in 9th century and Ming Dynasty in 14th century. This place is a good place to learn about the history of a Chinese person that called as Kapitan in Netherland colonial period. It is illustrated from the architectures, all of the historical things that kept in the Kapitan house and the hereditary story from the 13th generation is still live in this village.

This Chinese village which holds the history of a Kapitan in the Netherland colonial period has some facilities and infrastructure that supports this place as a tourism object. In addition it is still maintain the authenticity architecture of the building, and taking care for historic objects in the Museum and even this place provides a park to beautify the scenery, the government also has been building and repairing the roads that facilitate the public or society and tourists to reach this place easily. But unfortunately all the things above do not successes to attract visitor to visit Kampung Kapitan.

2.5. Promotion

Stanton (1993) says that promotion is the activities to provide information to consumers, influence, and appealed the general public. While Zimmerer (2002) says that Promotion is a kind of persuasion communications that designed to inform customers about products or services and to influence them to buy the products or services that include publicity, individual sales and advertising.

According to Saladin and Marty (2002,p.123), promotion is a communication of information sellers and buyer's aims to change the attitudes and behavior of the buyers who previously does not familiar know and remember a product or a service. Alma (2006,p.179) says that promotion is a kind of communications that provide explanations and convince potential consumers on products and services with the aim of attention, educate, remind and convince potential customers. Kotler and Armstrong (2001,p.68) say that the promotions are activities that communicate the benefits of a product and persuade target customers to buy it.

From the opinions above, all of the experts almost have the same idea that promotion was a communication and delivery of messages that done either by companies or intermediaries with the purpose of providing information about the product, price and place. That information was telling, persuading, reminding to the consumer.

2.6. Purposes of Promotion

Lamb, Hair, McDaniel (2001,p.157) say that the purposes of the promotion are providing information (informing), Persuade targeted customers (persuasive), Remind (reminding)

First, providing information (informing) that include increasing awareness of new products, classes of products, or product attributes, how the product works, suggest a new use of a product and building the image of a company. Second, Persuade targeted customers (persuasive), that

include encouraging a brand switching, changing customer perception of a product attributes, influencing customers to buy the product now and seducing customers to come. Third, Remind (reminding) consists of remind consumers that the product may be required in the future, remind consumers where to buy the product, maintain awareness of consumers.

While Shimp (2000,p.7) says that promotion has five very important functions for a company/ institutions. The five functions described as follows,

1. Informing (Provide information)

Promotion make consumers aware of the new products, educate them about various features and benefits brand, as well as to create the good image of a company that produce products or services.

2. Persuading (Coax)

Media promotion or a good advertisement will be able to persuade customers to try products and services that offered. Sometimes persuasion affects the request primary, which creates demand for a whole product category.

3. Reminding (Reminds)

Ad keep the corporate brand remains fresh in the memory of consumers. When the need appears that related to the products and services advertised, the impact promotion in the past allows the brand advertisers present in the minds of consumers.

4. Adding Value (add value)

There are three fundamental way which the company can add the value for the product or service that they offered. Innovation, improvement of quality, or change the consumer perception are the three components added value that really independent. The effective promotion cause brand is seen more elegant, more stylish, more prestigious, and can be superior to offer of competitors.

5. Assisting (Accompanying the other efforts of the company)

Advertising is one of promotional tool. Promotion helps sales representative. Advertising oversee the process of sales company's products and provide the introduction of value for sales force before making a personal contact with the customer prospective. The effort, time, and advertising costs can be saved because less time required giving information.

From the explanations above Lamb, Hair, McDaniel and Shimp had some points that similar about the purposes of promotion. Lamb, Hair, McDaniel said that they were providing information (informing), Persuade targeted customers (persuasive), Remind (reminding) while Shimp gives more complex explanation, they were Informing (Provide information), Persuading (Coax), Reminding (Reminds), Adding Value (add value), Assisting (Accompanying the other efforts of the company)

2.7. Kinds of Media Promotion

Kotler (2002, 656) says that there are five kinds of promotion. They are,

1. Advertising

Advertising is defined as a form of presentation and promotion of ideas, goods or services non personal by a particular sponsor that requires payment. Broadly Advertising is a form of non-personal promotion using various media aimed to stimulate the purchase. Ad has several characteristics, among others,

- a) A form of communication that is paid.
- b) Non personal communication.
- c) Using the mass media as message.
- d) Using the identified sponsor.
- e) Persuade audiences.

- f) Aiming to reach as many audiences.

Based on the objective, advertising is classified into three types, they are,

- a) Informative Advertising

Aiming to establish or create awareness / recognition and knowledge of the product or new features of existing products.

- b) Persuasive Advertising

Aiming to create preferences, preferences and beliefs so that consumers want to buy and use goods and services.

- c) Reminder Advertising

Aiming to encourage repeat purchases of goods and services, maintain awareness of product (consumer's state of mind), and establish good relationships with consumers.

Based on the kind of media used, the advertisement can be divided into,

- a) Print advertisements such as newspapers, magazines, etc.
- b) Electronic advertisements, such as websites, radio, television, etc.
- c) Transit advertising, such as newsletters, posters / banners, stickers, etc.
- d) Direct Shipment is printed materials sent directly by mail to a prospective buyer who had been the target.
- e) Special advertisements are all kinds of goods that the shape of the prizes.

2. Personal Selling

Form of personal promotion with oral presentations in a conversation with a prospective buyer who intended to stimulate the purchase. Face-to-face sales are activities to promote a product in a way to go to where the consumers are.

The sale of individual (personal selling), is personal presentations by sales people companies with purpose to sell and

build relationships with customers. Furthermore the functions of individual selling are,

1. Prospecting is looking for buyers and establishing a relationship with them.
2. Targeting the scarcity of time that is allocated for the sake of buyers sellers.
3. Communicating which gives information about the company's products to the customers
4. Selling the approach, present and demonstrate, sells products and to customers.
5. Servicing of providing a variety of services and service to customers.
6. Information gathering which is doing research and market intelligence.
7. Allocating that specify the intended customer.

3. Sales Promotion

Sales promotion (sales promotion) is a form of direct persuasion to the customers various incentives which can be set up to stimulate the purchase of product immediately and increase the number of customers purchased goods.

Sales promotion is done short-term incentives for make costumer or sale of a product and services. "Sales promotion includes various types of equipment that have unique properties such as coupons, race, cutting the price, gifts and others.

Sales promotion purposes can be generalized as a follows,

1. Increasing demand from industrial users and / or the final consumer.
2. Improve the performance of marketing intermediaries.

3. Support and coordinate activities of personal selling and advertising.

Sales promotions can be grouped based on the objectives to be achieved, as follows,

1. Customer promotion is sales promotion that aims to stimulate / encourage customers to buy.
2. Trade promotion is sales promotion which aims to encourage / stimulate wholesalers, retailers, exporters, and importers to trade in goods / services from sponsors.
3. Sales force promotion is sales promotion aimed at motivation the seller.
4. Business promotion is sales promotion that aims to acquire new customers, in keeping contact with customers to introduce new products, sell more to existing customers and teach customers.

The tool-tool used in sales promotion, among others,

- a) Sample / sample, the promotion does not hesitate to give a sample.
- b) The coupon / voucher, such as certificates of pieces to the owner thereby saving the purchase of certain products.
- c) Premiums, namely goods offered at a very low price.
- d) Package price, such as the price of a product that contains a price lower than the usual price if the buyer purchased the product with the specified amount.
- e) Bids Money Back, which offer refunds in the event of non-conformity of products with a price / damage to the product purchased based products.
- f) Promotion of Trade, which offer a discounted price within a certain period.

- g) Sweepstakes, which consumers are invited to collect a label that containing the name of the product and then drawn and awarded.
- h) Contest, which invites consumers to follow a race.

4. Publishing

Publicity is the company's efforts to support, foster good image, and handle or ward issues, stories and moments that could hurt the company that conducted through fostering relations with the public (public relations).

When compared with other promotional tools such as advertising, publicity several advantages, among others,

- a) Can reach people who do not want to read the advertising message to buyers who might avoid the ads and salespeople because the message not presented as news.
- b) Can be placed on the front page of a newspaper or on other position striking.
- c) More can be believed, what if a news letter or magazine published a story, more authentic plasticity as news and news in general over the trust of the advert
- d) Much cheaper because it is done free of charge.
- e) Dramatic, because it has the potential to dramatize the company or product.

5. Direct marketing

Marketing system in which organizations communicate directly with the target customer to produce a response or transaction. The resulting response can include inquiry, purchase, or even support.

- a) Direct marketing using a variety of media, such as Direct mail, Often referred to as junk mail or letter we did not expect his arrival.

- b) Catalog quite widely used by companies in direct marketing, there is even entirely dependent on the catalog.
- c) Broadcast media. Most media loved by direct marketers is a TV and radio.
- d) Infomercial. Commercial ad duration is long, reaching 30-60 minutes. The form of the show as a regular TV program.
- e) TV advertorial. Advertorial is used to show the audience about the ins and outs of the product in TV shows along a few minutes.
- f) Teleshopping. The use of a free telephone line combined with a credit card makes a significant increase in spending on television.
- g) Print media. Newspapers and magazines are media that are difficult to use as a direct marketing tool.
- h) Telemarketing such as telephonic sales.
- i) Electronic teleshopping. An online shopping and information service reception through the PC. Internet shopping is a direct response media used by traditional direct marketing though.