

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism**

Scullard in Bhatia (1991) defines that tourism as the sum total of the operators, mainly of an economic nature, which directly relates to entry, stay, and movement of foreigners inside and outside a certain country, city, or region. According to Law No.10/2009 on tourism, which is defined as tourism is a wide range of tourist activities and is supported by a wide range of facilities and services provided by communities, businesses, governments, and local governments. While Yoety (1991, p.21) cites that tourism is a journey in a temporary time from a place to another place, which is not purpose for business oriented but it is not only perform to enjoy the journey for the sake or recreation oriented. Furthermore, Page (2011, p.6) says that tourism is a dynamic phenomenon and a highly trend-driven activity in a post-modern society where travelers constantly seek new and diverse experience. Meanwhile Mathieson and Wall (1982) define 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. Therefore, Burns (2003) states that tourism is more than a collection of business transactions, a process, or set of impacts. It is a complex assortment of systems that includes economic, built and natural environments, ownership patterns, relationship between generating and receiving countries, and the relationship between the locale in which tourism takes place and the wider society. In short, tourism is an activity of trip or journey which doing by human to go to some place with the purpose for the interest, either the interest of recreation or leisure and to find the new experience.

Pendit in Hutauruk (2011) states that tourism can be divided into 8 types, they are cultural tourism, medical tourism, sports tourism, commercial tourism, industry tourism, marine tourism, natural tourism, and honeymoon tourism. For cultural tourism, it is a journey that undertaken based on the desire to expand someone's life by visit some place or abroad, studying the situation of the people, habits and customs, way of life, culture and art. Medical tourism is a trip of tourist that aims to measure the situation and the environment where she or he lived everyday for the sake of rest in the terms of physical and spiritual. Sport tourism is tourists who travel for the purpose of sports or deliberately to take an active part in the sporting event in some place or country. Commercial tourism is tourists who travel to visit the exhibitions and fairs for commercial purposes such as industrial exhibitions, trade shows and so on. Industry tourism is a journey that undertaken by a group of students or lay people to a place of industry with the intent and purpose to conduct the research. Marine tourism is a trip that related with water sports such as lakes, beach or sea. Natural tourism is a kind of tourism which usually organized by travel agency that specializes arrange a tour to a place or area of nature reserves, protected park, forest mountain areas and the sustainability is protected by the law. The last is a journey that undertaken for the new couple on their honeymoon with the special facilities for their pleasure trip.

According to Spillane (1987, p.29) the motif purpose of tour, tourism can be divided into 6 types. They are:

- Pleasure Tourism

This type of tourism conducted by people who leave their home for a vacation, refresh their mind, meet the curiosity, relaxes the nervous tension, find something new, enjoy the nature, knowing the life of the local people, and get a peace.

- Recreation Tourism

This type of tourism conducted for the use of the days off to rest, recover the physical and spiritual health, and recuperate from fatigue and exhaustion. It can be done in a place that ensures that these goals offer recreational enjoyment. For example, the beach, mountains, resort and health center.

- Cultural Tourism

This type of tourism characterized by a series of motivations, such as desire to learn in the teaching and research center, learn about the customs, institutions, and ways of life in the different societies, visiting historical monuments, relics, art and religious center, arts festival of music, theater, traditional dance and others.

- Sports Tourism

This type of tourism can be divided into 2 categories:

- a. Big sports events, such as the Olympic Games, the world ski championships, world boxing championship, and others that interest the audience or fans.
- b. Sporting tourism of the Practitioners is the sports tourism for those who want to practice and by them self, such as mountain climbing, horse riding sports, hunting, fishing and others.

- Business Tourism

This types of tourism is a form of a professional travel or a tour that conducted because of the job or position that does not give a person to choose the destination and time of travel.

- Convention Tourism

This type of tourism is in great demand by the countries because when it held a convention or meeting it will be a lot of attendees who stay within a certain period in the countries that hold a convention. The country that held this convention will erect the buildings that support the holding of convention tourism.

The government regulation No. 24/1979 states that the tourism destination is the embodiment of human creation, life planning, cultural arts, history of the nation and the circumstances of nature that has an attraction to visit. While Manado (2012) cites that tourism destination is everything that exists in the destination of tourist which is an attraction for people to want to come to visit the place. SK. MENPARPOSTEL No : KM. 98 / PW.102 / MPPT-87 explains that tourism is a place or a natural condition which has a tourism resources are built and developed in there, so it has the attraction and cultivated as a place for visited by tourists. Based on the explanation above, the writer can conclude that tourism destinations is a place where tourist can visit and do something in that place.

## **2.2 Promotion**

Promotion, according to Zimmerer and Norman (2002), is all kinds of persuasive communication that designed to inform the customers about products or services and to influence them to buy the products or services that include publicity, individual sales and advertising. While Swastha (1991) states that promotion is the flow of information or one-way persuasive that made to direct a person or organization to the act that created the exchange in marketing. Furthermore, Stanton (1993) cites that promotion is the activities to provide information to the consumers, influence and called on the general public. In addition Alma (2006, p.179) states that promotion is a kind of communication that provide the explanation and convince the potential consumers on products and services with the aim of gain the attention, educate, remind and convince the potential customers. Based on the definition above, promotion is communication that done by one person to another person in order to influence them, so they are attracted with the offer that provided.

Kotler (2001, p.98) divides promotion into 5 types. They are advertising, personal selling, publicity, sales promotion, and direct marketing. Advertising is

a form of non-personal promotion by using variety of media that intended to stimulate the purchase. Personal Selling is a form of personal promotion with an oral presentation in a conversation with a prospective buyer who intended to stimulate the purchase. Publicity is a form of non-personal promotion of the service or specific business entity with reviewing the information or news about it. Sales promotion is a form of promotion besides the three forms above that intended to stimulate the purchase. Direct marketing is a form of individual sales directly intended to influence the consumer purchase.

Shimp (2000) says that promotion in marketing has 4 functions. They are informing, persuading, reminding, and assisting other company efforts. Informing here means that advertising makes consumer aware of brands, new brand, educates about the features and benefits, builds brand image or forming it by reaching the mass audience at a low cost per head. It also increases demand for existing product, teaches new uses of product and awareness. Persuading here means that advertisements persuade or try to push the consumers and customers to try the advertised products and services. At chances there is also demand created for the secondary product of the brand. Reminding here means that advertisements make the brand memorable by recalling them, they also remind customers of their purchases, influences the consumer's interest in mature brand bears influence on brand switchers by letting them know about the other. Assisting other company efforts here means that advertisement assists other company efforts by carrying the information or spreading the awareness of sales promotion to consumers (coupons, offers). It also helps the consumers in recognizing the product or brand by showing the packaging and design on television, hoardings and magazines.

Cruz (2005, p.82) states that tourism promotion means stimulating sales through the dissemination of information. It means trying to encourage actual and potential customers to travel. Meanwhile, Jayapalan (2001, p. 131) cites that

tourism promotion is one of the elements of the marketing mix and an important tool for marketing. The term promotion is interpreted and defined in many ways. Basically, the purpose of promotion is to inform, to persuade, to encourage, or more specifically, to influence the potential customers or trade intermediaries (travel agents, tour operators, reservation services, hotel and charter brokers) through communications to think and action a certain manner. Furthermore, Yoeti (1996, p. 65) says that tourism promotion is an activity that covers more promotion distributing materials such as films, slides, advertisement, brochures, booklets, leaflets, folders, through various channels such as: TV, radio, magazines, movies, and direct-mail either for the potential tourist or actual tourist, with the aim to transfer the information and influence the prospective tourists to visit tourist destination.

In short, tourism promotion is inform the people about the advantages of the tourism destination in order to make it can be attract the visitors in a way to persuade them to be interested to visit the site.

### **2.3 Design**

Lauer and Pentak (2011 p,4) say that design is inherent in the full range of art disciplines from painting and drawing to sculpture, photography, and time based media such as film, video, computer graphics, and animation. While, Aimone (2004, p. 8) defines that design is something you encounter everywhere, everyday of your life. Furthermore, Wong (1993, p.41) cites that design is a process of purposeful visual creation. Unlike painting and sculpture, which are realization of artists' personal visions and dreams, design fills practical needs. According to Oxford Dictionaries, design is the art or action of conceiving of and producing a plan or drawing of something before it is made. In conclusion, design is the act of making something become real that comes from our imagination.

Sitepu (2006, p.16) states that there are 5 elements of design, they are can be classified as :

- Line

Line is divided into four, they are: vertical, horizontal, diagonal, and curves. In the graphic design, line is used to separate the positions between the other graphic elements within the page. It also can be used as a bookmark of specific parts with the purpose for the explanatory of the reader. Line is also used as a separator between the two parts of different publications or provide emphasis. For example, it can be used for separating the information in a book.

- Shape

Shape is a field that occurs because it limited by a contour (line) and or it limited by the different color or by the dark light on shaded or texture. Shape can be a natural form (figure), which does not at all resemble the natural form (non figure). Shape has a change in the form of stylized form, distortion, and transformation. This meaning is constructed in two-dimensional graphics.

- Space

Space occurs because of the perception of the depth that feels far and near, high and low, looking through the sense of sight. This element is used as an element of breathing space for the reader's eye. It means to make the reader not too tired to read the text that is too long. The empty space provides the separation between the columns of text. In addition it gives the impression of a roomy and neat design.

- Texture

Texture is the visual elements that show a sense of surface material (material), which is intentionally created and presented in the order to attain such a form,

either in the form of real or pseudo. For example, the impression of wood texture, hair or glasses.

- Color

The color of an object is determined how light falling on the object and reflected back to our eyes. Because light has a spectrum (systematic series) color, and that color spectrum is exactly what helps humans recognize colors. In applying color in a design, you can refer to the color wheel. To produce harmonious colors, use colors that are close to one another and each color has their own meaning.

## **2.4 Booklet**

According to Yoeti (1996, p. 193) booklet almost like guide-book. The content is more complete than the other forms of sales support. On the making of booklet is not individually, but usually shared by several sponsors who help to promote the product and service of the companies. Meanwhile, Oxford Dictionaries cites that booklet is a small, thin book with paper covers, typically giving information on a particular subject. While Rustan (2009, p.115) says that booklet is a publication media that consists of several sheets and pages but not as thick as a book. Yudita (2013) claims that booklet is a mass communication media that aims to deliver the message of promotions, suggestions, prohibitions to a mass audience in the print form in order to make the target community understand about the message and follow the messages that contained in the mass communication media. In short, booklet is a small book which provide the information about something that needed.

Rustan (2009, p. 115) states that the function of booklet is to share the information in the form of stories, knowledge, reports, and so on. Furthermore, Tata Warna (2012) says that the function of this booklet is almost the same as the product catalog. Both display or show the products which produced from the



company with a complete description or specification. Utami (2012) The booklet has a functions as a media of promotion and advertising which display many information compared with other promotional media such as posters, flyers, brochures. Based on the explanation above, the writer can conclude that there are many functions of booklet. Booklet can be one of information and promotion media.