CHAPTER II
LITERATURE REVIEW

In this chapter the writer discusses about Tourism, Kinds of Tourism, Promotion, Purpose of Promotion, Benefits of Promotion, Website, Benefits of Website, and Principles of Website.

2.1   Tourism

According to Yoety (1981: p.49) tourism is a journey in a temporary time from a place to another place, which is not purpose for business oriented but is not only perform to enjoy for the sake or recreation oriented. In addition Shite (2000: p.46 – 47), stated that tourism is "a traveling which is done by people for several times and it is held from one places to another places by leaving their own place. It does not look for the job but just to enjoy recreation activity and to fulfil the various willing". Chopper (1996: p.43) stated that tourism as the temporary movement to destination outside the normal home and work place, the activities undertaken during the stay and facilities created to cater for the needs of tourist. Spillane (1982: p.20) defines tourism is doing a trip activity to get pleasure, satisfaction and knowledge and to cure illness, enjoy sport or rest, carry out duty, making a devotional visit to a sacred place and others.

Learning from the theory above, the conclusion from definition of tourism is a journey or a trip in a temporary time, it is held from one places to another places by leaving their own place to get pleasure, satisfaction and knowledge and to cure illness, enjoy sport or rest, carry out duty, making a devotional visit to a sacred place and others.

A. Kinds of Tourism

Tourism is a dynamical activity that involved many people along with many sectors. Yoety (1990: p.111) states that there are fourteen (14) kinds of tourism based on the object, as follows:

1. Cultural Tourism

Cultural tourism is a kind of tourism in which the motivation of people to do the journey is caused by the fascination commercial of cultural art in that area.

2. Commercial Tourism

   Commercial tourism is also called trade of tourism because this journey is related to the national or international commercial activities like Expo, Fair, Exhibition, and the others.

3. Recoperational Tourism or Healing Tourism

   The purpose of this journey is curing a disease

4. Sport Tourism

   Sport Tourism is aimed at seeing or witnessing the sport fair in an area, such as Olympiad, All England, Football, and etc.

5. Political Tourism

   Political Tourism is a journey in which the aims of people who do this journey is to see or to witness an event or occurrence which is connected to an activity of a state.

6. Regional Tourism

   Regional Tourism is a kind of tourism where the purpose of this journey is witness the religious activities.

7. Recreation Tourism

   Recreation Tourism is almost done by most of people in our society they use their leisure time to travel to have view situation in fleshing themselves after working. For example: the beaches, the forest, the mountains, and other entertainments.

8. Maritime Tourism

   Maritime Tourism is the areas which have the sea and three rivers will be destination for the tourist to have the picnic. For example: sailing by boats, surfing, sailing, fishing, diving, and other activity.

9. Business Tourism

   Business Tourism is the advance economy and the increasing own money of people and society cause unlimited trade in the environment one

country or even only in a region. Some entrepreneurs' country will visit their business partners in another country and the other hand they accept, the people of society who have the money, who visit and shop to the cities or other entrepreneurs and the shoppers also motivate the facilities and the small and big shopping center.

10. Conventional Tourism

Conventional Tourism is in increasing the national meeting such as symposium, court conference and congress and also other in several countries in one spirits for certain group to travel. The visit from this participants cause special tour from as it is known as conventional tourism to serve it many countries build the convention centre.

11. Historical Tourism

Historical Tourism is the wish from ones who has interest in it to see from near vision. For example: palace building tombs, etc.

12. Hunting tourism

Hunting Tourism is to do hunting tour motivates other region as the tools hunting is one of the region people efforts.

13. Honey Moon Tourism

Honey Moon Tourism is the modern life will be the spirit for the newly couple or just married ones to do honey moon. It causes the motivation to the form of honey moon tourism.

In conclusion, tourism has many kinds based on the object. From the kinds of tourism means that they were classified in order to fulfil the want of tourist, such as cultural tourism is a kind of tourism for people who would like to know more or learn about the culture in the tourism destination, the commercial tourism is a kind of tourism for people who do the journey with a reason to attend commercial activities, then recoperational tourism is a kind of tourism to cure a disease, sport tourism is a kind of tourism for people who would like to see an Olympiad or something that related to sport for example in Palembang city the object of sport tourism is Jakabaring Sport City, and then Political Tourism is a

tourism for people who would like to see or participate on an event that related to an activity of a state, regional tourism is a tourism that related to region, recreation tourism is of tourism for people who want to do a recreation, maritime tourism is a tourism on the water for example in Palembang city is Musi River, after that business tourism is of tourism for people who did the journey to do a business, conventional tourism is of tourism that related to meeting, symposium, congress and etc. historical tourism is a tourism for people who would like to learn or has interest to historical things from near vision, hunting tourism is a tourism that has purpose to do hunting tour, and the last is honey moon tourism which is a tourism for newlywed couple.

2.2   Promotion

Some countries are dependent on the tourism industry as a source of tax and revenue that is why tourism promotion is really important in order to attract more tourists to come. According to Marpaung and Bahar (2002: p.4) promotion is a one effort which is done to compare tourism product with tourist requesting until the product become more interest. In addition Stanton (1993) stated Promotion is an activity to give information to consumers, to influence and spurring in a crowd. Meanwhile according to Tjiptono (2001: p.219) defined that Promotion is a marketing communication or an activity of marketing to spread information, to grab or to tell target market of products or services in order to get people buy it.

In conclusion, from the definitions of promotion above, promotion is an activity to give information to consumers of products or services in order to make them buy it.

A. Purpose of Promotion

Rossiter and Percy (in Tjiptono, 2002: p.222) classify promotional purposes as the effects of communication as follows:

1. Growing tourist perception of a need (category need).

2. Introducing and providing an understanding of a product to the consumer (brand awareness).

3. Encouraging the selection of a product (brand attitude).

4. Persuading customers to buy a product (brand purchase intention).

5. Compensating for the weaknesses of the other marketing mix elements (purchase facilitation).

6. Embedding the image of the product and the company (positioning).

Meanwhile, according to Wahab (1989:51) says that there are four purpose of promotion:

1. To change the tourist behaviour.
2. To plan a visitation those never do before.
3. To change a plan the tourist and hoping for the tourist to come to this object
4. To defense visitor activity and hoping for the tourist to buy a promoting product

From both theories about the purpose of tourism the writer thinks that it is really important to do promotion since with promotion people will buy our product by knowing it from promotion. The main idea of the purpose of tourism is to introduce the product we have and persuade them to buy the product that we sell.

B. Benefits of Promotion

Sales promotions are a form of marketing used to induce business immediately. Coupons, percentage-off deals, rebates, premiums, free trials and samples, contests and sweepstakes are common examples of promotional tools. In contrast to long-term brand building, which develops the customer's perception of product worth, sales promotions convey value based on a reduced price for a quality item. There are some benefits of Promotion based on Neil Kokemuller (2004), they are;

1. Attract Customers

Sales promotions are commonly used by new companies or established businesses launching new products or aggressively trying to grow their customer base. The idea with this objective is to give up short-term profits to draw in targeted customers who become loyal and spend more money over time. Plus, if you hold promotions on particular items, customers commonly make other purchases at regular price while there.

2. Generate Revenue and Cash

While your revenue per item is lowered with a sales promotion, total revenue is normally higher based on increased volume. If your goal is to generate revenue in the short run to cover near-term expenses and debt obligations, sales promotions are great tools. Again, you may not make much, if any, near-term profit on the promotional items, but you get cash to cover expenses or to invest in growth.

3. Turn Over Inventory

Sales promotions help you keep inventory moving, which is beneficial for a variety of reasons. You can use sales promotions to get some money on inventory nearing the end of its buying season. You also can use them to sell off merchandise nearing expiration or about to perish. This prevents you from having to throw out such items as a total loss. In general, keeping inventory fresh motivates loyal customers to return often to see what new products you have in store.

4. Upsell and Word-of-Mouth

Sales promotions also are used to make a bigger sale to a customer. Electronics retailers, for instance, commonly offer customers reduced prices on printers, software and accessories when they buy a large piece of hardware such as a computer or laptop. The idea is to get more revenue from a customer while they are already in store rather than having to lure them back with more

advertising investment. Plus, satisfied customers are likely to tell friends and families about their great deal, which can help grow your business that much more quickly.

2.3.   Website

According to Zakaria (2007: p.17) website is a collection of web pages. A web pages is a document, typically written in HTML, that is almost always accessible via HTTP, a protocol that transfer information from the Situs Web's server to display in the user's web browser. Lenny (2004: p.5) says that website is an entire of information that can be accessed in a network, a form of human knowledge. Yuhefizar (2008:10) stated Website or WWW is a collection of web pages that contain information.

From those definitions above both Lenny and Yuhefizar are define about a page that contains information, but according to Zakaria website is pages is a document, typically written in HTML, that is almost always accessible via HTTP, a protocol that transfer information from the Sites Web's server to display in the user's web browser. Therefore the writer concludes that a website is is a collection of web pages that contain information and can be accessed from network.

A. Benefits of Website

Syabril (2012: p.3) states that there are some benefits of using website for promotion; the benefits of website use are as follows:

1. Saving money in advertising.
    You do not need to pay top dollar for an ad or to incur additional costs to manufacture and distribute brochures. Enough just to advertise a website address and then enter the information into the website business.
2. Making the delivery of the message easy.
    Business information via the website message can be conveyed younger and up-to-date.
3. Saving time in communication.

Information about new products can be easily sent to the customer via email and website.

4. Giving opportunity to get more customers.

Website can increase the clients' growth, not only local, but national and even global markets.

5. Having a more professional image.

6. Saving time.

From the theory about benefits of tourism above, that the website promotion makes the communication with customer become easier and saving more time, after that from website promotion by making the website visited by many visitors could gain rank in search engines that guarantee more people who visit the website desire to try to visit the object, and then the image of company/intuition of the website be better along with the reputation of the website.

B. Principles of Website

Since the visitor of the website is the only person who clicks the mouse and therefore decides everything, user-centric design has become a standard approach for successful and profit-oriented website. After all, if users can't use a feature, it might as well not exist. According to Vitaly (2008) there are 10 principles of effective website, they are;

1. Do not make users think

If the navigation and site architecture aren't intuitive, the number of question marks grows and makes it harder for users to comprehend how the system works and how to get from point A to point B. A clear structure, moderate visual clues and easily recognizable links can help users to find their path to their aim.

2. Don't squander users' patience.

In every project when you are going to offer your visitors some service or tool, try to keep your user requirements minimal. The less action is required from users to test a service, the more likely a random visitor is to actually try

it out. First-time visitors are willing to play with the service, not filling long web forms for an account they might never use in the future. Let users explore the site and discover your services without forcing them into sharing private data. It's not reasonable to force users to enter an email address to test the feature.

3. Manage to focus users' attention.

As web-sites provide both static and dynamic content, some aspects of the user interface attract attention more than others do. Obviously, images are more eye-catching than the text — just as the sentences marked as bold are more attractive than plain text.

4. Strive for feature exposure.

Letting the user see clearly what functions are available is a fundamental principle of successful user interface design. It doesn't really matter how this is achieved. What matters is that the content is well-understood and visitors feel comfortable with the way they interact with the system.

5. Make use of effective writing.

As the Web is different from print, it's necessary to adjust the writing style to users' preferences and browsing habits. Promotional writing won't be read. Long text blocks without images and keywords marked in bold or italics will be skipped. Exaggerated language will be ignored.

An optimal solution for effective writing is to:

- use short and concise phrases (come to the point as quickly as possible),
- use scannable layout (categorize the content, use multiple heading levels, use visual elements and bulleted lists which break the flow of uniform text blocks),
- use plain and objective language (a promotion doesn't need to sound like advertisement; give your users some reasonable and objective reason why they should use your service or stay on your web-site)

6. Strive for simplicity.

The "keep it simple"-principle (KIS) should be the primary goal of site design. Users are rarely on a site to enjoy the design; furthermore, in most

cases they are looking for the information despite the design. Strive for simplicity instead of complexity. From the visitors' point of view, the best site design is a pure text, without any advertisements or further content blocks matching exactly the query visitors used or the content they've been looking for. This is one of the reasons why a user-friendly print-version of web pages is essential for good user experience.

7. Don't be afraid of the white space.

Actually it's really hard to overestimate the importance of white space. Not only does it help to reduce the cognitive load for the visitors, but it makes it possible to perceive the information presented on the screen. When a new visitor approaches a design layout, the first thing he/she tries to do is to scan the page and divide the content area into digestible pieces of information. Complex structures are harder to read, scan, analyze and work with. If you have the choice between separating two design segments by a visible line or by some whitespace, it's usually better to use the whitespace solution.

8. Communicate effectively with a "visible language".

In his papers on effective visual communication, Aaron Marcus states three fundamental principles involved in the use of the so-called "visible language" — the content users see on a screen.

- Organize: provide the user with a clear and consistent conceptual structure. Consistency, screen layout, relationships and navigability are important concepts of organization. The same conventions and rules should be applied to all elements.

- Economize: do the most with the least amount of cues and visual elements. Four major points to be considered: simplicity, clarity, distinctiveness, and emphasis. Simplicity includes only the elements that are most important for communication. Clarity: all components should be designed so their meaning is not ambiguous. Distinctiveness: the important properties of the necessary elements should be distinguishable. Emphasis: the most important elements should be easily perceived.

- Communicate: match the presentation to the capabilities of the user. The user interface must keep in balance legibility, readability, typography, symbolism, multiple views, and color or texture in order to communicate successfully. Use max. 3 typefaces in a maximum of 3 point sizes — a maximum of 18 words or 50-80 characters per line of text.

9. Conventions are our friends.

    Conventional design of site elements doesn't result in a boring web site. In fact, conventions are very useful as they reduce the learning curve, the need to figure out how things work. For instance, it would be a usability nightmare if all web-sites had different visual presentation of RSS-feeds. That's not that different from our regular life where we tend to get used to basic principles of how we organize data (folders) or do shopping (placement of products).

10. Test early, test often.

    This so-called TETO-principle should be applied to every web design project as usability tests often provide crucial insights into significant problems and issues related to a given layout. Test not too late, not too little and not for the wrong reasons. In the latter case it's necessary to understand that most design decisions are local; that means that you can't universally answer whether some layout is better than the other one as you need to analyse it from a very specific point of view (considering requirements, stakeholders, budget etc.).

    Usability means user-centered design. According to Sabina (2013) Both the design and development process are focussed around the prospective user — to make sure their goals, mental models, and requirements are met — to build products that are efficient and easy to use. There are 5 key principles of good website usability, as follows;

1. Availability and Accessibility

    Here are a few of the basics of availability and accessibility,

    - Server uptime – It's important to ensure your visitors don't get an error trying to load your site. Invest in good hosting.

- Broken links – Double check that there are no dead links on your site. Nothing sends a visitor back to Google search results faster than a 404 page.
- Mobile responsiveness – Make sure your site can handle different screen sizes and slow connections.

The desktop version of the site is optimized for both tablets and desktop screens. The layout is flexible and adjusts automatically as the screen size is reduced. For mobile, there is an explicit version of the site with a clean interface, less clutter, and a clear hierarchy of the content. This stripped down mobile version works like a charm — even with a slow mobile internet connection.

2. Clarity

Visitors come to your site with certain goals in mind. It is your job to help them reach these goals as quickly as possible. If you can manage to do that, your visitors will be pleased and you have laid the groundwork for a positive experience.

A clear and usable design can be achieved through:

- Simplicity – Focus on what's important. If you don't distract your vistors they will be more likely to do what you want them to do.
- Familiarity – Stick to what people already know. There is nothing wrong with looking at other sites for inspiration.
- Consistency – Don't get cute. Create a consistent experience across your entire website to keep your visitors mind at ease.
- Guidance – Take your visitors by the hand. Don't expect your visitors to explore your site all on their own. Instead, guide them through your site and show them what you have to offer.
- Direct feedback – Feedback is essential to any interaction. The moment people interact with your site, make sure to offer an indication of success or failure of their actions.

- Good information architecture – Understand your visitors' mental models and how they would expect you to structure the content on your site.

3. Learnability

It should be your goal to design intuitive interfaces — interfaces that don't require instructions, or even a long process of trial and error to figure them out. Key to intuitive design is to make use of what people already know, or create something new that is easy to learn.

4. Credibility

Credibility is a crucial aspect of any website. Even if people find the content they are looking for, if they don't trust you, that content is worthless. Your website could cause site visitors to be skeptical about your business in any number of ways including whether or not you really exist, your reputation, or the quality of your content.

5. Relevancy

Last but not least, relevancy contributes to good website usability. Start with defining who your users are. Second, talk to them to find out what their goals are when visiting your site. Third, define user scenarios that demonstrate in which situation people visit your site to find what kind of content. Any design decision that you make should result in a more user-friendly website for your users.

Usability means test, test, and test again. It requires thorough user research and an iterative approach of constant testing and refining.

While according to Sudhir Andrews (2008: p.152) Website design is concerned with how the information is presented on a website. This is the marketing tool which is used and will ultimately convert the enquiry into a sale. Here are some tips in preparing a web site.

- Designing of the web site must be done by a professional. Many providers, to save cost, believe they have the wherewithal to develop a website. It only results in bad marketing. Poorly created and executed marketing

programs degrade the profession and create mistrust in the minds of the clients. Website design is a sophisticated specialization that combines psychology and technology.

- Providers who wish to be proactive in website development must continuously educate themselves as technology and marketing concepts keep on changing very fast. Continuous education can be done through classes, reading book, certification, etc.

- The corporate culture of provider must believe in web marketing because they all possess the site and are accountable for the client responses. They must contribute to making the website effective. Once inputs are received, it is the marketing and IT department who take the responsibility of updating the website.

- Visitors must know how to reach the provider. Providers place their contact address on every page of the site. A request form is also built in to enable the visitor to get more information. Responses must be professional, effective and prompt.

- Providers must convey credibility. Credibility is established when visitors know that there is an organisation behind the site. The name or titles of experts along with the testimonials of satisfied customers work as a sure way to establish credibility. Some providers list prominent customers that they have served. The internet has spawned an unprecedented mass of unethical businesses; there have always been scam artists and bottom feeders. A provider's image and practices must be clean enough to sustain success. Spam, identity theft, intrusive advertising and technological glitches have left many customers mistrusting a website.

- The website always keeps the user in mind. It is dynamic and a powerful tool to develop relationships. Web pages need to be updated periodically to sustain the interest. Also pages must encourage first-time users to try the products and services. Updating pages also delete outdated products, services and information. People get hooked onto latest deals, tariffs and opportuninities.

- The internet belongs to the world. People from many cultures are exposed to the website. The providers must be sensitive to what to be included in web sites and what cannot. Understanding foreign cultures is a key to good international commerce as well as relations. Some providers have their sites in several languages to reach greater public.

- Managing customer expectations is paramount to marketers. Customers' expectations have increased as never before. This is as a result of better information and knowledge that customers are equipped with because of the internet. It is important to research into their buying behaviour, treat them with care and give them respect.

- Intellectual property has become a burning issue nowadays. It has never been easier to steal someone else's hard work. Everything from music, software, and images are lifted from the internet every day, which is a bad thing. Many countries are enforcing strict laws that protect intellectual property.

From the those theories above about the principles of the website that some of information from both experts are similar, points that has similarities with other's principles are intuitiveness, effectivity of the writing, simplicity, credibility, and Test Early and Test Often.