CHAPTER II
LITERATURE REVIEW

2.1   Tourism

According to Page (2014, p.6), tourism is a dynamic phenomenon and a highly trend-driven activity in a post-modern society where travelers constantly seek new and diverse experiences. Professor Medlik of the University of Surrey put forward the definition of tourism as the phenomenon arising from temporary visit (or staying away from home) outside the normal place of residence for any reason other than following an occupation remunerated from within the place visited. (as cited by Karan Raj in 2002, p.357)

While, definition of tourism given by Mathieson and Wall is an activity of people away from their usual habitat, of the establishments which respond to the requirements of travelers, and of the impacts that they have on the economic, physical and social well-being of their hosts." (as cited by Andrew holden in 2000, p.4)

In line with that, Williams (2004, p.55) states that tourism is part of leisure and recreation yet the majority of this type of activity is home-centered or local to the home. The use of the motor car for shopping allows major distances to be covered on a regular basis; there is no distinction between reasons for the movement of people which restricts the terminology to movement rather than motivation or product needs.

Biju (2006, p.43) adds that tourism is a pleasure activity in which money earned one's normal domicile is spent in places visited. Seventy-five percent of international travel and 50 per cent of domestic travel account for pleasure, according to the US study on travel in the eighties the pattern has not changed in the nineties.

2.1.1 Elements of tourism

Biju (2006, p.66-69) mentions that there are three major elements of tourism. They are service providers, agencies of tourism and the tourists.

1. Service providers

Service providers include hotel industry, travel industry, artisans and cottage industry. The common function of all the service providers are advertisements, promotional activities, managing advance reservation, tariff details, detail of service provided, value added services, announcing seasonal benefits, informing the tourists about festivals, and events and so on. The other function of service providers is managing the advance reservation.

2. Agencies of tourism

Second element of tourism is the agencies of tourism. The followings are the major agencies involved in the state.

Department of Tourism acts as the coordinator and facilitator between various agencies involved in activities like planning, publicity and promotion, infrastructure development, destination development, and so on. Kerala Tourism Development Corporation (KTDC) is activity participating in building up and running basic infrastructure needed such as budget hotel, star hotel, restaurant and beer parlors and etc. District Tourism Promotion Council with District Collector as Chairman and selected people representatives and official as members; coordinate the development of less known tourist centers within the districts.

3. The tourists

The third of tourism elements are the tourists themselves. There are two types of tourists. They are native and foreign. The tourists are unaware of the geography of the place that they are visiting. Some tourists have language barriers. Most of them who face this problem are the foreign tourists. Generally

tourists look for information on various service providers, the event and festivals, attractions in a destination, the regulation that are applicable, and so on.

2.2 Backpacker

Backpacker is a low cost traveler who travels to some places by using backpack as their luggage. Backpackers do not live in a luxury accommodation. Pearce (as cited by Hannam and Eteljevic in 2007, p.39) states backpacker is a number of key social and behavioral characteristics of budget- based youth travel identified in an attempt to capture the essence of the emerging backpacker phenomenon. In this socially based definition five criteria are used: the first as a necessary condition and the remaining four as strong indicators of the backpacker phenomenon. The five criteria are:

1. A preference for budget accommodation;
2. An emphasis on meeting other travelers;
3. An independently organized and flexible travel schedule;
4. Longer rather than very brief holidays; and
5. An emphasis on informal and participatory holiday activities.

Nurdiyansyah (2014, p.35) mentions that backpacker prepares all the possibility, include where to sleep (except in hotel) by bringing complete tools and equipments. They do not bring a suitcase; they bring backpack which is easy to bring to everywhere. Word "backpacker" comes from the "backpack" itself.

Matias, et al (2012, p.62-63) adds that backpacker is young people of any age, who are basically carrying out independent and economic travel avoid mass tourism and luxury, stay in economic lodgings, negotiate prices when possible and use the infrastructure of services (restaurant, communications, transport), which allows them to often a closer contact with the population visited and the style of life in the region.

2.3 Designing

According to Evans and Thomas (2012, p.3), design is a visual language that is built on fundamental principles and elements. The principles are the organization used in conjunction with the elements to create order and visual interest. The elements of design constitute the content of a graphic design composition. Other opinion is from Riitahuhta (2013, p.7) design is a particular kind of activity, distinct from problem solving and planning and other human activities. According to Sitepu (2004, p.8), graphic design as visual communication design is the job of communicating where the message is delivered in visual forms using texts and images for giving information. Sriwitari and Widyana (2014, p.10) state that product of graphic design or visual communication design can be encountered everywhere in our daily life, such as advertising (printed media or electronic), internet, posters, booklet, magazines, signboard, brochures, business cards, packaging, billboards, animation, and so on. Quiet in line with those, White (2013, p.27) states that graphic design is the process of taking unrelated parts and putting them together into an organized unit.

2.3.1 The Element of Design

Resnick (2003, p.23 – 24) states that the elements of design are line, shape, texture, shape, size and value.

1.   Line

Line is the element of length as a mark connecting any two points. Line can organize, direct, separate, be expressive, suggest an emotion, or create a rhythm. They can join elements or divide them using a rule which is a line that separates one element in a design from others.

2.   Shape

Shape refers to the external outline of a form or anything that has height and width. An example would be the tree basic shapes: the circle, the square, and the triangle, considered to be the fundamental shapes found in all design.

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3.   Texture

Texture is the look and feel of a surface. In two – dimensional form, texture is essentially visual and adds richness and dimension to work. Texture can also refer to pattern, which is visual texture.

4.   Space

Space refers to the distance between shapes and forms, but it is best understood in design as *white space* or *negative space* – terms used to refer to the empty but often active areas that are void of visual elements.

5.   Size

Size is how big or small something is in scale to other object. Scale refers to the process of making size relationships. Unless there is a scale of reference within design, it is impossible to discern the relative size of object and the meaning they represent.

6.   Value

Value is the relative lightness or darkness of an area or object. Value adds dimension by creating the illusion of depth in a design. With the additional of color, you can create and convey a mood to enhance a strong concept.

2.3.2   The Principle of Design

Resnick (2003, p.24 – 25) mentions that the principle of design are balance, emphasis, rhythm, unity, and contrast.

1.   Balance

Balance occurs when all the design elements are equally distributed through the design. There are essentially two types of balance: *symmetrical* and *asymmetrical. Symmetrical* elements are arranged equally on both sides of a

composition to suggest a stable or static motion. *Asymmetrical* elements create a deliberate imbalance to suggest variety or dynamic movement.

2.   Emphasis

Emphasis indicates the most important elements on the page based on the massage. It is the element that stands out and gets notice first.

3.   Rhythm

Rhythm is a pattern created by repeating elements. Rhythm denotes the movements in the way that elements direct our gaze to scan the message for understanding or information.

4.   Unity

Unity is achieved when all the design elements relate to one another and project a sense of completeness. A viewer will always seek unity in a massage. Without it, the viewer will lose interest.

5.   Contrast

Contrast stresses the visual differences in size, shape, and color between the elements to enhance the perception of a message intended. Contrast also draws and directs the viewer's attention to specific area of information.

2.4   Guidebook

Leaving home without a guide is a foolhardy, rather like leaving home with a bag that leaks. It is important to use guidebook as a travel guide so that traveler will not get lost. Guidebook usually provides details information such as list of attractions with detail description, maps, photos and summary of accomodation options (hotel, motel, guest houses). Peel Victoria and serensen anders (2016) mention that the guidebook is often popularly framed as regulating the practical, subjective, and intellectual freedom which has been defined as the aim seasoned independent tourist. According to Collins, guidebook is book

designed for tourist giving details of history, architecture and general features of an area, town, city or country. McAdam, et al (2010, p.142) states that guidebook is a book for tourist, explaining what to see in a place, where to stay, how to travel around and where to eat. According to Keirle Ian (2013, p.89) guidebooks are normally produced by individuals and published separate from site managers. Local authorities or countryside agencies can produce their own guidebooks, booklets or maps to countryside sites within areas or regions. These can be important sources of information about countryside sites and their facilities and attractions.