

CHAPTER II

LITERATURE REVIEW

This chapter presents literature review of tourism, types of tourism, study excursion, the implementation of study excursion, and memorable tourists' experience.

2.1 Tourism

According to Suyitno (2001, p.8), tourism is temporary, it means that is used 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.

Sihite (2000, p.46) says that tourism is a journey or travelling which is conducted for a short time, two days up to one week and it is held from one place or another places, related to recreation or picnic and people do not take some advantages of travelling to those places which they want to visit.

From the definitions above, both Suyitno and Sihite have similiar opinion about tourism. They said tourism was done by people in short period for several times and it was done to get the various willing or feel happy, it also did not look for job but tourists can contribute to the income of the society or the visited region.

2.2 Types of Tourism

Suwantoro (2004, p.14-17) says that tourism is divided into some aspects. They are aspect of count tourism, arranging tourism, destinations and purposes, and 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 consists at least 10 people.

Aspect of arranging tourism is divided into pre-arrange tour, package tour, coach tour, special arranged tour and optional tour. Pre-arrange tour is a tour that planned before the activity happens. It includes transportation, accommodation, even the object which will be visited. Package tour is a product of travelling 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's request. And optional tour, it is an additional tour or travelling outside the arranging tour which is done by tourist's request.

Aspect of destination and purposes tourism is divided into holiday tour, familiarization tour, educational tour, scientific tour, pilgrimage tour. Holiday tour is a tour that is 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 used 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. Pilgrimage tour or religious tour is intended to do a religion activity.

Pendit (1999, p.42) divided tourism into several types, they are cultural tourism, recuperational tourism, commercial tourism, sport tourism, political tourism, social tourism, religion/ pilgrim tourism and wild life tourism. Cultural tourism is kind of tourism where people are motivated for doing trip because of the cultural heritage attractions. Recuperational tourism is a health tourism, the purpose of this activity is to care about health problem in several countries. Commercial tourism is a commerce tourism, people do this activity because it is

connected with international commerce, for example expo, fair and exhibition. Sport tourism, the purpose of people doing this activity is they want to see a sport festival in several countries, such as Olympic, All England and FIFA World Cup. Political tourism, the purpose of this activity is to see an event that is related with national events, such as independence day of the country.

Social tourism is a cheap and easy trip to give a chance for the poor people to do travelling, such as study tour, picnic or youth tourism. Religion or pilgrim tourism is a tourism activity to see a ritual ceremony in a country, for example, Moeslems to do Hajj and Catholic visit Vatican in Rome. The last is wild life tourism, this activity is connected with hobby of nature lovers that are found in another place. It is usually held by travel agency to visit wild life area, protected forest and mountain.

2.3 Study Excursion

Vidzeme University of Applied Sciences (2015) states that study excursion is the course where the design and implementation is upon the students' work. Students make decision about route, objects, do the planning, booking, finance management, guiding and post-excursion evaluation. It is an opportunity to practice and meet tourism practitioners and stakeholders, discuss, share, interpret, deal with untypical situations and learn from others and self-experience. In addition, Mulyasa (2005, p. 112) said field trip or study excursion is a trip or cruise undertaken by learners to acquire a learning experience, especially direct experience and as an integral part of the school curriculum. Although the field trip has a lot of things of non academic, public education objectives can be immediately achieved, especially with regard to the development of insights into the experience of the outside.

From the definitions above, it can conclude that study excursion can be regarded as a trip or a field trip which is done by a group of people to new places away from their school or college. The purposes of this trip are usually do observations for education, non-experience research or give students experience outside of their daily activities.

Study Excursions were often perceived as detrimental and their activities described as causing financial problems for many students. However, recently, study excursion has come to be understood as a significant and educating component of the tourism study program that can be better leveraged for the purposes of student development. In particular, study excursion is thought to be motivated by a search for new and different experiences, and to escape the monotony of daily routine (O'Reilly, 2006) as cited in Park and Santos (2016). Moreover, they are thought to value social interactions with locals and other travelers, take risks in search for authentic experiences, and be drawn to natural landscapes (Chen, Bao, and Huang, 2014) as cited in Park and Santos (2016).

2.4 The Implementation of Study Excursion

According to Mulyasa (2005), in order to make study excursion effective, there are several ways that needs to do, they are:

1. Preparation (Pre-Travel)

Preparation is the action or process of getting ready for the study excursion. In preparing a study excursion, the students need to set a clear goals, consider the destination with the budget, make division of task about who would be in charge of the financial, documentation, destination, and etc. The study excursion should have obtained the data about the object such as the location, road access, lodging, meals, transportation budget and ticket.

2. Planning (Pre-Travel)

The result of the preparation will be discussed by the students and the lecturer in order to organize the activities required to achieve a desired goal. The plannings are include booking flight, searching a place to stay during study excursion, considering the tourism object that will be visited, discussing what are the necessary things that the students should bring, making the itinerary of the destinations, limiting the budget and etc.

3. Implementation (During Travel)

Refers to the carrying out a plan where the students are doing the study excursion, the students can implement what they have planned in the itinerary while the lecturer will accompany to supervise the students to keep the trip as smooth as the itinerary and up to destination.

4. Reporting (Post-Travel)

Reporting is one of activities in the form of submission of progress or result of activity on all matters relating to this study excursion. Once completed the study excursion, the students will be asked to make a report regarding what they have seen, experienced, and learned during the study excursion. The result of study excursion will be discussed in front of the class with the other students to learn about the study excursion.

2.5 Memorable Tourism Experiences

Tourist experiences, consumer behavior, and decision making are essential to recent tourism research and practice (Kim and Ritchie, 2014; Kozak, 2001) as cited in Park and Santos (2016). Consequently, increasing studies have been conducted to study tourism experiences (Kim, Ritchie, and McCormick, 2012).

Uriely and Simchai (2002) in Park and Santos (2016), define tourism experience as “a leisure activity” done by people when they take “time out” from their routines, and have break and enjoy amusement before going back to their daily activities with refreshed energy. Tung and Ritchie (2011) as cited in Park and Santos (2016), hold that a memorable tourism experience is a meaningful experience recalled and selectively reconstructed by tourists when they are describing a particular travel experience. The study on memorable tourism experience relates tourist experience with their past memory as meaningful experiences that are repeatedly remembered and retrieved through recollection process (Clawson and Ketch, 2013)

Experiences during travels affect emotions and feeling. Scholars have different opinions on positive emotions and feeling. Tung and Ritchie (2011) in Park and Santos (2016), found that positive emotions and feelings particularly connected to experiences such as excitement that are a critical component of

memorable tourism experiences. Others (Wirtz et al., 2003) in Park and Santos (2016), have pointed out that tourists remember both positive and negative emotions and feelings associated with their experiences.

Some models have been developed to examine different phases of the experience as well as influence and outcomes of the experience. Four key dimensions of memorable tourism experiences have been proposed by Tung and Ritchie (2011) in cited in Park and Santos (2016). The four key dimensions include: affect (i.e., positive or negative emotions or feelings associated with the experiences), expectations (i.e., unexpected positive surprises, disappointment for failing to meet the expectations), consequentiality (i.e., social development, intellectual development, self-discovery, and overcoming physical challenges), and recollection. On the other hand, Kim, Ritchie, and McCormick (2012) developed a model of memorable tourism experience scale to explore seven dimensions/components of travel experiences that facilitate the formation of memorable tourism experiences (i.e., hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty).

Tourists recollect experience from various occasions during their travels. Many tend to recollect something unexpected they experience during their travels (MacCannell, 1973) in Park and Santos (2016). Szarycz (2008), holds that tourists recollect experiences of “self-development, reflection, social interaction, and cross-cultural immersion and learning” (p. 268) as cited in Park and Santos (2016). Similarly, Haldrup and Larsen (2003) as cited in Park and Santos (2016), suggest that social interactions during travel are a critical component of the tourist experience.

Many scholars suggested that memory is considered to be a dynamic process. A tourist's prior vacation experience is influenced both by the tourist's background knowledge and communication he or she received after the trip. Lean (2012) in Park and Santos (2016), points out that memories are not stable but rather dynamic and subject to change over time. Memories are frequently changing through out the on going processes of everyday life. Travel experience is a

“holistic experience” covering anticipation, travelling experience, returning, and after travel recall (Clawson and Ketch, 2013).

Furthermore, tourists’ background, for instance, also affects choice of destinations, and shapes anticipation and expectations, as well as forms experiences. Scholars have noted that anticipation and expectations are mainly developed prior to travel. Undoubtedly, anticipation and expectations are mainly shaped by information about tourism destinations (Crandall et al., 2009) in Park and Santos (2016), Lean (2012) in Park and Santos (2016), states that cultural memories, emotions, and moments experienced while traveling are stimulated and evoked by photographs, objects, and innumerable sensations (e.g., sound, touch, taste.)

Some argues that tourists’ process of searching information and organizing their travel schedule is a long and dynamic process in a successive, on going stages that is maintained through out the travel experience (Choi et al. 2012, Fesenmaier 2012) as cited in Park and Santos (2016). In short, this study calls for a multiphase approach that considers successive travel stages (e.g., pre-travel, during-travel, and post-travel) (Braun and Clarke’s, 2006).