

CHAPTER II

LITERATURE REVIEW

2.1. Tourism

Based on the Law No.9 in 1990 about tourism, tour is travel activity or part of activity that has done voluntarily and temporarily, to enjoy the tourism object and attractions. While, Marvell (2006:1) says that tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Furthermore, Guyer (1905) cited in Shrestha (2015:29) defines tourism is a phenomenon unique to modern time which is dependent of peoples' increasing need for a change and relaxing, the wish of recognizing the beauties of nature and art and the belief that nature gives happiness to human beings and which helps nations and communities approaching to each other thanks to the developments in commerce and industry and the communication and transportation tools becoming excellent.

According to Lett (1989:277) cited in Long (2004:3), describes tourism is used as a symbolic means of expressing and maintaining human identify, or they have described the social, politic, economic, and environmental effects that result from using touristic modes of production to maintain human life. Meanwhile, World Tourism Organization. (1995:10) states tourism is travel for pleasure; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism more generally, in terms which go beyond the common perception of tourism as being limited to holiday activity only, as people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Furthermore, Smith (1989:1) cited in long (2004:18)

defines a tourist as a temporarily leisured person who voluntarily visits a place away from home for the purpose of experiencing a change.

Based on the explanation above, tourism is travel activity usually for leisure, business, and other purposes. Activity of travelling that has done voluntarily and temporarily to visit tourist attraction or tourism object away from home for experiencing a change not more than one consecutive year. Tourism is a phenomenon unique because it is used as a symbolic means of expressing and maintaining human identify. It has described the social, politic, economic, and environmental effects.

2.2. Culinary Tourism

According to Long (2004:20), culinary tourism is about food as a subject and medium, destination and vehicle, for tourism. It is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being. Meanwhile, Allen (2007) says that culinary tourism is both a recent trend within the tourism industry and a scholarly framework for exploring culture through food. It can be defined as travelling for food, travelling through food, eating out of curiosity, or integrating food into tourism. Food tourism definitions commonly point to and explain the motivations for travel and behavior of consumers who actively seek out local food and drink experiences that are distinctive to a particular place outside the consumer's usual environment (Albala, 2015:23).

According to Hall and Mitchell (2001:308) cited in Proquest, (2007) describe culinary tourism as visitations to primary and secondary food producers, food festivals, restaurants, and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel. While, Long (2004:21) cited in Sloan (2015:45) explains culinary tourism has been defined as the intentional, exploratory participation in the food way of another-

participation including the consumption, preparation and presentation of a food item, cuisine, meal system, or eating style considered to belong to a culinary system not one's own.

Based on the explanation above, culinary tourism is a kind of tourism which the main purpose is the experience to taste the traditional food produced by the local community together with its unique way of enjoying the food and how to make it. It is a recent trend within the tourism industry for exploring culture through food and explains the motivations for travel and behavior of consumers who actively seek out local food and drink. It is include preparation and presentation of a food item, cuisine, meal system, or eating style considered to belong to a culinary system not one's own

2.2.1. Culinary Tourist

According to Aniza (2015:8), culinary tourists are travelers seeking the authenticity of the place they visit through food. Culinary tourists are concerned about origin of products, means of socializing and exchanging experience with others, higher-than average expenditure, demanding and appreciative, high level of loyalty, revisit destinations due to gastronomy.

2.2.2. Culinary Tourism Development Concepts

According to Minihan (2014) cited in Aniza (2015:8) there are 7 influential concepts in the development of culinary tourism. They are quality, physical setting, service, variety, differentiation, local culture, social media, and technology.

1. Quality

Have a great eating experience through a great atmosphere and excellent food and top quality content is created satisfaction. However, it still has not empirically been assess whether customers

in this field primarily care of food, restaurant environment, or staff's service.

2. Physical Setting

Lee and Jeong (2012) cited in Ali, F. and Amin, M. (2013) define physical environment as an environment created by service provider including overall layout, design, decoration, and aesthetics.

3. Service

The customers experience is even more important than quality food; from the time enter the restaurant until the time they walk out the doors. Although restaurants growing up because of sales, the sale should never be put before the customer need. Customer satisfaction and loyalty are the customer perception on service quality.

4. Variety

Variety in dishes has been known to be an essential element for a tourist to appreciate a local cuisine (Chang, 2010). Furthermore, Quan and Wang (2004) discuss this concept from a supply aspect by explaining how culinary entities should transform local deserve food into a tourist attraction.

5. Differentiation

According to Harrington and Ottenbacher (2010), differentiation refers to a business strategy that creates a real or imaged perception that affirms products or services are unique and different from the competition. The four criteria to produce differentiation in reference to the resource-based perspective include: (a). customer value, (b). rarity, (c). difficulty to imitate, and (d). few substitutions (Barney, 1991 cited in Wright, 1993).

6. Local Culture

According to Richards (2012), culinary tourist desires an experience that incorporates local and authentic foods associated to the areas he or she visits. From a supply perspective, this notion is important when thinking how to be best promoting a local culture and how the food is presented for tourists.

7. Social Media and Technology

These days, technological sophistication influences the success of the sales, such as promotion on the internet and booking seats. Yun (2012) cited in Minihan (2012) explains compared with the printed menu, digital menu can be a considerable way to increase restaurant brand identity and help visitors to build a positive attitude towards the restaurant, which will improve their brand loyalty for better benefits.

2.3. Design

According to Johnston (1991) cited in Taylor & Francis (2011:55), says that design is a process of making something that inherently has emergent products or spatial patterns in given time-frames that manifest the ever-changing realities in a community occurring within the process. Furthermore, The Cambridge Dictionary of American English (2015) states that design is the creation of a plan or convention for the construction of an object or a system as in architectural blueprints, engineering drawings, business processes, circuit diagrams and sewing patterns. While, Brinkkemper (1996) Designing often necessitates considering the aesthetic, functional, economic and sociopolitical dimensions of both the design object and design process. It may involve considerable research, thought, modeling, interactive adjustment, and re-design. Meanwhile, diverse kinds of objects may be designed, including

clothing, graphical user interfaces, skyscrapers, corporate identities, business processes, and even methods of designing.

Sitepu (2006: 16) states that there are five elements of design. They can be classified as:

1. 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 provides emphasis. For example, it can be used for separating the information in a book.

2. Shape

Shape is a field that occurs because it is limited by a contour (line) and or it is 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, dissipation, and transformation. This meaning is constructed in two-dimensional graphics.

3. 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 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.

4. 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 is texture, hair, or glasses.

5. 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.

In summarize, design is process of making something or creation of a plan for the construction of an object. It is often necessitates considering the aesthetic, functional, economic and sociopolitical dimensions of both the design object and design process. There are five elements of design such as line, shape, space, texture, and color.

2.4. Booklet

According to Geoff (2010) cited in Macmillan (2012) describes the booklet cover the story of how the book came into being or how the idea for the book was developed, and include thanks and acknowledgments to people who were helpful to the author during the time of writing. Furthermore, Balai pustaka (1991:153) describes booklet is the print media in the form of leaflets, magazines, containing a brief message or a written statement issued periodically by an organization or institution for professional groups. While, Lasa (1994:15) defines booklet is a publication issued in a given time period by government agencies, charities, professional organizations and educational

institutions to be numbered. According to Cutlip (1994: 263-273), suggests that the booklet is a short publication which comprises several pages that contain a brief description that contains the organization or company for public knowledge. While, Gema (2012) explains booklets usually consists of several pages and often have a cover, title page, bound either simply using staples or bound with decorations for example using a ring.

In concluded that, booklet is a little book. It is short publication which comprises several pages that contain a brief description for public knowledge. It is print media that issued periodically by government, organization, or company.

2.5. Types of Booklet

Booklet can be used as small storybooks, instructional manuals, recipe books, and are often used as brochures, catalogs, blades, and inserts for CDs and DVDs (CD booklet). Some reports, including annual reports, are essentially special purpose booklets (Howard, 2014)

Howard (2014) says that design considerations for booklets are:

1. **Creep** occurs with booklets and other publications that use saddle-stitch binding and needs to be compensated in the design. If there is no creep allowance, when pages are trimmed the outer margins become narrower toward the center of the booklet and there is the possibility that text or images may be cut off.

2. **Creep Allowance** is a method of counteracting the creep that occurs with some booklets. If creep is noticeable, copy can be repositioned toward the center of the spread for those pages in the center of the booklet. When trimmed, all pages will have the same outer margins and no text or images are lost.

3. Imposition refers to arranging pages for printing so that when assembled into a booklet or other publication they come out in the right reading order. Printing a 5.5x8.5 booklet on your desktop printer, for example, requires the use of imposition to print the pages onto letter size (8.5x11) sheets of paper that when assembled and folded end up with the pages in the right order for reading.

4. Saddle-Stitched binding is one of the most common binding methods for booklets. Saddle-stitching or saddle-stapling or "booklet making" is common for small booklets, calendars, pocket-size address books, and some magazines. Binding with saddle-stitching creates booklets that can be opened up flat.

5. Booklet Envelopes are open side envelopes with small square or wallet flaps and side seams. Booklet envelopes are used not only for booklets but for brochures, catalogs, annual reports and other multi-page mailings. They work well with automatic-insertion machines.

2.6. Terms of a Booklet

Suleman (1998) says that booklet is category of the line media. Based on the characteristics attached to the below line media, messages written on the media is guided by several criteria, as:

1. In the Form of text and images, or combination of both
2. The word used economically
3. Using short sentences, simple, brief, and concise
4. using capital letters and bold
5. The use of letters not less than 10 pt
6. accordance the contents to be delivered
7. Packaged interesting

2.7. Criteria of a good Booklet

According to Howard (2014), there are criteria of a good booklet, as follow:

1. Booklet is a little book
2. It shapes and sizes but is generally smaller than books at 4-48 pages
3. A typical booklet style is a stack of 2 or more sheets of letter size paper, folded in half.
4. The number of pages is always divisible by 4, such as 4 pages, 8 pages, 12 pages, etc.