

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Generally, Indonesia has many potencies of tourism. The potency of tourism spreads in all district in Indonesia. Every district of tourism offers different attraction to the visitors. Nowadays the scope of tourism has widened, it involves every aspect that can support the tourist to obtain the resources and the society. 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. Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008). World Tourism Organization (WTO, 1999) states tourism is predicted to increase with future tourist arrivals growing to 1,6 billion by the year 2020 at an average growth rate of 4.3%. Hornby (2001:8) defines tourism is a journey which a short stays are made at a number of places, and traveler finally return to his or her own place. According to Marpaung (2002:35) defined tourism as a leisure activity that is performed outside the home which took more than 24 hours, such as : visiting family out of town for 2days.

The types of tourism are dynamic in time, they vary a lot. The types of tourism presented in a given period are generated by the needs of its objectives, the level of cultural and social facilities and the existing means of transport. In accordance with the purposes, each type of tourism is going towards those areas

where the purpose may be achieved either through the potential facilities, either due to the climate or specific traditions of the place

The followings are the classification of tourism;

1. The tourism with the criteria of the initial area and the destination:

- a) *Domestic tourism;*
- b) *International Tourism*

2. The tourism with the criterion number of participants :

- a) *Individual tourism;*
- b) *Group tourism.*

3. The tourism with the organizational criterion:

- a) *Organized tourism;*
- b) *Unorganized tourism;*
- c) *Semi-organized tourism.*

4. The tourism with the Criterion Season;

- a) *Continuous tourism;*
- b) *Discontinuous tourism.*

5. The tourism with the temporal Criterion:

- a) *Tourism for a very long period of time;*
- b) *Tourism of long duration;*
- c) *Tourism of reduced duration*

6. The tourism with the criteria of transportation vehicles:

- a) *Tourism by train; OECONOMICA 95*
- b) *Tourism by auto;*
- c) *Marine tourism;*
- d) *Air tourism;*
- e) *Other forms of tourism (cycling, walking, etc.).*

7. The tourism with the social criterion:

- a) *Private tourism;*
- b) *Social tourism*

8. The tourism with the Criterion of the age / occupation of the tourist:

- a) *Youth Tourism;*
- b) *Specific to adults tourism;*
- c) *Specific for older generation tourism*

9. The tourism with the criterion for the type of destination:

- a) *Mountain tourism;*
- b) *Season tourism*

10. Tourism Related to Leisure,

Currently, tourism leisure (holiday) predominates in terms of participation, the most important type of tourism. This part especially the urban population especially those in major economic centres - because of stress accumulated in the deployment of dynamic economic processes today. In rural areas, this type of tourism is still in a reduced practice on the one hand and reduced mobility of people in these areas, but relatively low income status.

11. Tourism And Recreation To Health Care,

This type of tourism is known since antiquity, being one of the oldest types. Traces of practice of relaxing tourism and health care were found in some of our resorts balneal-climatic. Place of destination of this type of tourism is the resorts Spas pursuing recreational functions, features and functions mixed treatment on the basis of climatic factors, basin (*thermal and mineral springs, sea water etc.*)

2.2 Designing

People usually make a concept before they make a product. Then, they try to describe the concept into a product by using some ways. That process is called designing. According to Hubka Vladimir and Eder.W.Ernst (1996), designing means transforming the given problem statement into a full description of a technical system. The direct content of the design process consists of thinking out (conceptualizing) and describing the structures of a technical system. Conceptualizing is an important way before we start to design a product. By conceptualizing, the product will be easier to design.

According to Macdonald Stuart (2004), design is the arrangement of forms and colors of an artifact or natural form. Based on that theory, the process of making a product by choosing colors and forms is also called designing. The design word is from the Latin verb *designare*, meaning to mark out, trace out, contrive, or arrange. The noun *designatio*, in its meaning of arrangement of order, is the nearest equivalent in Latin to the modern word.

Another opinion is from Berridge Graham (2007), The following list shows some of the explanations that have been associated with design:

1. The act of working out the form of something;
2. Plan; make or work out a plan for; devise;
3. Design something for a specific role or purpose or effect;
4. An arrangement scheme;
5. Blueprint; something intended as a guide for making something else;
6. Create the design for; create or execute in an artistic or highly skilled manner;
7. A decorative or artistic work;
8. Make a design of; plan out in systematic, often graphic form;
9. Purpose: an anticipated outcome that is intended or that guides your planned actions;
10. Answering immediate needs;
11. Create designs;
12. Conceive or fashion in the mind; invent;
13. A preliminary sketch indicating the plan for something;

2.3 Leaflet

Leaflet is one of information media. Leaflet usually has small size, so that it is easier to carry around. Leaflets are one of the most popular and effective ways to promote a business or product. Making leaflets or brochures and pamphlets is something people often do when they are starting a small business. Bally, et al (2007:90) say that leaflet is a single sheet or doublesided printed document folded to convenient size. Purpose: Compact, user friendly summary of key project themes or information, to support public consultation, exhibitions etc.

To make an interesting leaflet, we need skill and full imaginations such as using pictures, illustrations, and interesting fonts. It aims to attract people to see and read the information inside. All of the written information in leaflet should be clear, although the size is small enough. The purpose is to share the information to public clearly. In addition, Keirle (2003) says that leaflets are one of the key ways in which we can provide information about recreation sites to outside parties. This media information is cheaper than other media. This is particularly useful in as much as people can pick up a leaflet and read it at their leisure, for example in their car or at home.

Hough Karen (2005:47) gives some strengths and weakness of leaflet. The strengths are:

1. Color fonts can be used very effectively.
2. Clever use of colored and also stylized paper (such as embossed paper) can be effective.
3. An easy way to communicate a message to many people.
4. Cheap to produce.
5. Are often distributed as inserts in magazines newspapers etc.

The weakness is it may take time to design and produce, depending on complexity.

In addition leaflet is designed as interesting as possible. The person producing the leaflet must have in mind what he or she wants it to look like in broadest sense. The following factors need to be considered in making leaflets are:

- Shape, size and fold pattern

Leaflets of different shapes and sizes are more difficult to display effectively.

- Fonts-size and type

Choosing the right font style and size is of great importance in influencing how easy how a leaflet is to use.

- Photographs and illustrations

Photographs and illustrations should convey what the site is like and illustrate its key features.

- Colors

The colors used in a leaflet should be carefully thought out. It have to ensure there is good contrast between the color of the text and the background.

- Layout

The physical layout of the text, photographs, maps and titles will significantly affect the effectiveness of a leaflet.

- Maps

This is as a guide for reader to lead them to a place that they want to come.

- Front and back cover

Choosing the right simple title and colors combination will attract people to pick it up.

2.4 How To Design a Leaflet

In design a leaflet, it needs to know about the topic. In researching the topic, think about the most important key points for the reader must have in order to understand the message. Know what resources that have available. Here are some tips that should be followed to make a leaflet given by Opuscolo, et al (2010)

1. Planning Space And Know the Topic

Plan the leaflet by keeping a rough draft on folded paper. Fill it out as a mockup to keep your brain moving creatively. The rough draft can be used to help work the layout and organization. Know what resources you have available. *(For example, if the topic is fun at the swimming pool, have a spots in leaflet for swimming safety, fun games to play, and information on any waterslides)*

2. Pick A Title,

In design a leaflet, it must have a title. The title should be brief and informative, but also catch the reader's attention and invite them to read more. If it stuck on a title, try finishing the leaflet and adding a title last. A title may come

after know more about the topic. For example, the swimming pool leaflet may suit a title such as “Fun in the Pool” or “Field Trips to the Pool”.

3. Give An Overview

An overview is a brief but clear opening that clearly states the objective of the leaflet. Create an introduction that is concise and creative. If necessary, use bullet points to keep it objective from having too much text.

4. Make Text Easily Readable

In creating a leaflet the text will be printed off quite small and congested. Avoid readability problems by keeping the text at a minimum size of at least 12 point text in a clear font, such as Arial. Avoid whimsical and unclear fonts and stick to short and simple paragraphs, with plenty of space between.

- Headings should stand out from the rest of the text consistently. For example, if it is choose to bold a headline, bold all of them. Another option is to underline all headers,
- Avoid crazy use of colors. Keep the colors contrasted from the white paper but avoiding to use several colors at once. This gives an overwhelming look and is difficult to read.

5. Keep It Simple.

Leaflets should be organized and kept simple. Use plain English and avoid slang or overly complicated sentences. To keep the sentences simple, try reading them aloud. The sentences may be too complex or difficult to understand. Avoid jargon and abbreviations.

6. Group Relevant Information Together.

In design a leaflet, keep relevant information flowing steady and logically. If it is possible, avoid repeating information. For example, when writing about a day at the pool, keep all information regarding safety together. In a new

section, talk about games such as Marco Polo. When writing about the games, try avoiding repetition of the importance of life jackets and pool safety.

7. Proofread And Edit.

Once it have all the information typed up, proofread and check for grammar, spelling and formatting errors. This works best if you let your information sit for a few hours and check back. If reread it too soon, it will find to easily skipping over errors. If time permits, ask a close friend or relative to proofread on behalf.

2.5 Transportation

Indonesia's system has been shaped over time by the economic resource base of an archipelago with thousand of islands, and the distribution of its more than 200 million people highly concentrated on a single island. Kaul (1985) pointed out that the role of the transportation network as an essential component of successful tourism development and states that "transport plays an important role in the successful creation and development of new attractions as well as the health growth of existing ones." Transport activities are essential for tourism because they provide the link between generating and destination regions and the ability for tourists to move around the latter. Road transport is vital to the economic development and social integration of the country (Oscar Saenz-de Miera, 2012). The first means of transport in human history were people's feet. After somebody had invented a wheel, a lot of various types of vehicles were developed. At present there are a lot of means of transport which help people to move from one to another place, to get to very distant places in a very short time, to overcome seas and oceans and even fly to the stars, to transport huge amounts of goods. People travel in order to reach places that are close or far away, they travel for fun or from necessity. Travelling takes up more time in our lives than most of us imagine. An everyday form of travelling may be going shopping, commuting to school, to work or visiting friends.

There are two ways of travelling: one is using our own means of transport and the other is to rely on the public transportation services.

2.5.1 Types Of Transportation

1. Water Transport, The main fact that speaks for water transport are the relatively small costs
2. Going By Air, Unlike sea travel, going by air consumes huge sums of money but is the fastest way of travelling.
3. Travelling By Land (Motor Road Vehicles, Bicycles, Vans)
4. Public Transportation (Buses, Train)