

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Sihite as cited in Frans (2002) states that tourism is a movement for temporary, which was held from one place to another leaving its place, with a plan and not trying to make a living in that place visited, but simply to enjoy the recreation or to meet the deserve desires. Meanwhile, Fandeli as cited in Utama (2011, p.2) states that Tourism is the overall activities, processes and linkages related to travel and stopover from people outside the residence, and not with the intention of make a living. Tourism is the overall activities of government, business, and community devoted to arranging travel needs and stopover. Furthermore Luck as cited in Siallagan (2011, p.9) states that tourism involves a person undertaking a journey for leisure or business where that person leaves his or their home environment for a period of over 24 hour but less than 365 hours. In short, tourism is an activity that is done by people by taking a journey to a place where outside of their daily activity for some purposes either for leisure or business for period time over 24 hours not more than 363 hours.

According to Spillane as cited in Siallagan (2011, p.9) the motif purpose of tour can be divided into 6 types, they are:

1. Pleasure Tourism

This types of tourism conducted by people who leave their home for a vocation, refresh the mind, meet the curiosity, relaxes the nervous tension, find something new, enjoy the nature, knowing the life of the local people, and get a piece.

2. Recreation Tourism

This type of tourism conducted for the use of the days off to rest, recover the physical and spiritual health, and recuperate from fatigue and exhaustion. It can be done in a place that ensure that these goal offer

recreational enjoyment. For example the beach, mountain, resort and healthy center.

3. Cultural Tourism

These types of tourism characterized by a series of motivation. Such a desire to learn in teaching and research center. Learn about the custom, institution and way of life in different societies, visiting historical monument relics, art and religious center, arts festival or music, theater, traditional dance and other.

4. Sport Tourism

This typed of tourism can be divided into 2 types of tourism:

- a. Big sport events, such as the Olympic Games, the world ski Championship, world boxing championship, and others that interest the audience of fans.
- b. Sporting tourism of the practitioners is the sport tourism for those who want to practice and by them self, such mountain climbing, and horse riding sport, hunting, fishing and others.

5. Business Tourism

These types of tourism is a form of professional travel or a tour that conducted because of the job or position that does not give a person to choose the destination and time for travelling.

6. Convention Tourism

This type of tourism is in great demand by the countries because when it held a convention or meeting it will be a lot of attendees who stay within a certain period in the countries that hold a convention. The country that held this convention will erect the buildings that support the holding of convention tourism.

In short, Spillane claims cultural tourism is one of motif of tourism. It explained about culture tourism and kinds of cultural tourism. Heritage tourism is

part of cultural tourism. Heritage or the legacy of various heritages in all its forms. Heritage tourism also help to maintain and preserve the heritage itself.

Based on Oxford dictionary, Heritage is written as history, tradition, and values. The value owned by a nation or state during for many years and considered as an important part of their character. Furthermore, Howard as cited in Utama (2011) States that heritage as everything that wants to be saved, including material culture as well as nature. During this cultural heritage is more aimed at cultural heritage public, such as the various objects stored in the museum. In short, the writer conclude that heritage tourism is a part of cultural tourism that contained cultural as well as nature in the past and its existence should be saved.

2.2 Museum and Monument

According to UNESCO (United Nations Educational Scientific and Cultural Organization), museum is a permanent institution, not looking advantage in serving the community, open to the public, acquire, preserve, communicate and exhibit items evidentiary items humans and the environment for the purpose of education, assessment and entertainment. Meanwhile, According to the Association of Museums as cited in Barus (2011, p.1) the museum is the place allowed people to do research for inspiring, learning, and enjoyment. Museum is an agency that collects, saves artifacts and specimens from people who are trusted entities enumerated by the museum.

Idrus as cited in Ramadhania (2014, p.5) states that monument is a structure built for Commemorative or symbolic reasons rather than for any overtly functional use. While Marpaung as cited in Ramadhania (2014, p.5) states that archeological and historical heritage belonged to the cultural monuments, national monuments, historic buildings, cities, villages, religious buildings such as the Church, Temple, Mosques and other historical places like the battlefield is a object type and a major tourist attraction in many countries.

2.3 Promotion

According to Alma (2006, p. 179), promotion is a kind of communication that provide explanations and convince potential consumers on goods and services with the goal to get attention, to educate, to remind and convince potential customers. According to Sary (2008, p.11) tourism promotion is divided into two kinds as follows:

1. Direct Promotion

The ways that usually used in this promotion are display such as (traditional house, costume, and pictures), printed media (prospectures, leaftlet, folder, booklet, and brochure, exhibitions and presents.

2. Indirect Promotion

The ways that are used in this promotion are:

- a. Giving information through printed media.
- b. Publication in some magazines that in the company (travel agent or tour travel company) area.
- c. Visiting to the company (travel agent or tour travel company).
- d. Meeting with other companies to get some information.
- e. Workshop
- f. Inviting some employees of company to visit tourism destination

According to Yoeti (1996, p.52) the purposes of promotion as follows:

1. To introduce services and products produced by the tourism industry as widely as possible.
2. To give impression as strong as possible in the hope that many people will come to visit.
3. To deliver a compelling message with an honest way to create high expectations

In short, Promotion is a communication to explain the listener about the information of something with the purpose to convince the listener either it used direct promotion or indirect promotion as a media.

There are three promotional tools most widely used are advertising, public relations, sales support (Yoeti,1996, p.141). Advertising is an appropriate way to give the results of products to consumers completely they do not know.

Public Relations is a part or section of a company or organization that aim as a spokesperson for the company and other parties that require information about everything about the company, of course, what you want to be notified that must be the knowledge of the board of directors or head appointed, along release can be given the name of both companies.

Sales support is as an a support to the seller to provide all forms of promotion material which is planned to be given to the general or special travel trade is designated as an intermediary. Sales support that is often used is as follows

1. Brochure

Publication is printed using paper that is relatively good, the lay-out are collated interesting, with all the potential to be promoted. Often in a brochure is a catalog that includes tourist attraction in the area of interest by stating the type and kind of accommodation, room tariff, facilities and Itineraries tour to the tour operator.

2. Prospectus

This is a flyer that sometimes too folded in two, is designed to be more attractive and provide your name on it in many kinds of hotel with address, amenities and the food can be provided.

3. Direct –mail materials

It is a sales letter that was sent to the potential tourist with brochures, prospectus folders and leaflets, and others.

4. Folder

A promotion materials that can be folded over, there were two stone, quadrupling, each page of the crease in the hotel building include, for example, types of rooms and so on.

5. Leaflets

Different from a folder, the leaflets only in the form of leaflets which are set out in a wide variety of information quick round object in promoting.

6. Booklets

Almost like a guide book, the content is more complete than other forms of sales support. Preparation may not individually, but usually on the responsibility shared by several sponsors who help to promote the products and services his company.

7. Guide Book

Guide book provides information on the tourism business unit also tell something about a tourist destination, the local expression language expression to facilitate communication.

8. Display materials

As a lot of us look at the airline office and travel agent as a display that is hung or put on the table.

2.4 Booklet

According to Suleman as cited in Aini (2011) booklet is a media included in the category of below the line media. The characteristics attached to the bottom line media, messages written on the media is guided by several criteria, namely using short sentence, simple, short, quick to use letters not less than 10 pt, packaged interesting and words used simply. While Rustan as cited in Alin (2014) says that booklet is publication media that consists of several sheet and pages but not as thick as a book. Furthermore, Yudhita (2013) claims that booklet is a mass communication media that aims to deliver the message of promotions, suggestions, prohibitions to a mass audience in the print form in order to make

target community understand about the messages that contained in the mass communication media.

Kemm and close as cited in Aini (2011) State that booklet has two advantages, they are, It can be learned at any time and it contains information relatively more than the poster. Meanwhile, Ewles as cited in (2011) States that booklet could be learned from studying independently, readers can see the contents during leisure, Information can be shared with family and friends, easy to make, reproduced and corrected and adjusted, reducing the need for record, It can be made simple with relatively low cost, Durable, directed to specific segment.

Booklet is included the media below the line. Based on the characteristic of the booklet is attached to the line below media, messages written on the media is guided by several criteria : use short sentence, simple, brief, concise, using capital letters and bold. In addition the use of letter not less tha 10 pt, packaged interesting and word that were used economically, Suleman (1998) as cited in Aini (2011)

Based on explanation above the writer conclude that booklet is a media for promotion as a guidance consists some information and it has many advantages than other media.