

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Many kinds of activities done by people to enjoying life and refreseh brain from boring activities in their work or daily activities such as fishing, watching TV or movie, gathering friends and many others. One of those activities is tourim. Based on Indonesia dictionary. Tourism is an activity associated with leisure travel. According to Soekadijo (2003) tourism means that displacement of people for a while to destinations outside the places where they normally live and work, and their activities during stay at the destination. To enjoying their tourism there are some of elements so that tourism will be impresive and intrested. According to Leiper (1998) there are three main elements that make these activities can occur.

1. Travellers

travellers are as actor in tourism activities . in this activities they will get an experience for tourists, anticipating and remind periods in life.

2. Elements of geography

Element of geography is Traveler's movement which takes place in three geographic areas, such as the following.

A. Region of Origin Travellers

The area where the origin of tourists are, where when they performs the activities of daily life, such as work, study, sleep and other basic necessities.

A. Regional Transit

Not all travelers had to stop in that area. However, all the tourists definitely go through that area so that object destinations will be an important role.

B. Destination Region

serves as a spur overall tourism system and create demand for travel on a tourist destination.

3. The tourism industry

The third element in the system of tourism is the tourism industry.

Industries providing services, tourism attractive, and tourist facilities.

From those explanation, writer can conclude that defination about tourism. That is a happiness activity that is focused on pleasure and leisure activities for tourists. There is no sadness during the trip untill finished. Some of activities that is done during tourism is always be happy. Because of toursits who enjoying tour decide what kind of tourism they like before. Most of people use tourism as moodbooster and media to refresh their brain after working or other activities. Those activities that they get from their tour getting new experiences for tourists to feel better than before.

2.2 Kinds of tourism

There are many kinds of tourism that could be chosen by tourists. They can select and search before enjoying their tourism activities. They also can more selective to choose kind of tourism which they want. Based on Spillane (1987) mentions the type of tourism can be determined by the destination in the tour. The types of tourism, among others.

a. Tourism for enjoy the trip (Pleasure Tourism)

Pleasure tourism is the type of tourism that is done by people who leave their homes for a vacation to enjoy some new fresh air, to satisfy curiosity, to refresh their rain, to see something new, to enjoy the beautiful of nature, to find out the story of the local people, to get peace in the village.

b. Tourism for recreation (Tourism Recreation)

Tourism recreation is travel which is undertaken by people who use

their holiday to rest, recover the freshness of body and soul, who want to refresh tiredness.

c. Tourism for cultural tourism (Cultural Tourism)

The type of this tourism is characterized by a motivation, such as the desire to study in the centers of teaching and research, to learn the customs and way of life of the people of other countries, to visit historical monuments or relics of past civilizations.

d. Tourism for sport (Sport Tourism)

Actually, sport tourism is focused on sport event. Everything that related with sport and contained tour is called sport tour or sport tourism. There are two types of sport tourism, those are divided into:

1. Big Sport Events

Big sports events such as the Olympics, the ski world championships, World Cup and others who draw attention not only to the athletes, but also the spectators and fans.

2. Sporting Tourism of the Practitioners

Sport tourism of the practitioners is kind of sports tourism for them who want to practice lonely, such as climbing mountain, horseback riding, hunting, fishing, and others.

e. Tourism for trading business (Business Tourism)

According to the theorists, this is a business trip form a travel professional or travel because they had something to do with the job or position that does not give the culprit a good choice selection of destinations and travel time.

f. Tourism for convention (Convention Tourism)

Tourism convention or meeting is a meeting attended by hundreds or even thousands of participants who usually stay a few days in the city or the host country.

Beside that. There are many kinds of tourism are popular. That is caused of most of people have knew and often enjoying those tousrims. Based on Pendif (1994) mentions some of tourism are popular, they are:

a. Cultural travel

Cultural travel is a journey undertaken on the basis of the desire to expand one's view of life in the way a visit to another place or abroad, studying the situation of the people, customs and their customs, their way of life, culture and their arts.

b. Health Tourism

Healthy tourism is a traveling with the purpose of exchanging state and their environment where he lived to take a rest for the physical and spiritual.

c. Sports Travel

Sport tourism is tourism which is conducted with the purpose of sport or was intended to take active part in the Games in place or country.

d. Commercial tour

Comermercial tour is a tour which is intended to travelers to visit the exhibition for commercial purposes, such as industrial exhibitions, trade fairs and so on.

e. Travel Industry

Travel industrty is a journey undertaken by a group of students or students or the general people for industrial complex, with the intent and purpose to conduct a review or study.

f. Maritime Travel or Bahari

Maritime travel or bahari is kind of tourism that is intended to enjoying the sea or water atmosphere as torism atractions such as fishing, snokling and diving.

g. Natural Reserve Tourism

Natural reserve tourism is the type commonly held by travel agents or travel agency specializing effort to organize a trip to a place or a nature reserve area, protected parks, forests and mountain areas.

h. Honeymoons Travel

Honeymoon travel is the organized for new bride or couple who want enjoy their private tour with special facilities and their needed for pleasure trips.

There are many kinds of tourism that has been popular in the tourism industry. They have special pleasure and leisure for tourists. But, recently there is a kind of tourism that can be developed in Palembang. That is horror tourism.

2.3 Horror tourism

There are many opinions about horror. Some of them think that horror is something dangerous. According to Indonesian dictionary. Horror is something that leads to a feeling of horror or fear that extreme. Most of people also have statement that is about possessed. But, it can be received by everyone. Scientifically, Horror is feelings of anxiety and fear experienced volunteers came from the VLF (Very Low Frequency) waves. With low frequencies, it turns out some parts of the brain are affected. If the brain is susceptible to a frequency from the outside, then the brain become unbalanced and will affect other senses which causes humans to experience hallucinations, hear a particular sound or look as though something strange. Beside that, religiously it is an activity from other dimension of the this world. That is connected with other things from other world.

Most of people consider that is as other life beside humans who live in the world. That is difference dimension and atmosphere that could be felt by normal humans. Every activities that is happened in those places are real and can explained by scientifically and religiously. So, it is real activity and can be felt by everyone. Most of people did not believe in about that. But their assumption will be answered with many experiment and statement that is done by some of expert.

While, the explanation about tourism mentioned by Yoeti (1995) tourism is an activity that is conscious that gets rotated among the service of the people in a country that itself includes the standing of another area for a time in the search for the satisfaction of diverse and different from what happened in which they live. So, tourism is an activity or trip that is focused on to get pleasure and leisure activities. If those words are combined into one sentence, it will be a tour that is focused on horror activity as pleasure and leisure objects.

There are many kinds of tourism based on experts, generally those kinds of them are natural tourism, sport tourism, commercial tourism and many others. Horror tour is kind of tourism that is belong in ziarah or pilgrimage tourism. Because in horror tourism tourist are invited to visit that is considered sacred by many people. According to Pendit (1994) pilgrimage tourism is a trip to visit to the holy places, tombs of great or exalted leader, to the hills or mountains are considered sacred graveyard of a human figure or leader as a full magical legend.

Horror tourism has some of benefits. Those are. First, it is as medium to measure of tourists' bravery. People are curious about horror aura or atmosphere can try this activity. They can know about how bravery they face mystical aura. Second, as a new activity to be night tourism. In fact, night tourism in Palembang was less participant, it is caused of there are no activities at night that is interested for tourists. So, by this activity the writer hopes tourists from Palembang or outside of Palembang can use this tourism for their night tour. Last, as media that can decrease negative image for night activity. Most of people consider night activity is fully fee-sex or bad party which opposite with social manners in society. By this tourism the writer tries to rationalize that assumptions in socialization.

This tourism has done in many cities in Indonesia. For example. In Semarang, they have Lawang Sewu as tourism destination in horror tourism which has been most popular destination for horror lovers. In Jakarta, they have more places that has been horror destination such as Jembatan Ancol, TPU Jeruk Perut, Rumah

Kentang and many others. Not only Jakarta and Semarang. Palembang has also many places that can be developed as objects destination for horror tourism such as siguntang hill, Taman Purbakala Kerajaan Sriwijaya, Sultan Graveyard, TPU Kandang Kawat and many others that has horror history from Palembang people. From reality show of Trans 7. Mister Tukul Jalan-jalan that explore some places in Indonesia that is connected with horror also has held their program in Palembang. From that activity the writer is interested to design a package for horror lovers. So, for the first time horror tourism will be held in Palembang.

2.4 Tour package

Tour package is a media that has provided by tour planer for tourists and mangaed commercially. According to Mansur (2009) mentions that tour package is a tourists' plan activities have been compiled remain at a fixed price that includes transportation, hotel or accommodation, objects and attractions as well as other supporting facilities are provided in the agreement of the tour package. According to Kotler and Armstrong (1989) mention that tour package is something that is offered to the consumer or market share to satisfy a whim and desire included in physical objects, services, human resources involved in the organization and breakthrough or new ideas.

After tourists choose what kind of tourism that they want, they have to know what are components that must be there in tour package. According to chaniago (2015) there are some components that is considered important when calculating a package tour:

- g. The number of tour participants
- h. The length of a package tour desired
- i. Accommodation - The room rates per person are intended for single, two sharing or triple sharing (which also needs to be considered is the accommodation facilities are not yet or are including breakfast)
- j. Transportation

- k. Meals, usually in tour packages offered already include lunch, while the evening meal depending on the demand of tourists
- l. Guide fee
- m. Entrance fee
- n. Parking fee
- o. Inventory soft drink - depending on demand of tourists

To make tour package will be more developed, there are steps that should be there. Based on Verma (2009) there are twelve steps of developing and planning a tour package that ultimately will satisfy every tourists

1. Research – Destination and Market:

The main object of tour packaging research is to analyse and understand the key elements associated with a particular tourist market and destination. Generally, many tour operators find that it is very difficult to arrange all things for all people. There is a person desiring to enter the tour field and accordingly will concentrate on identifying his areas of interest and specialization, therefore, the tour operator will research not only on the tours that seem to fit those areas of interest and specialization but, also on the potential market relating to those areas.

2. Tour Itinerary Development:

Once the study as regards the destination and the target market has been conducted, the second phase in the developmental process involves working out an effective tour itinerary.

It is based on two things – for new tour operators to research on both destination and tour ingredients and for established ones to review the questionnaires completed by previous tour participants.

Generally, the new tour operators undertake ‘familiarization tour’ and after successful operation, they develop an itinerary. The itinerary is a summarized tour programme, which is designed to identify the origin points, destinations, en route points, accommodation, transportation, sightseeing activities and other services.

3. Negotiations with Tourism Suppliers/Vendors:

Once the itinerary is finalized, the next step is to negotiate with prospective vendors. The tour planner works with many vendors depending upon the nature and size of the tour. The major ones are airlines, lodging companies, transport operators, car rentals, ground operators, sightseeing vendors and so forth.

4. Costing of a Package Tour:

The concept of 'tour cost' is focal to understanding the connotation and practices of tour management in determining the monetary value of a tour package. In simple terms, 'cost' means the total expenses incurred to change the shape of individual ingredients into a tour package.

5. Financial Evaluation and Pricing:

After costing of a package tour, tour planner determines exchange rates, estimates future selling prices and finalizes tour prices. The tour planner has to finalize price structure some ten months or more before the departure of a tour.

6. Administrative Staff:

Since the tour operation business is seasonal in nature, it requires extra personnel to meet the increasing needs. Tour operators are usually clear about what they want while selecting administrative staff to perform the extra activities, may be at a particular destination or at a resort.

7. Marketing of a Tour Package:

The tour operators strategic position between the various vendors encompassing airlines, transport operators, hotels, etc. and the ability to combine the various elements of travel industry into relatively affordable and standardized tour package, have emerged as the key manipulators of tourism industry.

8. Developing a Tour Marketing Plan:

Tour marketing plan is centred on organizational objectives. It is important to have a clear understanding of what the tour operator desires to achieve through marketing plan.

9. Marketing Inbound and Outbound Tours:

Generally, the international tour marketing is relatively more complex and difficult than domestic tour marketing. International tour market is composed mainly of tours organized and planned in another country and operated in other countries.

10. Tour Operator's Brochures:

The tour operator's vital marketing tool is its tour brochure which contains comprehensive information to persuade and motivate potential holiday makers to purchase tourist products/services.

11. Operation and Execution of a Tour:

The success of a tour operator depends on how efficiently it operates a tour. This phase is very crucial and has capacity to convert promises into realities. So utmost care has to be taken to realize whatever had been promised in the package tour to offer to tourists.

12. Post Tour Management:

This phase is relatively more crucial, which involves preparation of several reports and their evaluation. In fact, it reveals the success of the tour, here tour planner should go for comparative analysis of the perceived goals, actual achievement and assessing the tourist satisfaction level, the financial gains, and the effectiveness of the tour packages.

This package is an attractive package for those who love the atmosphere of horror. Because it was kind of package that attract them to enjoying their travel. This is function of the travel company as an organizer, gathering people to travel

tourism tour either guided or not guided. This package will be more successful if it is really a market for sale and running properly so that it can attract the flow of tourists much more.