

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to Meyers (2009), tourism is a traveling activity which is undertaken by the time of their original places to the area of interest but they do not stay there for a long time, they just want to spend free time or holidays. Moreover, Amin (2004) stated that point of tourism is everything connected with the tour, including the effort of some tourism objects and also their connected efforts. Encouragement departure is due to a variety of economic interests, social, cultural, political, religious, health and other interests. Furthermore, Waluyo (2007) defined tourism as the business service that serves the needs of travel of a person / group to tourist destinations.

Therefore, from the definitions above the writer concludes that tourism is an activity that a person is traveling or temporarily to a place with a variety of interests to spend free time.

According to Spillane (1987), the purpose motif of tour, can be divided into 6 types. They are:

1. Pleasure Tourism

This type of tourism is conducted by people who leave their home for a vacation, refresh their mind, meet the curiosity, relax the nervous tension, find something new, enjoy the nature, know the life of the local people, and get a peace

2. Recreation Tourism

This type of tourism is 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 ensures that these goals offer recreational enjoyment. For example beach, mountain, resort and health center.

3. Sports Tourism

This type of tourism can be divided into 2 categories:

- a. Big sport events, such as the Olympic Games, the world ski championships, world boxing championship, and others that interest the audiences
 - b. Sporting tourism of the Practitioners is the sports tourism for those who want to practice by them self, such as mountain climbing, horse riding sports, hunting, fishing and others.
4. Cultural Tourism
This type of tourism is characterized by a series of motivations, such as desire to learn in the teaching and research center, learn about the customs, institutions, and ways of life in the different societies, visiting historical monuments, relics, art and religious center, arts festival of music, theater, traditional dance etc.
 5. Business Tourism
This type of tourism is a form of a 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 of travel.
 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.

2.2 Religious Tourism

Religious Tourism is one of the tourism products which is related to religion or religious embraced by humans. Religious tourism is defined as tourism activities to a place that has special significance for religious people, usually in the form of shrines, tombs of ulama or ancient sites that have excess. For example, the terms of history, myths and legends about the place, or the uniqueness and excellence of its architecture. Gazalba in (Toyib & Sugiyanto,2002) states, religion is the belief in man's relationship with the Holy One, live as the essence

of the supernatural, a relationship which expresses itself in the form and system of cult and attitudes by particular doctrine. Moreover, Yoeti (1990) says that religious tourism is one of the tourism types which the purpose on the journey to the witness the religious activities. Furthermore, Marpaung (2002) stated that the travel of religious, ethnic and nostalgia is the kind of travel that is closely related to tourists or visitors who have the cultural background, religion, ethnicity and the same history or things associated with the past.

Based on the theories above, the writer concludes that religious tourism is a tourist activity which is done by visiting a place and do activity that related to a person's religion.

2.3 Tour Planning

Essentially planning is as a main purpose along of ways to determine the purpose. According to Rose (2002), planning is an activity that is multidimensional and trying to be integrative. These factors include social, economic, political, psychology, anthropology and engineering taking into account the past, present and future. Moreover According to Sutarno NS (2004) planning can be defined as a calculation and determination about an activity that will be conducted in order to achieve the purposes, which concerns the place, by the implementers and the way of procedures to achieve. In addition, Suandy (2001) stated that planning is the process of determining the purposes of the organization (company) and then present (articulate) the strategies clearly, tactics (procedures for the implementation of the program) and operations (actions) which is required to achieve the purposes.

Tourism planning is needed in order to develop a tourist attraction, because tourism planning can't be separated from all aspects related to tourism. It is used as a guide for planning travel organizer, as a means to predict the likelihood of things unexpectedly well as alternatives to solve it as a means to direct the delivery of travel so as to achieve the objective, which is to realize effective and efficient travel, and as a means of measuring the success rate of travel as an effort

to control or evaluation in order to provide feedback for the organization of the next tourism.

According to Yoeti (1997), the basic components of tourism development in the planning process are:

1. Tourism attractions and activities.
2. Facilities of accommodation and services.
3. Other tourist facilities and services, such as: operation of tour travel, tourism information, restaurants, retail shopping, banks, money changers, medical care, public safety and postal services.
4. Transportation facilities and services.
5. Other infrastructure includes water supply, electricity, waste disposal and telecommunications.

Institutional elements which includes marketing programs, education and training, legislation and regulations, private sector investment policies, structural organization of private and public as well as economic social programs and environment

Based on the definition above, the writer concludes that tour planning is an activity and process that undertaken to achieve a predetermined goal for the future better to manage existing resources as good as possible.

2.4 Tour Itinerary

Tour itinerary is a travel schedule arrangement that has been systematically arranged in such a way to provide convenience and satisfaction to the tourists. Tour itinerary contains a sequence of trip or route, the timing is based on the distance and time, a brief description of the sites visited or passed. Tour itinerary that had been developed should be something to do with the interest of the participants and an overview from tour itinerary regarding the schedule, the length of time consumed, the purpose of the trip and the equipment required to undertake the journey.

According to Suyitno (2001), itinerary is a document that can be used to illustrate the organization of a tour. Furthermore, Nuriata (1992) define tour

itinerary is the collection of information list that contains about all of tourism activities. Moreover, Robert T as cited in Suyitno (2001) says that tour itinerary is a list and schedule of tour program with the complete data such as day, date, time, tourism objects hotel accommodation, departure places, arrival places, programs are served to illustrate the implementation schedule and tour program from beginning until the end.

Based on the definition above, the writer concludes that tour itinerary is a document contains all about tourism activity such as accommodation, transportation, food and beverage from beginning until the end.

Based on types of tour itinerary is divided into three:

a. Shaped Graph program (Graphic Itinerary).

In making tour itinerary shaped graph, the places that will be visited (point) is dnumbered sequentially in the order of his visit. Then these points are connected to form a circuit trip.

b. Tabulation Program (tabulated itinerary).

Shape tour itinerary is the most commonly used form of tabulation. Programs are arranged horizontally consisting of the day, time and brief description of activity.

c. Essay Itinerary

Essay style is usually used in tour itenerary. It can facilitate the tour operator in offering the tour package.

2.5 Tour Package

Tour package is defined as a tourist trip with one or more destinations with various facilities and specific descriptions about a travel, and it is sold at a single price that involves all components of tour. According to Desky (2001), tour package is a combination some tour package at least two products, which is known to be a unit price that can not be separated from each other. Furthermore, Isamayanti (2010) says that tour package is a trip which is made by a travel agency that includes transportation, accommodation, and consumption in one price. Moreover, Yoeti (2001) stated that tour package is a sightseeing trip which

is planned and organized by a travel agent or a travel agency for the risk and responsibility of their own, which shows the length of time, places to visit, accommodation, transportation, food and beverages has been determined by travel agent.

From the definition above, the writer concludes that definition of tour package is a tour product that has been planned with complete facilities and specified price that aims to satisfy all the needs of travelers.

According to Suyitno (2001), travel package can be divided into two there are:

1. Ready Made Tour, the tour packages compiles without waiting for request from potential participant compiled by tour operators'
2. Tailor Made Tour, package tour is arranged by following request from the tourist.

2. 6 The Calculate of Tour Package

In making a tour package, the preparation of tour price which is assembled from all components cost of tour package preparation is the determination of the component costs that are expected and will be excluded is crucial in the preparation of the tour price.

The components of characteristic at the tour cost consists as follows (Suyitno, 2001):

1. Fixed Cost

Fixed Cost is the costs that are borned by all of the tourists such as:

a. Transportation Rent Fee

In the implementation of tour package, usually tour operator rent vehicles that will be used to support the activities of the tour package. It can be done by company or travel agent itself. The rental cost has been declared to charge per-hour or per-day.

b. Guide Fee

The company is setting the guide fee based on the classification of languages which mastered by the tour guides.

c. Driver Fee

Automatically, if we use the car as a means of transportation for the tour, so it would be appears the costs to be incurred for the services of a driver who was driving the car. It is very important to establishing a good cooperation between the participants, the tour guide and the driver itself, so that the tourism destination can be achieved.

d. Parking Fee

Parking fee is also to be a burden together for all of participants. How much the total cost of parking in the tour, which will be borne by all the participants of the tour.

e. Donation

Donation is usually given to the areas or tourism objects which have not managed professionally or it managed by local society. Promoting, preserving the tourism objects and increasing the income of local people, so the travel agent / tour operator is excluding the cost to be donated to the manager of the tourism objects.

f. Entrance Fee for Car

The car is also charged an entrance fee. The amount of this fee depends on the type of vehicle, which used.

g. Toll Fee

For a tour, which is conducted in big cities and already it has a lot of classes and categories road, so one of fixed costs that will be appear is the cost of toll fee.

2. Variable Cost

Variable Cost is the costs that are dedicated by individual. These costs usually are already declared for the cost per person by the owner of the products used in the tour package that is designed by the travel agent.

a. Entrance Fee Pax / Admission Fee

Admission Fee is an entry fee per person, so we do not need to calculate such as on the type of entry fee vehicle.

b. Meal

Meal cost consists of breakfast, lunch and dinner. The cost of meal is expressed for cost per person.

c. Accommodation

The cost of accommodation will appear if the tourists doing a tour more than 4 hours or the tourists follow the tour package.

d. Refreshment

Refreshment is a snack or drink that provided during the trip.

e. Public Transportation

Public Transport Fee is a cost for each passenger, which uses the transportation services.

f. Porter age Fee

Baggage handling fee will appear when the tourists are at the airport and check-in / check-out in the hotel.

Example of Cost Component

Components	Fixed cost	Variable cost
Rent Bus	√	
Kit / Souvenir		√
Special Breakfast		
Snack / refreshment		√
Entrance Fee (all object)		√
Tour guide fee	√	
Driver's tip	√	
Toll	√	
Lunch/pax		√
SPA Service/pax		√

Table 2.1 Example of Cost Component

Looking for the total cost / pack can be done by using the formula:

Changing the fixed cost into variable cost such as:

$$TCP = TFCn + TVC$$

TCP : Total Cost Per Person

TFC : Total Fixed Cost

TVC : Total Variable Cost

n : Number of participants

Changing the variable costs into fixed cost such as:

$$TCP = \frac{TFC + (n \times TVC)}{n}$$

TCP : Total Cost Per Person

TFC : Total Fixed Cost

TVC : Total Variable Cost

n : Number of participants

3. Quoted Based On

Quoted Based On is divisor number which determined by the travel agent to divide the fixed costs to be borne by each pax.

4. Surcharge / Mark Up

Surcharge is the total percentage of profits which desired by travel agent on every tour product that they made. The size of the percentage is totally dependent on the travel agent itself. Travel agent can get the profits from this Surcharge/Mark Up.

$$TP = TCP + SC$$

TP : Tour Price

TCP : Total Price Per Person

SC : Surcharge / Markup (%)

5. Agency Commission

Agency Commission is the total percentage of commission which calculated in the tour price and reserved for the other agents which sell product and it

is made by tour operator / travel agent. The percentage of commissions are given by tour operator / travel agent as the owner of products to the agents about 5% to 10%. But it is possible if the number of percentage is greater than 10%. The number of commission percentage that calculated in tour price as follows:

$$SP = \frac{100}{(100 - AC)} \times PP$$

SP : Selling Price

AC : Agent Commission

PP : Previous Price

6. Price Based on CAT

Confidential Agent's Tarif (CAT) is the price of the tour which organized by the tour operator, and it used for agents who sell its products and used as a guide in determine the price of the tour is sell to consumers. Confidential because of the price presented is confidential (confident), only for the agent in a relationship for any operator. Calculations can be formulated as follows:

$$TP = CAT + HF$$

TP = tour price

CAT = price from CAT

HF = handling fee

Handling fee is a term from the surcharge. Handling fee is expressed in a percentage and calculated from the amount of the price or prices CAT that has been added with specific cost components.

2.7 Tour Package Process

Tour package is evaluated from an economic perspective that can be considered as a product. Form or a product of a tour package is a packaged of objects and tourist attractions, accommodation, transport, food and others. Travel agent (BPW) or tour operator plan are components that have to be selected and packaged to make the satisfaction of tourists. Selection, packaging, and preparation of travel components conducted by tour operator which is intended to meet the needs of travelers are realized in a product. According to Kotler (2002), product is anything that can be offered to the market which can be considered, taken, used, or consumed, to satisfy the needs or desires. Included among them are physical objects, services, places, organizations, and ideas.

To produce an attractive tour packages Hoyle (2006) suggest that, the travel agents need to pay attention to the background that can be applied in tour travel, the benefits of the product and its uniqueness.

Suyitno (2001) suggests it will need to look at the production process, as shown below:

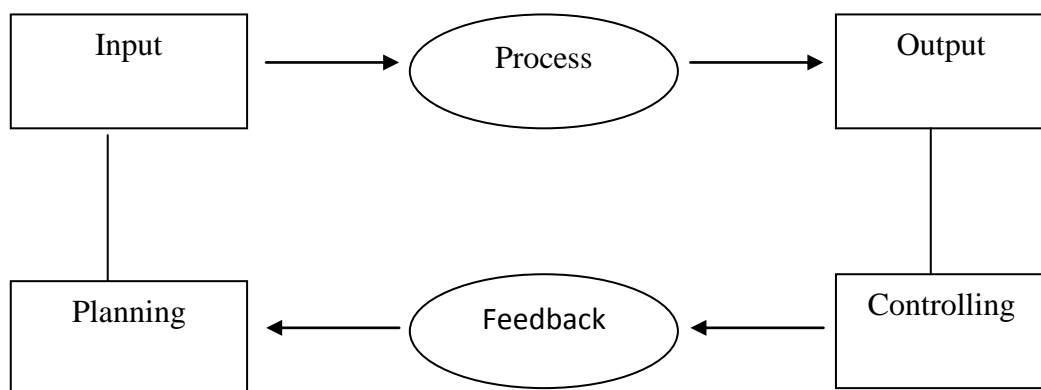


Chart 2.1 Tour Package Production Process

From the chart above, the writer concludes that tour package production process includes components input, process and output that can be explained the components contained in each stage consists of inputs, is planning activities are activities planned product and the treatment of such products. Processes is organizing and mobilization activities, namely to consolidate; divide the tasks and

responsibility to each component and the factors involved in process. Output is product (tourism). Furthermore, realizing the plan such tour organization and Feedback comprises the evaluating activities.