

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter the writer provides definition of designing brochure, the principle to design a brochure, travel agency, tour planning, package tour, types of package tour, tour itinerary, and types of itinerary.

#### **2.1 Designing Brochure**

According to Rao (2011), “tour brochure depicts the places of interest, types of services, nature of operation and conditions. Information related to the mode of transport, accommodation, and other related services is clarified in order to avoid ambiguity and confusion”. It means tour brochure lead to the information associated with tourism object, transportation, accommodation, and tours service to avoid confusion and error.

Sihombing (2004) states that graphic design employs a variety of elements such as markers, symbols, verbal, descriptions which are visualized through typography and images with either photographic techniques or illustration.

According to Sitepu (2006, p.1), there are 5 elements of design, they can be classified as line, shape, space, texture, and color.

##### **a. 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 page. It can also be used as bookmark of specific parts with the purpose for the explanatory of the reader. Line is also used as separator between the two parts of different publications provided emphasis. For example, it can be used to separate the information in book.

b. Shape

Shape is a field that occurs because it is limited by a line or limited by the different color or by the dark light on shaded or texture. Shape can be natural form (figure) which does not at all resemble the natural form (non figure). Shape has a change in the form of stylized form, distortion, and transformation. This meaning is constructed in two dimensional graphics.

c. 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 elements of breathing space for the reader's eye.

d. 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 examples, the impression of wood texture, hair and glasses.

e. 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.

Based on explanation above it can be concluded that tour brochure lead to the information associated with tourism object, transportation, accommodation, and tours service to avoid confusion and error. In designing tour brochure, there are five elements of design that must be applied such as line to separate the information, shape to construct two dimensional graphics, space to look through the sense of sight, texture to present the visual elements, and color to determine the light of object.

## **2.2 The Principle to Design a Brochure**

According to Pujiriyanto (2005) we should focus on several things in designing brochure. First, determine the space that will be used for text, photos or images. Second, distribution method will determine the format of brochure in relation with costs. Third, brochures always contain structured information. Fourth, determine the model of brochure. Last, type of paper is also important to describe the atmosphere and giving good quality result.

According to Hortsook (2010), the things that must be considered in making a brochure as follow:

1. Do not use more than nine or ten lines of type per paragraph.
2. Do not average more than two or three sentences per paragraph.
3. Do not indent paragraph that have a space between them.
4. Do not star sentence with members.
5. Do not put two spaces after period if using a computer.
6. Do not use underline or all capitals as a way to stress a point. Use bold or italic instead.
7. Use italic and all capital sparingly as they are hard for people to read.

Based on theories above it can be concluded that the aspects in designing brochure are aspects of spaces, the cost, the model of brochure, and the quality of paper.

## **2.3 Tour Package**

Desky (2001) cited in Rao (2011) states that “the travel package is a combination of several travel products (minimum two products) are packed into a single unit price that cannot be separated”. From the definition above, it can be seen that a travel package has been designed so that a price has been determined with including the costs of transport, accommodation, the object to be visited, and so on.

Yoeti (2001) states 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 completely both facilities and price to cater for travelers’ needs.

## **2.4 Types of Tour Package**

According to Nuriata (1992, p.36) tour package is divided into two kinds, they are ready made tour and tailor made tour. Ready made tour is a tour package product where the components have been defined by travel agent, it cannot be changed and it can be purchased by tourists directly, in other words, the product can be held at any time. Meanwhile, tailor made tour is a tour package product which the components can be changed based on the needs and desires of consumers.

This tour package has three possibilities that are:

1. It prepares from any kinds of tour components become one product
2. It is combination of ready made tour
3. Price combination in Confidential Agent Tarif (CAT) with other facilities.

## **2.5 Tour itinerary**

According to Rao (2011) states that “Itinerary is an important exercising that tour operators engaged senior executives to design in a methodical way. Itinerary reflects the nature of tour, types of services and duration of tour. Package tour is operated as per the descriptions and instructions in itinerary. Tour operators make full-proof survey of the places of tourist interest, facilities and amenities, etc before finalization of itinerary”. In brief, the sale of package tour is determined by itinerary

and programmers. The process gets initiated before the launch of package tour in the market. It involves collection of information related to the duration of stay at a particular destination including check-in and check-out time.

According to Reilly in Kesrul (2003, p.41), itinerary is “a day- by-day schedule of travel plans and arrangements on a specific tour that contains a travel show, since their departure, destination, to return home. Particulars mentioned in the document, among others, the implementation time, the object of the visit, and where to eat”. Meanwhile according to Damardjati in Kesrul (2003, p.4) tour itinerary is a list and schedule of tour event with complete data for the day, time, place (sights), hotels, point of departure, point of arrival, the events offered so that the whole can describe the implementation schedule or those times of contains tour event (from beginning to end).

The writer concluded that tour itinerary arranged by tour operator that consist of information related to the duration of stay at a particular destination such as time, day, place, etc.

## **2.6 Types of Tour Itinerary**

Any kinds of tour itinerary which are made by tour operator, in accordance with each desires and creativities. According to Muljadi (2012, p.41), there are three kinds types of tour itinerary.

### **1. Essay itinerary**

Essay itinerary is usually used in tour itinerary. It can facilitate the tour operate in offering the package tour.

### **2. Tabulated itinerary**

a kind of tour itinerary that most commonly used is tabulation. The program is structured horizontally which consists of day/ date, place, time, itinerary, and remarks.

### 3. Graphic itinerary

the places that will be visited (point) are numbered consecutively in the order of visit. Then, points are connected to form a series of trips.

In this case, the writer used tabulated itinerary which is consist of day / date, place, time, tour's itinerary, and remarks.

## **2.7 The Calculation on 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.

According to Suyitno (2001) cited in Frasuanti (2015) the components of characteristic at the tour cost consist as follow:

### 1. Fixed Cost

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

#### a. Transportation Rent Fee

In the implementation of tour package, usually tour operator rents 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 will appear the costs to be incurred for the services of a driver who drives 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 is managed by local society for 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 used.

g. Toll Fee

For a tour, which is conducted in big cities and already it have 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 appears if the tourists do a tour more than 4 hours or the tourists follow the tour package.

d. Refreshment

Refreshment is a snack or drink provided during the trip.

e. Public Transportation

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

f. Porter age Fee

Baggage handling fee will appears 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		√
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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

Change 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 is 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 is desired by travel agent on every tour product that they made. The size of the percentage totally depends 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 is 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 is follow:

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

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 is organized by the tour operator and it is used for agents who sell its products and used as a guide in determining the price of the tour sell to consumers. Confidential because the price presented is confidential (confident), only for the agent in a relationship for any operator. Calculation can be formulated as follow:

$$TP = CAT + HF$$

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.