

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

2.1.1 The Definition of Tourism

There are some aims why people conduct tourism activity. This is related to the Andrew (2008) statement, he says that tourism is the act of travel away home, mostly for the purpose of recreation or leisure. Beside that Richardson and Martin (2004) also state that tourism is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. then Pitana and Diarta (2009) claime that tourism is the activity of the visitors, people who do travelling to and stay in away to their residences not more than 12 months for many kinds of activities such as leisure, business, religion and the other personal reasons but do not get the salary from its travelling. According to the definition stated by the experts above, tourism is an activity which is conducted by the tourists for some purposes.

2.1.2 Tourism System

There are many tourism systems according to the experts. Mathieson and Wall (1982) state that tourism system consists of dynamic element which is tourism trip, statistics element which is the existence of the destination and consequence element that is about all the impact that arise such as economic, social-culture, and environment. While Pitana and Diarta (2009) state that the tourism system consists of (1) tourism element which means at the end, tourism is the exciting and unforgettable experience and also be the important experience for the tourists, and while according to Schmantowsky (n.d) to make unforgettable experiences can be conducted easily through chef demonstration and followed by the tourists (2) geography elements and this element involves three things such as traveller-generation region which is the tourists search the information about tourism destination doing transaction(booking) the tourism trip and from where the tourists start their travelling, tourist destination region is the tourism destination and transit

route region, it is the situation where they feel when they have left the city but they have not arrived to the tourism destination and industrial tourism element (3) is a business region and the organisations that involve in producing tourism product such as travel agent and travel operator, also tourism attraction, hotel, restaurant in destination region. From the explanation above it can be concluded that tourism system consists of some important elements.

2.1.3 Organisations or Sectors that Involved in Producing Tourism

According to Leiper (1990), there are seven main sectors in tourism, they are (1) the marketing sector, this sector consists all marketing units in tourism such as travel bureau office with the branches, airline booking office, tourism destination promotion office etcetera, (2) the carrier sector consists of public transportation, such as taxi, bus, train etcetera, (3) the accommodation sector, this sector provides the place for the tourists to be stayed in a while, food and beverage, (4) the attraction sector, this sector focuses on the provider of tourist attraction and (5) the operator sector, this sector covers the enterprises and the provider of tourism package.

2.2 Tourism Destination

Pitana & Diarta (2009) state that destination is a place that is visited by the person significantly than the others places that are passed (transit region) during the travelling. A destination also can be said as a significant place visited on a trip, with some form of actual or perceived boundary. The basic geographic unit for the production of tourism statistics (Richardson & Martin, 2004). Then a destination according to the New Shorter Oxford Dictionary cited in Vengesai (2003) destination is defined as the place to which a person or thing is going, the intended end of journey. Related to the statement of Zemanta (2012), tourism destination must fulfill three things, and they are:

1. There is something to see

A tourism destination must have something interesting to be seen

2. There is something to buy

In a tourism destination must have something unique that only in this place people can get or can be said as souvenir.

3. There is something to do

A destination must have activity can be done by the tourists.

Based on the explanations above, it can be concluded that tourism destination is the aim place for the tourists that has to consist of something to see, something to buy and to do.

2.3 Gastronomy tourism

The report from the World Tourism Organization mentions that gastronomic tourism is a growing phenomenon, because over a third of tourist expenditure is allocated to food (Gheorghe, Tudorache & Niatoreanu, 2014). It is confirmed by Ardabili, Rrasouli, Daryani, Molaie & Sharegi (2011) that gastronomy can be considered as a necessity, a vital prerequisite for other tourists' activities and as a reason for their satisfaction during traveling. It makes sense if over a third of tourist expenditure is allocated to food because eating and drinking are people's need, wherever they are, they need to fulfill them and Schamtowsky believes that they 100 percent dine out while travelling. Then the meaning of gastronomy etymologically itself is derived from the Greek word 'gastros' which means stomach, and 'nomos' which refers to knowledge or regulation (Zahari, Jalis, Zulfiyly, Radzi, & Othman, 2009). Then Lee, Packer & Scott (2015) define gastronomic tourism is a journey, in regions rich in gastronomic resources, to generate recreational experiences or have entertainment purposes, which include: visits to primary or secondary producers of gastronomic products, gastronomical festivals, fairs, events, cooking demonstrations, food tastings or any activity related to food. While one of the easy ways to create unforgettable experience is cooking demonstration (Schmantowsky). That is why it is said above that gastronomy can be the reason of the tourists' satisfaction. Therefore, local and regional food could give added value to the destination and contribute in this way to the competitiveness of the geographic area and, in this sense, many researchers highlight that each country or region or city should promote food as a central attraction to tourists as dining out and trying national and local cuisines are pleasant activities for most tourists (Beltran, Guzman, & Cruz, 2016). From the explanation above, it can be

summarised that gastronomy tourism has a significant part in the travel experience of the tourists.

2.3.1 Gastronomy Tourism as an Alternative Tourism in Developing a City or Country

Some experts believe that gastronomy tourism can be an alternative tourism. Sahin (2015) says that gastronomy is an alternative tourism and an important marketing instrument in the marketing of destinations as it is a kind of tourism that can be performed 12 months of a year. Thus, the destination can make benefit of advantages of tourism such as economic, socio cultural and infrastructure for twelve months. While according Kocaman (2013) cited in (Kocaman, 2014) says that the gastronomy tourism on the world develops immensely and the financial values which the countries earn from local tourism increases in accordance. Because; even though tourists have different purposes, they all want to experience, cook, buy and taste local food and drinks. While Sukenti (2014) argues that:

“Culinary tourism or gastronomic tourism can be used as one of the sectors in increasing the society prosperity through the provision of ingredients up to the serving process, and it also can create many opportunities for local people, like job vacancies, local economy rotation, economic activities, culinary business, and more supporting business related to culinary.”

Based on the explanations above, the conclusion is that gastronomy tourism is a significant part of tourism that can be an alternative tourism to attract tourists.

2.4 Tourist Attraction

Crouch and Brent (1999) state that tourist attractions are the key motivators for visitation to a destination. It is because tourist attraction is an event that can amuse someone when he or she watches that event. It can be the show of traditional dance, music, traditional ceremony and cooking demonstrate that depend on the local cultural. It can be shown in traditional or modern concept. Yoeti (1996) argues that tourist attraction is the synonym of entertainment which the meaning is something that is prepared then it can be seen, enjoyed by involving other people. Then

attraction itself is the primary element of destination appeal) Sugianto and Sulastiningrum, 1996).

2.4.1 The Classification of Tourist Attraction

There are some kind of tourism attraction classification according to experts. Marpaung (2002) stated that tourism attraction can be classified into three parts such as nature attraction, cultural attraction and artificial attraction

1. Nature Attraction

Nature attraction are something that has been existed. The example of nature attractions are nature view, mountain, beach, flora and fauna and any other god's creature.

2. Cultural attractions

Cultural attractions are influenced by the people who live in that place. It is influenced by the people habit and belief. The example of cultural attractions are temple, art, traditional dance, religion ceremony, museum etcetera.

3. Artificial attraction

It is man made. It is influenced by the people's activities, so the form is depend on the people's creativities. It can be Taman Mini Indonesia Indah, Bird Park, Central Park etcetera.

While Goldener et al. (2000) cited in Vengesayi (2003) categorise attractions into five main groups; cultural, natural, events, recreation and entertainment.

2.5 Tour Package

Desky (2001) states that tour package is the combination of some tour products and at least two products, which is packaged into one price that cannot be separated one another, while tour product has the meaning as the totality experience of a tourist since he or she left a place to another place. While there is a person or a group of people who work in a company whom manage and realise the tour package. Fiatiano (2009) states that the person or people who are preparing and executing a tour which made as a package is travel package. He also states that to arrange the tour package product, thing that should be considered are to fulfil the tourists' wants, enjoyable and there is educational sense.

Tour is divided into two according to the usage, first simple package which in general it only consists of transportation and accommodation and second is exclusive tour that offer many activities and holiday programme which consists of attraction, foods and a guide to accompany the tourists.

According to Morrison (2002), tour package is divided into four parts. They are package substances, target market, time limit of the usage and itinerary.

1. Package substances

The classifications of package substances are:

a. All-Inclusive Package

It is a common terminology which consists of all the things that tourists need to travel such as airline ticket, accommodation, transportation, foods, tourism attraction and money for tax.

b. Escorted Tour

It is a tour package where the tourists follow the rundown that has been made and in travelling they are accompanied by travel guide. This tour package has included all the travelling needs, and there are some choices for the tourists who want to arrange their own schedule such as activities, and foods.

c. Fly-Drive Package

This package provides travelling merit by airplane and prepares the rental car for the tourists to go to the destinations.

d. Fly-Cruise Package

This tour package provides airline services and serves the tourist in the destination.

e. Fly-Rail Package

This package is the combination package between air travelling and train.

f. Rail-Drive Package

It is the combination from train services and car rental in their destination

g. Accommodations and Meal Package

Mostly, the resort and hotel offer tour package by accommodation services included foods and beverages.

h. Event package

This package offers any special activities such as festival, entertainment cultural event as tourism attraction.

i. Package with Programming for special interests.

This package offers any kind of tourism with special interests where the activities, program and the attraction are designed for the one or more tourists.

j. Local Attraction or Entertainment Packages.

This package offers tourism attraction and the entertainment in a local area without including accommodation service.

2. Market Target

Tour package is made to fulfil target market needs.

a. Incentive Packages or Tours

This package made by group of people and person and including travel bureau (full-service incentive companies, the company that makes incentive travelling, travel agents, corporate travel manager, event meeting planning & convention, supplier (accommodation company, cruise lines, playing park, airlines and tourism attraction marketing organisation).

b. Convention/meeting Packages

Almost all of the resort, hotel and convention centre that sell convention package and meeting. Normally, convention and meeting package consist of accommodation and food, but sometime included local tour which visits tourism destinations and special program.

c. Affinity Group Packages or Tours.

This tour package provides any activities for community usually for religion, social and ethnic event.

d. Family Vacation Packages.

It is kind of tour package for family (children and parents) and there are activities for the children.

e. Packages for Special-Interest Groups.

This package is made to provide the activity for the group of people who have special interests.

3. Time limit of the usage

The classification of package based on time limit and the usage are:

a. Weekend & Minivation Packages

This package is for weekend which is less than six days

b. Holiday Packages

This package is valid in holiday and big days.

c. Seasonal Packages

This package is used in certain season such as winter, autumn, summer and spring tour package.

d. Pre-and Post-Convention Packages and Tours

A package that is used before or after convention and meeting event

e. Other Specific Length Packages or Tours

The package that used in a long term like one until two weeks.

f. Off-peak Special

This package is used for week-day

4. Itinerary

These packages are grouped where they are arranged or made.

a. Foreign Independent Tour (FIT)

This package is made by travel agent or travel bureau aboard based on the tourist's request.

b. Group Inclusive Tour (GIT)

Inclusive Packages are mostly established the minimum number of group in tour and air tour that the tourists rend or use.

c. Charter Tour

This is a traveling which uses a package where the airplane and other accommodations have been rent by the travel bureau, travel agent, individual or group.

d. Destination Packages

This package is categorised by the characteristic of the destination. This package is made to see the condition of the destination.

It can be concluded that tour package has four parts which takes an important part in tour package running.

2.5.1 Steps in making tour package

According to Fiatiano (2009) there are some steps in making tour package, they are finding the idea, formulating the purpose, observing and collecting the data, analysing the data, designing the product, testing the product, evaluating and last design.

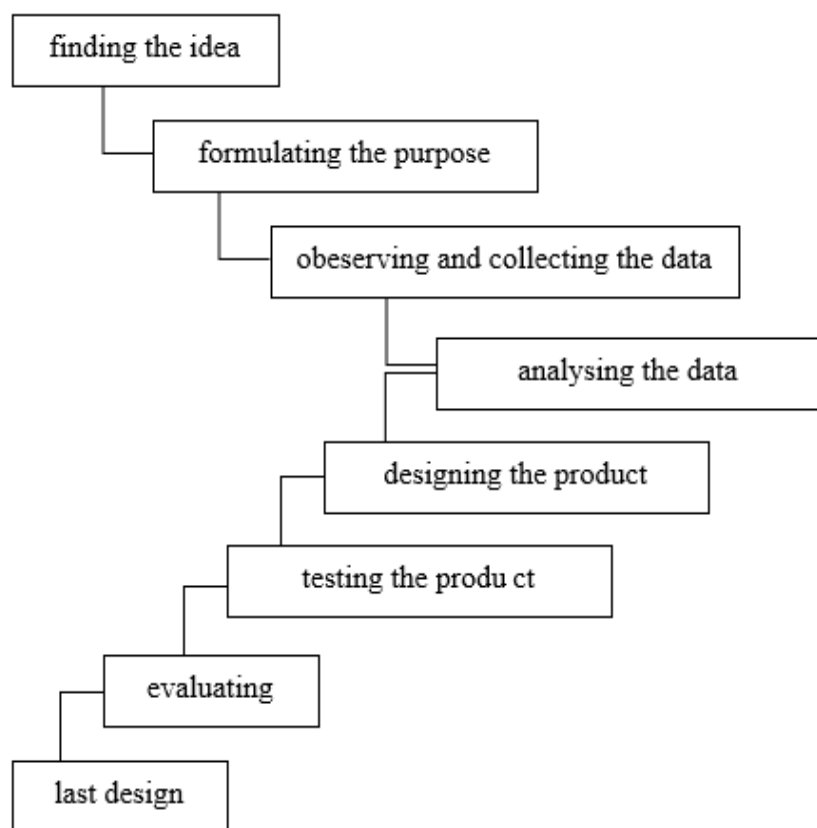


Chart 2.1: The steps in making tour package according to Fiatiano (2009)

Fiatiano (2009) also talks about the factors that should be considered in managing tour package are: the route, the variety of tourism object and the sequences of visiting. For the route, it is better if the route is circle route so it will take the time effectively, but sometime it cannot be applied because of the location is near each other. The variety of the objects is really important. This shows that the tour will be

various and not monotonous. The basic consideration to visit tourism object is based on the characteristics of the tourism object itself. For example, if the first destination is museum, then the next destination is different from it, it can be visiting nature tourism or temple. The other consideration for arranging the schedule of visiting destination or the sequences of visiting is also determined by the needs of the tourists. For example, visiting gift shop or shopping centre is placed in the end of the program with longer time, this is to make them enjoying their shopping time, also to make less the risk of the items that they buy being broken, and the risk of being tired after doing shopping.

2.6 Pempek

Anita (2014) says that pempek is one of South Sumatera traditional culinaries especially Palembang city. According to Sugito and Hayati (2006), pempek is a dish made from fish that form of homogen protein gel, has white colour which the texture is rubbery. Then karneta (2013) says that pempek is made from milled fish, tapioca flour, water, salt and the other spices as a flavor enhancer. Then Pempek can be made as many forms and cooked by boiling, steamed, fried or even grilled. Each fish can be used to make pempek, but the quality of pempek are varios depend on what kindo of fish are used (Nofitasari, 2015). There are many variant of pempek. For example pempek Kapal Selam, pempek Lenjer, pempek Kerupuk, pempek Lenggang, pempek Panggang, Otak otak, pempek Dos, pempek Adaan, pempek Kulit etcetera.

2.6.1 The History of Pempek

Agmasari (2017) says that in the Palembang sultane era, pempek was called as kelesan. Kelesan is traditional dish that was served in Limas house. It was called as kelesan because this dish could be saved in a long term. Pempek was sold comercially in colonial era. After being made, pempek was given to the chinese people in Palembang to be sold. Chinese people in Palembang were expert in trading. In 1916, pempek began paddled by walking seller from village to another

villages especially *keraton* area (*Masjid Agung and Masjid Lama Palembang*). *Pempek* name came from when the buyers called the seller of kelesan. The seller of kelesan were chinese old men, and people called old man of chinese as *empek*. When people wanted to buy kelesan they called the seller “*pek, empek* come here!” finally word *pempek* were more popular than word kelesan until now.

2.7 Cooking Class

Cooking class is one of gastronomy tourism that tourists can do. According to Indrayanti (2017), the activities that can be followed by the tourists in cooking class are:

- a. Introducing the food that will be cooked
- b. Preparing the ingredients and the material
- c. Cooking demonstation by the chef
- d. Starting to cook under the chef’s instruction
- e. Plating
- f. Enjoying the result

2.8 Making Proposal

According to Taylor & Francis (2013), there are some items that including in the proposal. First it should has background. In this item, a writer should provide information about the subject field of the project and its current and future development. In this backgroud a writer should give the detail information related to the project. Then mention the title. It is important to give the title of the project, because it can give the picture about what project it is. Next give the Aim and scope. The aim or the purpose is to show why does the writer propose the proposal. Then give the rational, editor structure, content or detail activity, the market, publication and review market.