

CHAPTER II

LITERATURE REVIEW

In this chapter the writer presents about the information of tourism, tourism culinary, food innovation, and *kritikan* snack.

2.1 Tourism

Tourism is identical to the activities done by people for getting pleasure, fun, and also appreciating their hobbies along their journey. Tourism is a temporary movement that is done by people to refresh themselves from daily activities, to refresh from their house, Marpaung (2012), according to Sedona (2009), dimensions of tourism are all tourism activities related to one or more of the following dimensions of tourism.

According to Fandeli (2000), started that tourism means every thing related to the concession objects and attraction include a tourist attraction as well as businesses that are interested in that field. Amin (2004), states that tourism is everything connected with the tour, including the efforts of some tourism objects and also their connected efforts. While the tourism is anything which related with how tourism will be held. In other words tourism is an outdoor recreational activity that takes more than twenty-four hours at a distance of approximately 80 miles and has a specific purpose.

Andrews (2008), claims that tourism is the act of travel away from home, mostly for the purpose of recreation or leisure. Recreation is the use of time in a non-profitable away. It is a therapeutic revitalization of the body and mind. It is more active in a refreshing and diverting manner. Then, leisure is a from of passive entertainment or rest. People now travel to see great monuments, learn new languages, experience new cultures or enjoy the climatic conditions of another state.

Suyitno (2011), say that tourism is temporary, it means that it is use in a short period of tour and the tourist will return to their original place or country, involves

some tourism components, such as transportation, accommodation, restaurant, attractions, souvenirs and others. Have a specific purpose that is essentially to feel happy and not to find money at their destination, even they can contribute to the income of the society or region visited, because their money is used to buy or pay something from their destination.

2.2 Tourism Culinary

Culinary is a part of life that is closely related to the daily food consumption. Food is a substance, usually derived from animals or plants, which are eaten by living beings to obtain energy and nutrients. Based on Fadheli (2000), culinary is a part of life that is closely related to the daily food consumption. Culinary is processed in a the from of food. The foods are in the forms of side dishes, food or snack and drinks. Because each region has a taste of its own, would not be surprised if every region has different culinary traditions.

Velencei (2007), says that culinary tourism is not limited to gourmet food. In fact, we like to use the term ‘food tourism’ more often than not just to keep it from feeling elitist. It is about what is unique, authentic and memorable about the food stories our regions have to tell. This includes our farmers, our cheese mongers, fishermen, brewers, winemakers and everyone in between.

According to Long (2004), culinary tourism is about food as a subject and medium, destination and vehicle for tourism. It is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being. Albala (2015), says that food tourism definitions commonly point to and explain the motivations for travel and behavior of consumers who actively seek out local food and drink experiences that are distinctive to a particular place outside the consumer’s usual environment.

2.3 Food Innovation

Innovation is critical to the long-term success of a firm as well as the economic health of an industry and the overall economy (Gertner, 2004). Many authors have written about the importance of innovation. Brown and Teisberg (2003) stated that Innovation is the lifeblood of successful businesses. It has become every firm's imperative as the pace of change accelerates. The challenges of this imperative increasingly require leaders to manage uncertainty and pursue learning and innovation across the boundaries of firms.

Rogers (2000), defines that food innovation is an idea, practice or object/object are recognized and accepted as a novelty by a person or group to be adopted. Innovation is a new invention that is different from existing or previously know. Guerrero (2009), says that Food innovation is the addition of new or unusual ingredient; new combinations of product; different processing systems or elaboration procedures including packaging; coming from different origin or cultures; being presented and/or supplied in new ways; and always having temporary validity.

Furthermore, Ireland (2013), states that the food Innovation is Centre of nurtures creative thinking a for innovation food. The Innovation Centre teams dedicated culinary development chefs, innovation technologists and project managers work with our market insights team. Collaboratively they introduce new food concepts that are always in high demand with our consumers.

Where as Vanhonacker (2010), states of an observed that innovation in traditional food that significantly changed the intrinsic product characteristics was considered degrading to the authenticity of the product among consumers from Belgium, France, Italy, Norway, Poland and Spain. Verbeke, (2010) explain the skepticism towards innovation in traditional food by discussing that traditional

products are usually bought due to their special character and special taste and manipulation of this would negate the traditional 'moniker'.

Nevertheless, the success of improvements in traditional food sector is riskier than in other sectors of food industry, because consumers tend to reject innovations affecting the traditional character of the product Almlı. (2011), and therefore a good understanding of consumers perceptions, expectations and attitudes towards any innovation is required prior to its implementation Kühne, (2010).

2.3.1 Kritikan snack.

According to Made (2010), *pempek* is traditional food that can be classified as fish meat that mix with wheat flour so it becomes dough. It's the same as *otak-otak* or *kamaboko* in Japan. The writer wants to make food innovation with basic ingredients are *telur ikan* and wheat flour. It's name is *Kritikan*. *Kritikan* is food made from *telur ikan gabus* and *tenggiri*. It has crunchy texture. Besides of that, it has unique taste, delicious, and nutritious. The shape of *kritikan* is flat. In this case, writer uses *kritikan's* name that is the abbreviated from *Keripik Telur Ikan Gabus dan Teggiri*. The name of *kritikan* is easy to remember and also weird in general society.