CHAPTER II
LITERATURE REVIEW

2.1   Tourism

According to Batta (2000, p.27) tourism is something that is resulted from travel and stay for a particular time; it means that it is non residents and not connected with any permanent earning activity. In addition, Soekadijo (2002, p.2 as cited in Muis 2016) claims that tourism is related to the tourists with all activities in it. Furthermore, Suwantoro (2004, as cited in Darmawan, et al., 2017) defines tourism as the activities of some people which is for a while or going to some places far from their real living.

Based on the definitions according to the experts above, it can be concluded that tourism are the activities done by a person or a group of people who go to some places in a particular time (non permanent).
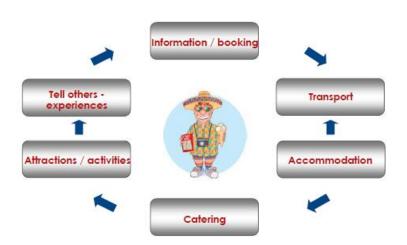
2.1.1   Tourism Chain

Diagram 2.1 Tourism Chain

According to Vos, et al., (2007) in tourism, there is some complex system of activities and services which have relationship each other. Looking for much information is the first activity that the travellers have to do before travelling. Then, the travellers make decision and book their trip or holiday. After that, the travellers go to their destinations by using some kinds of transportation: plane, ship, car, train, bus, etc. After arriving in their destinations, the travellers go to the accommodation: hotel, hostel, guest house, etc. After taking a rest, the travellers go for finding food and drink. Then, they go for visiting the attractions or go shopping. When the travelling is over, the travellers turn back to their home and share the experiences to others.

2.1.2 Key Elements in the Integrated Model of Tourism

According to Chai (2013), there are four key elements in integrated model of tourism. They are travellers, tourism promoters, tourism service suppliers and external environment.

a. Travellers

Travellers are the main focus of all the model in tourism activities.

b. Tourism promoters

The first layer that are closer to the travellers are tourism promoters. Examples of tourism promoters are tourism boards, direct marketing companies, meeting planners, travel agents and tour operators.

c. Tourism service suppliers

Kinds of tourism service suppliers are airline companies, bus operators, railway corporations, cruise ship operators, hotels, car rental companies, etc.

d. External environment

All of member; individual or group responding to a variety of social/cultural, political, environmental, economic and technological force.

2.2 Backpacker

According to Menuh (2015), a backpacker is someone, personal or in group who travel from one city to another or from him or her own country to other country by using low budget. In addition, Maoz (2007, p.45) defines backpackers as people who visit some tourism destinations independently without following some rules; they have flexible travel plans. Moreover, Gosal & Jefry (2012, p.55) states that backpackers manage their travelling independently starting from buying the tickets, finding the accommodations until managing the itinerary. Furthermore, Richard & Wilson (2004 as cited in Vaals 2012) claims that backpackers are travellers with low budget who has a longer journey than usual holiday and only bring a few luggage.

In short, backpackers are people who visit places by using low budget and manage their travelling by themselves so they have flexible time.

2.2.1 Characteristics of Backpackers

According to (Pearce 1990 as cited in Dayour 2013, p.2), there are five characteristics of backpackers. Backpackers have a preference of budget accommodation. Backpackers like to meet or interact with other travellers. They have an independently organised and flexible travel schedule. They have a longer time than other brief holidays. They have an emphasis of informal and participatory holiday activities.

Additionaly, Loker-Murphy and Pearce (1995 as cited in Dayour 2013) claims that there are four characteristics of backpackers:

a. Young and budget-minded tourists who prefer low-priced accommodation.
b. Giving priority to meet other people (locals and fellow travellers).
c. Organising their travel itineraries independently.
d. Enjoying to participate on recreational activities.

2.2.2 Ideologies of Backpackers

According to Hannam & Ateljevic (2008 as cited in Stojanov et. al., 2013) there are five pillars of backpacers ideology.

a. Travelling on a low budget
b. Meeting different people
c. Being free, independent and open minded
d. Organizing a trip individually and independently
e. Travelling as long as possible (Welk, 2004)

2.2.3 Kinds of Bakcpackers

According to Menuh (2015, p.22) there are three kinds of backpackers. They are flashpacker, gap-packer and megaloping.

a. Flashpacker

A flashpacker is a term for a backpacker who are more prosperous. It means this kind of backpacker uses a larger budget than usual backpacker.

b. Gap-packer

A gap-packer is a new term in backpacking that refer to a person who travels to some countries or cities only in a short time while in the year gap between school and university or between university and their first job.

c. Megaloping

A Megaloping refers to a backpacker who only uses public transportation.

2.3 Internet

Internet is an advancement of communication technology that can help people to get information and to communicate. Internet is a medium in getting information, managing the planning and making the decision about tourism, etc (Hyde 2008).

In addition, according to Sinha (2000 as cited in Jadhav et al., 2011) Moblie telephones, cable-television, fixed telephones using traditional personal and laptops can be used to access the information in the internet. The information can be accessed all the times. Internet also has cost transparancy so the consumer can make more informed choice.

Ramadhan (n.d) states that there are five benefits of internet as a medium of tourism information.

a. Communication through internet has no space and time limits

b. Easy access as it can be done from home; provides as detailed information as possible: price, location, information, weather, attractions, events.

c. the scope is wider throughout the world and it has cheap cost.

d. against "bad publicity", for example: Indonesia is considered a place of terrorists and riots so people are afraid to visit.

e. Increase the credibility of an organization because it has e-mail and website.

Moreover, Hisham & Qian (2015) states that there are six advantages of using internet in tourism industry:

a. Internet can be used as a profitable medium of tourism promotion and sales.

b. Internet can create a better impression for people than brochures and catalogues by creating quality of promotional visualization of tourism services and product.

c. Internet can create an effective improvement of travel agencies by communicating and providing all the necessary information.

d. The contemporary business in tourism industry is characterized by the implementation of many kinds of booking systems in to business systems of travel agencies, hotel chains, airlines etc.

e. Internet can be a medium that has high quality and has effective market research.

f. Because of unlimited database and unlimited capacity, internet can be accessed freely to every potential tourist.

Furthermore, according to Utari & Rahayu (2014) internet provides many advantages especially for the travellers who are planning their travelling. Internet also provides information on the variety of reviews of tourist destinations they are looking for, photos of destinations as observation materials, hotel reviews or places to stay complete with prices, addresses, and phone numbers they can calling.

Utari & Rahayu (2014) also states by using internet, the travellers (backpackers) usually do some activities such as:

a. Comparing the information on the Internet
b. Confirming the information (as supporting data)
c. Gathering Information on the internet
d. Following the newest information
e. Making travelling planning

2.4   Website

Website is a way to display some information from text, images, sound or video on the internet that it can be connected to one link of documents with other documents (hypertext) which the users can access it through a browser (Yuhefizar (2008, P.159)

2.4.1   Components in Website

Syabril (2012) states that there are four components in creating a website. The four components are domain, hosting, CMS (Content Management System) and templates/ theme.

a. Domain is a combination of letters or numbers which is the address of a website that can be accessed by the users through internet.
b. Hosting

Hosting is a medium to save your data in your website. There are paid hosting and also free hosting.

c. CMS (Content Management System)

A program to perform any kinds of editing website is called CMS. it includes the addition of articles or pictures, display settings, module addition, etc.

d. Templates / themes

A form of viewing your website is called a templates or theme. Templates or themes are the views that the users can see firstly in your website and access information available in the website.

All in all in creating a website, the website designers have to give their attention on some components of website. They are domain, hosting, CMS (Content Management System) and templates/themes.

2.4.2 Criteria of a Good Website

According to Suryanto (2009, p. 61 as cited in Huda, et al., 2012, p.11) there are nine characteristics of a good website. They are usability, navigation system, graphic design, content, compatibility, loading time, functionality, accessibility and interactivity.

a. Usability

To reach a good level of usability, the website must fulfill five requirements: easy to learn, efficient in the usage, easy to remember, low in error rate and be able to satisfy the users.

b. Navigation system

Navigation system can help the users to find what they are looking for quickly and easily when they browse the website.

c. Graphic design

How the design of layouts, colours, shapes and typography can affect the satisfaction of the users when they are visiting the website.

d. Content

A useful content is very needed in the website. The content in the website should be good in writing, including grammar and punctuation on each page, header and title. Good content will be interesting, relevant and appropriate for the target audience of the website.

e. Compatibility

A good website should provide an alternative for the users who can not see the site. For examples, the users can use Mozilla, Opera, Avant and others.

f. Loading time

Loading time can affect the users' satisfaction. If the loading time is very slow, the users will close the website and open another one, so the designer has to make the website which only takes three seconds to open it.

g. Functionality

Functionality means how good the website's work based on technological aspect.

h. Accessibility

A good website is can be used by everyone, including children, adult and teenagers.

i. Interactivity

Another criteria of a good website is that it can allow the visitors to interact with website, with the designer, with other visitors.

In creating a website the web designers have to be carefull because there are some criteria of a good website. Those criteria are usability, the navigation system, graphic design, content, compatibility, loading time, functionaly, accessibility and intearctivity.