

CHAPTER II

LITERATURE REVIEW

2.1 Design

In creating something, people need to design and based on the definition of design stated from expert “Design is a plan for arranging elements in such a way as to best accomplish a particular purpose.”(Eames,1989).This definition from Eames means that design is used as a plan to arrange everything needed for the specific purpose. Elements in his statement mean the elements of design such as line, shape, size, color, etc. This statement is in line with the opinion of Hardt(2006), design is the planned and innovative use of available knowledge to form processes, environment, products and services with point of departure in user needs.

2.1.1 Elements of Design

Lovett (1998) classified designs with the elements and principles. And these are the elements of design :

1. Line

Line can be considered in two ways. The linear marks made with a pen or brush or the edge created when two shapes meet.

2. Shape

A shape is a self contained defined area of geometric or organic form. A positive shape in a painting automatically creates a negative shape.

3. Direction

All lines have direction - Horizontal, Vertical or Oblique. Horizontal suggests calmness, stability and tranquillity. Vertical gives a feeling of balance, formality and alertness. Oblique suggests movement and action see notes on direction

4. Size

Size is simply the relationship of the area occupied by one shape to that of another.

5. Texture

Texture is the surface quality of a shape - rough, smooth, soft hard glossy etc. Texture can be physical (tactile) or visual. see notes on texture.

6. Color

Color is one of the most obvious elements of design, for both the user and the designer. It can stand alone, as a background, or be applied to other elements, like lines, shapes, textures or typography.

7. Value

Value is the lightness or darkness of a colour. Value is also called Tone see notes on tonal contrast.

2.1.2 Principles of Design

Design process can run well when it follows some principles. Lovett (1998) stated that the principles will guide a designer to create something. There are 4 principles: balance, gradation, repetition and unity.

1. Balance

Balance in design is similar to balance in physics. A large shape close to the center can be balanced by a small shape close to the edge. A large light toned shape will be balanced by a small dark toned shape (the darker the shape the heavier it appears to be).

2. Gradation

Gradation of size and direction produce linear perspective. Gradation of ofcolour from warm to cool and tone from dark to light produce aerial perspective. Gradation can add interest and movement to a shape. A gradation from dark to light will cause the eye to move along a shape.

3. Repetition

Repetition with variation is interesting, without variation repetition can become monotonous.

4. Unity

Relating the design elements to the the idea being expressed in a painting reinforces the principal of unity.eg. a painting with an active aggressive subject would work better with a dominant oblique direction, course, rough texture, angular lines etc. whereas a quiet passive subject would benefit from horizontal lines, soft texture and less tonal contrast.

From the explanation above, the writer concludes that design is a plan to arrange a concept before starting to create something with the specific elements and principles.

2.2 Tourism

In this era, tourism has become the main activity that people do especially in holiday. Tourism becomes activities done by people to enjoy life and refresh brain from boring activities in their works or daily activities such as working, watching tv and movie and doing house work. Based on the definition from Indonesian Dictionary, Tourism is an activity associated with leisure travel. And according to Koen Meyers (2002), "Tourism is a travel activity conducted temporarily from the original residence to the destination for the reason not to settle or earn a living just to meet the curiosity and spend leisure or holiday as well as other purposes." While Spillane (2004) stated that tourism is an activity to travel that aims to gain pleasure, seek satisfaction, know something, improve health, enjoy sports or rest, perform duties, pilgrimage and other purposes. The statements from experts above have similar meaning to each other, this means that tourism is an activity that conduct temporarily to do leisure activities and other purposes except to earn money to live.

From these explanations from experts, the writer concludes that tourism is an activity done by people that conducted temporarily with the different activities but the same purpose. This is the fun activity that is focused on pleasure and leisure activities for tourists. Most people use tourism as their media to refresh their brain after working or other activities.

2.3 Food and Culinary Tourism

Traveling is done with various motivations which bring many type categories of tourism, one of theme is food. The most common name is food tourism, culinary tourism, cuisine tourism, gourmet tourism, food and wine tourism, food and beverage tourism, rural tourism, cuisine travel, urban tourism, gastronomy tourism, and taste tourism, which all include the idea of travelling to experience and taste food products (Henderson 2004 cited Smith 2007). Regarding the definition of food tourism there are at least as many different versions existing as there are different names. Ignatov and Smith (2006, p.238 cited Mason &O'Mahony 2007) defined culinary tourism as "Tourism trips during which the purchase or consumption of regional food (including beverages), or the observation and study of food production (from agriculture to cooking schools) represent a significant motivation or activity, culinary tourism concerns the self-aware and conscious interest in experiencing a destination through its foods."

Furthermore, Murray reported (2011, p.3) that the city of Ontario developed a strategy and action plan in 2005 regarding culinary tourism and defined culinary tourism in the following three terms:

- Travel that includes the appreciation and consumption of local/regional foods;
- Travel for the primary purpose of experiencing and enjoying food and beverages or to attend culinary-specific activities such as cooking schools, visiting a food or beverage production/processing site, a farmer's market or a taste trail
- Unique dining and beverage experience.

The history of serving and providing food started a long time ago when only a few people had the privilege to travel and stayed in taverns and inns which just served basic food.

From the explanation above writer can conclude that culinary tourism is a kind of tourism that has a specific activity about culinary mostly about traditional food from the area of tourism destination.

2.4 Tour Package

According to Desky (2003), tour package is a combination of several travel products at least two products, which are packed into a single unit prices that can not be separated from one another. This is in line with the definition in Oxford Dictionary, tour package can be defined as the vacation organized by a travel agent, with arrangements for transportation, accommodations, etc., made at an inclusive price. While Kotler and Armstrong (1989) mention that tour package is something that is offered to the consumer or market share to satisfy a whim and desire included in physical objects, services, human resources involved in the organization and breakthrough or new ideas. Kotler and Armstrong defined the definition of tour package in different way from Desky and Oxford Dictionary, they defined the tour package as the thing to offer to the tourist to satisfy and desire the tourists including physical objects, services and human resources.

To develop the tour package, based on Verma (2009) there are twelve steps of developing and planning a tour package that ultimately will satisfy every tourists.

1. Research – Destination and Market:

The main object of tour packaging research is to analyze and understand the key elements associated with a particular tourist market and destination. Generally, many tour operators find that it is very difficult to arrange all things for all people. Suppose, there is a person desiring to enter the tour field and accordingly will concentrate on identifying his areas of interest and specialization, therefore, the tour operator will research not only on the tours that seem to fit those areas of interest and specialization but, also on the potential market relating to those areas.

2. Tour Itinerary Development:

Once the study as regards the destination and the target market has been conducted, the second phase in the developmental process involves working out an effective tour itinerary. It is based on two things – for new tour operators to research on both destination and tour ingredients and for established ones to review the questionnaires completed by previous tour participants. Generally, the new tour operators undertake ‘familiarization

tour' and after successful operation, they develop an itinerary. The itinerary is a summarized tour program, which is designed to identify the origin points, destinations, route points, accommodation, transportation, sightseeing activities and other services.

3. Negotiations with Tourism Suppliers/Vendors:

Once the itinerary is finalized, the next step is to negotiate with prospective vendors. The tour planner works with many vendors depending upon the nature and size of the tour. The major ones are airlines, lodging companies, transport operators, car rentals, ground operators, sightseeing vendors and so forth. A tour planner has an option to negotiate with air carrier directly or through a travel agency. If the tour company has a long history of operating large number of inclusive air tours, the tour planner will usually be better placed to negotiate a better price and better terms/conditions than the tour planner/company could obtain through travel agency.

4. Costing of a Package Tour:

The concept of 'tour cost' is focal to understanding the connotation and practices of tour management in determining the monetary value of a tour package. In simple terms, 'cost' means the total expenses incurred to change the shape of individual ingredients into a tour package.

5. Financial Evaluation and Pricing:

After costing of a package tour, tour planner determines exchange rates, estimates future selling prices and finalizes tour prices. The tour planner has to finalize price structure some ten months or more before the departure of a tour.

6. Administrative Staff:

Since the tour operation business is seasonal in nature, it requires extra personnel to meet the increasing needs. Tour operators are usually clear about what they want while selecting administrative staff to perform the extra activities, may be at a particular destination or at a resort.

7. Marketing of a Tour Package:

The tour operators strategic position between the various vendors encompassing airlines, transport operators, hotels, etc. and the ability to combine the various elements of travel industry into relatively affordable and standardized tour package, have emerged as the key manipulators of tourism industry.

8. Developing a Tour Marketing Plan:

Tour marketing plan is centered on organizational objectives. It is important to have a clear understanding of what the tour operator desires to achieve through marketing plan. In fact, a tour company needs to understand both its product and its market before developing a marketing plan. For many tour companies, budget is the first step in the process of developing a tour marketing plan.

9. Marketing Inbound and Outbound Tours:

Generally, the international tour marketing is relatively more complex and difficult than domestic tour marketing. International tour market is composed mainly of tours organized and planned in another country and operated in other countries.

10. Tour Operator's Brochures:

The tour operator's vital marketing tool is its tour brochure which contains comprehensive information to persuade and motivate potential holiday makers to purchase tourist products/services.

11. Operation and Execution of a Tour:

The success of a tour operator depends on how efficiently it operates a tour. This phase is very crucial and has capacity to convert promises into realities. So utmost care has to be taken to realize whatever had been promised in the package tour to offer to tourists.

12. Post Tour Management:

This phase is relatively more crucial, which involves preparation of several reports and their evaluation. In fact, it reveals the success of the tour, where tour planner should go for comparative analysis of the perceived

goals, actual achievement and assessing the tourist satisfaction level, the financial gains, and the effectiveness of the tour packages.

This package is an attractive package for those people who love to travel and to learn something new. The writer concludes that tour package is a package of tourism activities such as traveling, eating, shopping, visiting places, etc. these activities are included in a tour package with a fixed price that usually conducted by tour agent.

2.5 Traditional Food

When we visit a tourism destination, one thing that interest us the most is to taste the traditional food. It is usual that every area has its traditional food that different of each other. There are some definitions from expert about traditional food, Laura (2013) explained traditional food as a term that is bandied about in Foodie circles, and used to give a feeling of authenticity to whatever method a particular author is defending as being the most superior way of making a thing. Traditions are funny things though. They tend to evolve over time, and become something different than what they started as. While Langford (2015) stated that “Traditional foods are those whole and ancient foods that have been eaten for centuries and even millenia. They are the foods that your great-great-great-great-grandmother and grandfather would have eaten. They are simple, naturally grown or raised, nutrient-dense, thoughtfully prepared. They are not fads (in fact, they tend to go in direct opposition to most conventional nutritional advice these days).” From this two definitions above, traditional food refers to foods and dishes that are passed through generations and also refers to foods consumed over the long-term duration of civilization that have been passed through generations. Traditional foods and dishes are traditional in nature, and may have a historic precedent in a national dish, regional cuisine or local cuisine. Traditional foods and beverages may be produced as homemade, by restaurants and small manufacturers, and by large food processing plant facilities.

From the definitions that stated above, traditional food is the food and beverages that come during the generations that give the feeling of authenticity and usually different from one area to another. The traditional food usually became one of the cultures in that area.