

## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Tourism

Every countries in the world there has many tourism. Tourism can increased the income in every countries. Such as economic growth in a country. In Indonesia, the foreign exchange of tourism sector has been written Rp 184 trillion and become job opportunities for 12 bilions people, Farhan in travel.detik.com (2016). According to Henniker and Kraft (1996:30), tourism is the sum of phenomena relationship arising from the travel and stay of none residence, and so far they do not lead the permanent residence and are not connected with earning activity. Then the definition that accepted by the international assosiation of scientific expert in tourism.

Wahab (1993:106-107) and Yoeti stated that tourism is purposeful human activity that serve as a link between people either wihtin one or some countries or beyond geographical limits. It invloves that tempory displacement of people to another region, counrty or contiennt for the satisfaction of varied need other than exercising a remunerated function. According to Yoety (1991:21), tourism is an journey in a tempory time from a place to another place, which is no purpose for business oriented but it is not only perform to enjoy the journey for the sake or recreation oriented.

According to Spillane (1982:29-31) there are 6 kinds of tourism based on the motive of travel destination. One of them is cultural tourism. This type is signed by a set of motivation, such as studying at research center, learning the mores, foundation, and the different way of life of the society, visiting the historical monument, the artifacts of the past, culture and religion center music festival, theater, folk dance, etc.

In conclusion, based on the definitions from several experts above concludes that the purpose of tourism are alternative way to increase income in the countries, can refresh our mind to make us relax and how to we lern about our tourism culture.

## **2.2 Culture**

Culture is the fabric of our lives. Every organization, every group, every team, has its own unique cultural logic. Culture represents the given assumptions for what is or isn't acceptable. The mechanisms of culture define norms of behavior and informs decision-making. The way we set boundaries and determine possibilities is based on our culture. So if you're trying to reframe the conversation or redefine how people think about an issue, you been understand the role of culture ([www.getstoried.com](http://www.getstoried.com)). So it is important to us know about our culture especially our culture story.

Specifically, the preservation of culture is an effort to maintain the culture to be as it is. Jacobus (2006) states that culture preservation is maintaining the values of art and culture, traditional values by developing the embodiment which is dynamic and adjusting with the situation and condition that always change and evolve. Pitana (1994) in argued that culture preservation can be effective if the culture is still being used and run. When the culture is not being used anymore then the culture itself will be lost by itself. Thus, it is important to preserve the culture as it will be extinct if there is no movement to keep and maintain the culture in South Sumatera.

## **2.3 Promotion**

Sistaningrum (2002, p. 235) state that promotion is one element of the activities of the marketing mix. Promotion become media information to know everything related to the company's products that will be offered to consumers. Based on the opinion of some experts, it is known that the promotion is kind of activities in marketing management with some goals. According to

([economictimes.indiatimes.com](http://economictimes.indiatimes.com)) Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others.

## **2.4 Kinds of Promotion**

According to Sary (2008, p.11) tourism promotion is divided into two kinds as follows:

### **1. Direct Promotion**

The ways that usually used in this promotion are display such as (traditional house, costume, and pictures), printed media (prospectures, leaflet, folder, booklet, and brochure, exhibitions and presents.

### **2. Indirect Promotion**

The ways that are used in this promotion are:

1. Giving information through printed media.
2. Publication in some magazines that in the company (travel agent or tour travel company) area.
3. Visiting to the company company (travel agent or tour travel company).
4. Meeting with another companies to get some information.
5. Workshop
6. Inviting some employees of company to visit tourism destination

## **2.5 Tools of Promotion**

According to Yoeti (1990, p.141) there are three promotional tools most widely used are advertising, sales support, public relations. Advertising is an appropriate way to give the results of products to consumers completely they do not know. Public Relations is a part or section of a company or organization that aim as a spokesperson for the company and other parties that require information about everything about the company, of course, what you want to be notified that must be the knowledge of the board of directors or head appointed, along release can be given the name of both companies.

Sales support is a support to the seller to provide all forms of promotion material which is planned to be given to the general or special travel trade is designated as an intermediary. Sales support that is often used as follows:

### 1. Brochure



Publication is printed using paper that is relatively good, the layout are collated interesting, with all the potential to be promoted. Often in a brochure is a catalog that includes tourist attraction in the area of interest by stating the type and kind of accommodation, room tariff, facilities and Itineraries tour to the tour operator.

### 2. Prospectus



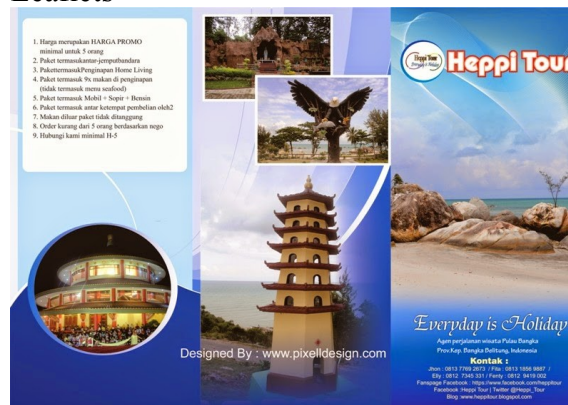
This is a flyer that sometimes too folded in two, is designed to be more attractive and provide your name on it in many kinds of hotel with address, amenities, tariff, and the food can be provided.

### 3. Folder



A promotion materials that can be folded over, there were two da tone, quadrupling, each page of the crease in the hotel building include, for example, types of rooms and so on.

### 4. Leaflets



Different from a folder, the leaflets only in the form of leaflets which are set out in a wide variety of information quick round object in promoting.

### 5. Magazine



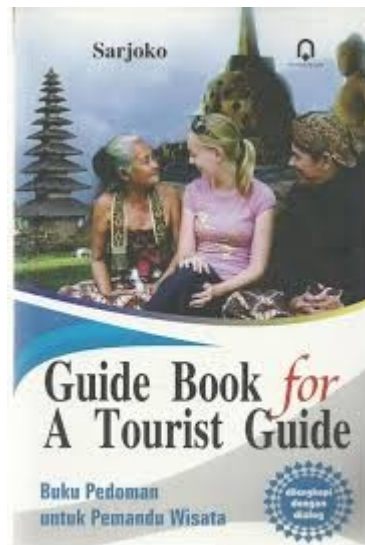
A publication, usually a periodical public, which is printed or electronically published (sometimes referred to as an online magazine). Magazines are generally published on a regular schedule and contain a variety of content.

## 6. Booklets



Almost like a guide book, the content is more complete than other forms of sales support. Preparation may not individually, but usually on the responsibility shared by several sponsors who help to promote the products and services his company.

## 7. Guide Book



Guide book provides information on the tourism business unit also tell something about a tourist destination, the local expression language expression to facilitate communication.

#### 8. Display materials



As a lot of us look at the airline office and travel agent as a display that is hung or put on the table.

### 2.6 The Purposes of the promotion

According to Yoeti (1996, p.52) purposes of promotion as follows:

1. To introduce services and products produced by the tourism industry as widely as possible.

2. To give impression as strong as possible in the hope that many people will come to visit.
3. To deliver a compelling message with an honest way to create high expectations.

### **2.7 Booklet**

According to Simamora (2009: 71), booklet is a small book, usually shaped a half letter, thin, no more than 30-sided sheets, and also contain of some pictures and texts . Similar to Maulana (2009: 174) Booklet is a medium to convey messages in book form, either text or images (As cited Gustaning, 2014). So, booklet is a book with small size exactly shaped a half letter, no more 30 sided sheets, there are some texts and pictures, and the purpose is to deliver message in book form. From the function of point of view, booklet can be media alternative to give information and to promote something.

Arsyad (2002: 85) (as cited Astutik,2010) states that, in making the booklet, there are six elements that need attention, namely: consistency, format, organization, charm, font sizes, and use whitespace. Booklet is not periodical publications which may consist of one to a small number of pages, not related to another issue, and finished in a single publication. The yard is often used as one, among others, with stapler, thread, or wire. Usually has a cover, but do not use volume hard. Besides the elements of the booklet, booklet is included in the category of media below the line media (below the line media). Based on the characteristics attached to the below the line media, messages written on the media is guided by several criteria: use short sentences, simple, brief, concise, using capital letters and bold. In addition the use of letters not less than 10 pt, packaged interesting and words used economically, Suleman (1998) as cited Aini (2011) .

Kemm and close as cited in Aini (2011) State that booklet has two advantages, they are, It can be learned at any time and it contains information relatively more than the poster. Meanwhile, Ewles as cited in (2011) States that booklet could be learned from studying independently, readers can see the



contents during leisure, Information can be shared with family and friends, easy to make, reproduced and corrected and adjusted, reducing the need for record, It can be made simple with relatively low cost, Durable, directed to specific segment.

Based on explanation above the writer conclude that booklet is a media for promotion as a guidance consists some information and it has many advantages than other media.