

CHAPTER II

LITERATURE REVIEW

2.1 Definition of Tourism

There are some definitions of tourism from several experts to support the opinion of the writer. The definition of tourism based on UU No. 9 tahun 1990 is an activity to visit some places in short time with purpose to enjoy the tourism object. Besides, based on UU No. 10 tahun 2009 is an activity that is done by a person or group of people to visit some places in short time with recreational purposes, personal development, or studying purpose.

Andrews (2008, p.17) stated that tourism is the act of travel away from home, mostly for the purpose of recreation or leisure. Tourism development provides the service to support this kind of travel. According to Soekadijo (2000, p.3 cited in Sanjaya 2015) tourism also means displacement of people for a while and in the short term to goals beyond where they normally live and work, and their activities during the stay in place such purposes and the tourists usually spend their money.

Based on the explanations above, the writer concluded that tourism is an activity while travelling to some places to have fun and to enjoy the tourism object in short time.

2.2 Tourism Attraction

Based on UU No. 10 tahun 2009, tourism attraction are everything that has uniqueness, beauty, the value of natural wealth, culture, and one of the tourist destinations is the craft of each region. According to UU No. 9 tahun 1990 on tourism said that the object and tourist attraction consists of :

a. Object and tourist attraction that creation of God Almighty, the tangible nature and the state of flora and fauna.

b. Objects and tourist attraction man's work is tangible, for example museums, relics of history, art and culture, agro tourism, water tourism, tourist rush, nature adventure tourism, recreation parks and entertainment venues.

Based on explanations above, it can be concluded tourism attraction is a formation and associated facilities which can attract tourist to come the place. Tourist destination is not only to attract tourists but also to the existence of certain type of development. Tourism destination is the basis for tourism if there is no tourism attraction in the place it will be difficult to development of tourism

2.3 Kinds of Tourism

Based on Fajri (2016), there are motives tourists visiting a place that is classified based on the types of tourism which are as follows:

1. Based on the location, there are five kinds of tourism:

a. Local Tourism

Local tourism is a place where has small space and is limited only in certain places.

b. Religion Tourism

Religion tourism is activities of tourism business which are developed in a place or area and has a bigger space than Local tourism, but smaller than National tourism.

c. National Tourism

Tourism business in certain meaning means the activities of tourism is developed in a region of country. This meaning has synonym with domestic tourism, where people do a journey in their country. Tourism business in broad meaning means the activities of tourism which

are developed in one country. Besides the activities of “domestic tourism” it includes “in bound tourism” and “outgoing tourism”.

d. Regional International Tourism

Regional – International tourism is the activities of tourism which is developed in a limited international region, but passed by more than two or three countries in the region.

e. International Tourism

International tourism is similar to World Tourism Business. It's the activities of tourism business which are developed in whole country in the world. It includes Regional-International Tourism and National Tourism

2. Based on the reason or purpose of tour, there are three kinds of tourism:

- a. Business Tourism is one kind of tourism in which the tourist comes to work, trade, convention and seminar and others.
- b. Vocational Tourism in kind of tourism which people do the journey for vacation, recreational, or holiday.
- c. Educational Tourism is kind of tourism which the people or visitors do the journey for the purpose studying or learning in the field of education.

3. Based on the object, tourism consists of ten kinds of tourism, namely,

- a. Cultural Tourism is a kind of tourism in which is motivate of people to do the journey is caused by the fascination of cultural art in that area.
- b. Commercial Tourism is also called trade of tourism because this journey is related to the national or international commercial activities like Expo, Fair, Exhibition, and others.
- c. Recuperation Tourism is called Health tourism. The purpose on this journey is to cure a disease.

d. Sport Tourism is aimed at seeing or witnessing the sport fair in an area, such as football, Olympiad and etc.

e. Political Tourism is a journey in which the aims of people who do this journey are to see or to witness an event or occurrence which is connected with the activity of a state.

f. Social Tourism is a kind of journey, representing one kind tourism which do not emphasize to get advantage, like study tour, picnic or youth tourism.

g. Religion Tourism is a kind of tourism which the purpose on this journey is to witness the religious activities.

h. Recreational Tourism is almost done by most of people in our society they use their leisure time to have new situation in fleshing themselves after working. The locations where they want to go other places, are namely the beaches, the forests, the mountains and entertainment.

i. Maritime Tourism is tourism where the sea and the river will be the destination for the tourist to have the picnic. There are some activities we can like namely sailing by boats surfing, fishing, diving and other activity.

j. Business Tourism is a tourism where the tourist can go to other country for doing the business activity which can improve the economy and increasing the own money of people and society.

4. Based on the purpose of tour pleasure tourism, cultural tourism, sport tourism:

1. Tourism to enjoy the trip (Pleasure Tourism)

This type of tourism is conducted by people who leave their homes for a vacation, get some fresh air, relax, see something new, and enjoy the beauty of nature.

2. Tourism for Culture (Cultural Tourism)

There are motivation, such as a desire to learn at centers of teaching and research, the customs learning, institution, and ways of life of different society, historical monuments visit, relics, art centers and religious, arts festival of music, theater, dance and etc.

3. Tourism for sports (Sports Tourism)

Sport tourism can be divided into two categories:

a. Big sports events, namely the major sporting events like the Olympic Games, the ski world championship, world championship boxing, and others that would attract the audience or the fans.

b. Practitioners of the sporting tourism, sport tourism is for them who want practice themselves as mountain climbing, horse riding sports, hunting, fishing and others.

2.4 Tour Package

Tour package is a media that has provided by tour planner for tourists with the product and services and managed commercially. According to Suwantoro (2004, p.14), tour package is a tourism tour product that sold by a travel agent. Tour package is a plan of tourist activities which has been drawn up regularly at a spesific price which includes transportation, accomodation, tourism object as well as other supporting facilities are provided in the tour package.

In planning the tour package, travel agent as a mediator and organizer of the tourism components which is needed by tourist during their trip. Travel agent should be able to put itself not only as an intermediary but also as a partner for tourists on their ability in managing the trip, especially tourists satisfaction in tourism activities.

2.5 Designing Tour Package

According to Verma (2016) there are twelve steps of developing and planning a tour package that will satisfy every tourists.

1. Research – Destination and Market:

The main object of tour packaging research is to analyse 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 programme, which is designed to identify the origin points, destinations, en route points, accommodation, transportation, sightseeing activities and other services. Moreover, an itinerary shows the sequence of various tour ingredients and provides essential information such as assembling point, departure point, date of departure and duration of tour, legal requirements, features of destinations, optional activities, meal and perhaps more than these.

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.

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. The components of characteristic at the tour cost consists as follows (Suyitno, 2001) :

1. Fixed Cost

Fixed cost is the costs that are borne by all of the tourists such as :

a. Transportation Rent fee

Tour operator usually rent vehicles or other transportation that will be used to support the activities of the tour package. It can be done by company or travel agent itself. The rental cost has been declared to charge per hour or per day.

b. Guide Fee

The company is setting the guide fee based on the classification of language with mastered by the tour guide.

c. Driver Fee

If we use the car as a means of transportation for the tour, so it would be appears the costs to be incurred for the services of a driver who was driving the car. It is very important to establishing a good cooperation between the participants, the tour guide and the driver itself, so that the tourism destination can be achieved.

d. Parking Fee

Parking fee is also to be a burden together for all of participants. How much the total cost of parking in the tour , which will be borne by all the participants of the tour.

e. Donation

Donation is usually given to the areas or tourism objects which have not managed professionally or it managed by local society.

f. Entrance Fee for Car

The car is also charged an entrance fee. The amount of this fee depends on the type of vehicle, which used.

g. Toll Fee

For a tour, which is conducted in big cities and already it has a lpt of classes and categories road, so one of fixed costs that will be appear is the cost of toll fee.

2. Variable Cost

Variable cost is the costs that are dedicated by individual. The costs usually are already declared for the cost per person by the owner of the products used in the tour package that is designed by the travel agent.

a. Entrance Fee Pax/ Admission Fee

Admission fee is an entry fee per person, so we do not need to calculate such as on the type of entry fee vehicle.

b. Meal

Meal cost consists of breakfast, lunch and dinner. The cost of meal is expressed for cost per person.

c. Accomodation

The cost of accomodation will appears if the tourists doing a tour more than 24 hours or the tourists follow the tour package.

d. Refreshement

Refreshment is a snack or drink that provided during the trip

e. Public Transportation

Public transportation fee is a cost for each passanger, which uses the transportation services.

f. Porterage Fee

Baggage handling fee will appears when the tourists are at the airport and check in or check out in the hotel.

Looking for the total cost / pax can be done by using the formula :

Changing the fixed cost into variable cost such as :

$$TCP = \frac{TFC}{n} + TVC$$

TCP : Total Cost Per Person

TFC : Total Fixed Cost

TVC : Total Variable Cost

n : Number of Participants

Changing the variable costs into fixed cost such as :

$$TCP = \frac{TFC + (n \times TVC)}{n}$$

TCP : Total Cost Per Person

TFC : Total Fixed Cost

TVC : Total Variable Cost

n : Number of Participants

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 centred on organizational objectives. It is important to have a clear understanding of what the tour operator desires to achieve through 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.

Designing and developing tours, working with retail travel agencies, and vendors/ principal suppliers, formulating effective and extensive marketing plans, determining cost and price, operating and managing a tour, dealing with travel documents and legal formalities, handling the finance are the activities that are not easy to be handled rather involve commitment, determination, farsightedness on the one hand, and a great degree of risk, on the other.

2.6 Designing Brochure of a Tour Package

According to Rao (2011, p.5 cited in Winarni 2016) tour brochure depicts the places of interest, types of service, nature of operation and conditions. Information related to the mode of transport, accommodation, and other related services is clarified in order to avoid ambiguity and confusion. Customers can get sufficient idea of booking the organized package tour. It is usually written in simple and lucid language to describe the components of services and places of tourist interest. Tour operators present the content in the tour brochure in a simplified form.

According to Sitepu (2005, p.16) there are five elements of design, they can be classified as line, shape, space, texture, and color.

a. Line

Line is divided into four, they are vertical, horizontal, diagonal, and curves. In the graphic design, line is used to separate the positions between the other graphic design elements within page. It can also be used as bookmark of specific parts with the purpose for the explanatory of the reader. Line is also used as separator between the two parts of different publications provided emphasis. For example, it can be used to separate the information in book.

b. Shape

Shape is a field that occurs because it is limited by a line or limited by the different colour or by the dark light on shaded or texture. Shape can be natural form (figure) which does not at all resemble the natural form (non figure). Shape has a change in the form of stylized form, distortion, and transformation. This meaning is constructed in two dimensional graphics.

c. Space

Space occurs because of the perception of the depth that feels far and near, high and low, looking through the sense of sight. This element is used as elements of breathing space for the reader's eye.

d. Texture

Texture is the visual elements that show a sense of surface material (material), which is intentionally created and presented in the order to attain such a form, either in the form of real or pseudo.

e. Color

The color of an object is determined how light falling on the object and reflected back to our eyes, because light has a spectrum (systematic series) color, and that color spectrum is exactly what helps humans recognize colors.

Based on explanation above it can be concluded that tour brochure lead to the information associated with tourism object, transportation, accommodation, and tour service to avoid confusion and error. In designing tour brochure, there are five elements of design that must be applied such as line to separate the information, shape to construct two dimensional graphics, space to look through the sense of sight, texture to present the visual elements, and color to determine the light of object.