

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Tourism comes from latin word “tournus” which means journey, acting of going from one place to another place. The word “tour” is defined as journey visiting several places and usually taken pleasure. Scullled (1992: 12) says that tourism is the sum of operation, mainly of an economy nature, which directly related to the entry, stay and movement of foreigner inside certain country, city or region. And economy gives the restriction, so that is much more economical aspect, but is not showing explicitly, sociology, psychology, or tourism geographical aspect.

There are three factors why a person wants to go to travelling or availability time, availability of cost and the desire to travelling. All three of the above factors are the decisive factor for a person to decide to travel, therefore a product marketers business trips to be clever approach to creating three elements.

Yoeti (2001) says that in the world of tourism there are four types of travels based on the nature implementation as follows:

1. Tourism package

A tour is planned or organized by a travel agent or risk and responsibility where events, places, visiting, accommodation, transportation, and other facilities have been determined by price.

2. Independent tourism

Independent tourism is tourism trips arranged by the travelers. This trip isn't based on time schedules, therefore this kind of travel can leave anytime you want by using any means of transport in the absence of a bond is set and done freely.

a. Escorted tour

Tour planned and organized by a agency grouped in a group led by a tour leader started the trip departure. In this case the tour leader acts as a tour leader and guides as well.

b. Stay holidays

The trip is organized by price predetermined time complied by the agency organizer with many participants, the trip implemented because the schedule continues.

2.2 Cultures

According to Tighe (1986) cited in Mekercher (2002), the activity of cultures can be categorized as one of tourism products. At the beginning, cultural tourism as a special activity that is desired by a group of people to get different experience from usual travelling experience that they did before, and cultural tourism have already been acknowledged as market activity with highest price.

A tourism activity should have tourism attraction. It is the same as cultural tourism attraction that can be developed or used for an object and tourist attraction such as museum, heritage, traditional ceremony, handmade and local customs.

According to Pendit (1994) the definition of cultural tourism is a journey that is done on the base of desire to expand people daily activities visiting or searching to other place or overboard, learning, about citizen situation, the habit of traditional there, how to they life, culture and art them. During the journey, it will have a chance to take part in cultural activity, like an art exposition (dance, theatre, music and voice and art).

2.3 Tour Package

Desky (2001) cited in Rao (2011) states that “the travel package is a combination of several travel products (minimum two products) packed into a single unit price that cannot be separated “. From the definition above, it can be seen that a travel package has been designed so that a price has been determine including the costs of transport, accommodation, the object to be visited, and so on .

Yoeti (2001) states that “tour package is a sightseeing trip which is planned and organized by a travel agent or a travel agency for the risk and responsibility of their own which shows the length of time, places to visit, accommodation, transportation, food and beverages has been determined by travel agent “

From the definition above, the writer concludes that definition of tour package is a tour product that has been planned completely both facilities and price to cater for traveler's needs.

2.4 Types of Tour Package

According to Nurita (1992:36) tour package is divided into two kinds, they are ready made tour and tailor made tour. Ready made a tour is tour package product where the components have been defined by travel agent, it cannot be changed and it can be purchased by tourist directly, in other words, the product can be held at any time. Meanwhile, tailor made tour is a tour package product which the components can be changed based on the needs and desires of consumers.

This tour package has three possibilities, they are:

- 1) It prepares from any kinds of tour components become one product
- 2) It is combination of ready the made tour
- 3) Price combination in Confidential Agent Tariff (CAT) with other facilities

2.5 Tour Itinerary

According to Rao (2011), "Itinerary is an important exercising that tour operators engaged senior executives to design in a methodical way. Itinerary reflects the nature of tour, types of service and duration of tour. Package tour is operated as per the descriptions and instructions in itinerary. Tour operators make full-proof survey of the places of tourist interest, facilities and amenities, etc before finalization of itinerary". In brief, the sale of package tour is determined by itinerary and programmers. The process gets initiated before the launch of package tour in the market. It involves collection of information related to the duration of stay at a particular destination including check-in and check-out time.

According to Reily in Kesrul (2003:41), itinerary is "a day by day schedule of travel plans and arrangements on a specific tour that contains a travel show, since their departure, destination, to return home. Particular mentioned in the document, among others, the implementation time, the object of the visit, and

where to eat". Meanwhile according to Damarjati in Kesrul (2003:4) tour itinerary is a list and schedule of tour event with complete data for the day, time, places (sights), hotels, point of arrival, the events offered so that the whole can describe the implementation schedule or those times of contains tour event (from beginning to end).

The writer concluded that tour itinerary arranged by tour operator that consists of information related to the duration of stay at a particular destination such as time, day, place, etc.

2.6 Types of Tour Itinerary

Any kinds of tour itinerary are made by tour operator, in accordance with each desires and creativities. According to Mujalidi (2012:41), there are three types of tour itinerary.

1. Essay itinerary

Essay itinerary is usually used in tour itinerary. It can facilitate the tour operate in offering the package tour

2. Tabulated itinerary

A kind of tour itinerary that most commonly used is tabulated. The program is structured horizontally which consist of day / date, place, time, itinerary, and remarks.

3. Graphic Itinerary

The places that will be visited (point) are numbered consecutively in the order of visit. Then, points are connected to form a series of trips.

In this case, the writer used tabulated itinerary consists of day / date, place, time, tour's itinerary, and remarks.

2.7 The Calculation on Tour Package

In making a tour package, the preparation of tour price which is assembled from all components cost of tour package preparation is the determined of the component costs that are expected and will be expected and will be excluded is crucial in the preparation of the tour price.

According to Suyitno (2001) cited in Frasuanti (2015), the components of characteristic at the tour cost consist as follows:

1. Fixed Cost

Fixed Cost is the costs that are borne by all of tourist such as:

a) Transportation Rent Fee

In the implementation of tour package, usually tour operator rents vehicles 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 languages which mastered by the tour guides

c) Driver Fee

Automatically, if we use the car as a means of transportation for the tour, so it will appear the cost to be incurred for the services of a driver who drives the car. It is very important to establish a good cooperation between the participants, the tour guide and the driver itself so that the tourism 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 born by all the participants of the tour.

e) Donation

Donation is usually given to areas or tourism objects which have not managed professionally or it is managed by local society for promoting, presenting the tourism objects and increasing the income of local people so the travel agent / tour operator is excluding the cost to do donated to the manager of the tourism objects.

f) Entrance fee for car

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

g) Toll fee

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

2. Variable Cost

Variable cost is the costs that are dedicated by individual. These 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 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 of breakfast, lunch and dinner. The cost meal is expressed for cost per person

c. Accommodation

The cost of accommodation will appear if the tourists do a tour more than 4 hours or the tourists follow the tour package.

d. Refreshment

Refreshment is a snack or drink provided during the trip

e. Public transportation

Public transportation fee is a cost for each passenger who uses the transportation services

f. Porter age fee

Baggage handling fee will appear when the tourists are at the airport and checked –in / check-out in the hotel.

Example of Cost Component

Components	Fixed Cost	Variable
Rent Bus	√	
Kit/ Souvenir		√

Special Breakfast		√
Snack/refreshment		√
Entrance fee (all object)		√
Tour guide fee	√	
Driver's tip	√	
Toll	√	
Lunch / Pack		√
Spa Service/Pax		√

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

Changing the fixed cost into variable cost such as:

$$TCP = TFCn + TVC$$

TCP : Total Cost Per Person

TFC : Total Fixed Cost

TVC: Total Variable Cost

n : Number of participant

3. Quoted based on

Quoted based on in divisor number which is determined by the travel agent to divide the fixed costs to be born by each pax

4. Surcharge / mark up

Surcharge is the total percentage of profits which is desired by the travel agent on every tour product that be made. The size of percentage totally depends on

the travel agent itself. Travel agent can get the profits from this surcharge/ mark up.

$$TP = TCP + SC$$

TP :Tour Price

TCP: Total Price per Person

SC :surcharge / markup (%)

5. Agency commission

Agency commission is the total percentage of commission calculated in the tour price and reserved for the other agents which is sell product and made by tour operator/ travel agent. The percentage of commissions is given by tour operator / travel agent as the owner of products to the agent about 5 % to 10 %. But it is possible if the number of percentage is greater than 10 %.

6. Price Based on CAT

Confidential agent's tariff (CAT) is the price of the tour which is organized by the tour operator and it is used for agents who sell its products and used as a guide in determining the price of the tour sell to consumers. Confidential because the price presented is confidential (confident) only for the agent in a relationship for any operator.

Calculation can be formulated as follow:

$$TP = CAT + HF$$

TP = tour package

CAT = price from CAT

HF = handling fee

Handling fee is term from the surcharge. Handling fee is expressed in a percentage and calculated from the amount of the price or prices CAT that has been added with specific cost components.

2.8 Designing Brochure of Tour Package

According to Rao (2011), “tour package depicts the places of interest, types of services, nature of operation and condition. Information related to the mode of transport, accommodation, and other related services is clarified in order to avoid ambiguity and confusion “. It means tour brochure lead to the information associated with tourism object, transportation, accommodation, and tours service to avoid confusion and error.

Sihombing (2004) states that graphic design employs a variety of elements such as markers, symbols, verbal, descriptions which are visualized through typography and images with either photographic techniques or illustration.

According to Sitepu (2006:1), there are 5 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 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 color 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 (materially), which is intentionally created and presented in order to attain such a form, either in the form of the real or pseudo the example the impression of wood texture, hair and glasses.

e) Color

The color of an object is determined how to 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 package tour brochure lead to the information associated with tourism object, transportation, accommodation, and tours service to avoid confusion and error. In designing package tour brochure, there are five elements of design that must be applied such as line to separate the information, shape to construct two dimensional graphic, space to look through the sense of sight, texture to present the visual elements, and color to determine the light of object .

2.9 The Principle to Design a Brochure

According to Pujirianto (2005), we should focus on several things in designing brochure. First, determine the space that will be used for text, photos or images. Second, distribution method will determine the format of brochure in relation with

costs. Third, brochures always contain structured information. Fourth, determine the model of brochure. Last, type of paper is also important to describe the atmosphere and giving good quality result.

According to Hartsook (2010) the things that must be considered in making a brochure are as follows:

- 1) Do not use more than nine or ten lines type per paragraph.
- 2) Do not average more than two or three sentences per paragraph.
- 3) Do not indent paragraph that have a space between them.
- 4) Do not star sentence with members.
- 5) Do not put two spaces after period using a computer.
- 6) Do not use underline or all capitals as a way to stress a point. Use bold or italic instead.
- 7) Use italic and all capital sparingly as they are hard for people to read.

Based on theories above it can be concluded that the aspects in designing brochure are aspects of spaces, the cost, the model of brochure, and the quality of paper.