

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Culinary and Tourism**

Ignatov and Smith (2006,p.238 cited in 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.

According to Hall et al. (2003,pp.9-10) visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of a specialist food production region are the primary motivating factor for travel.

According to Wolf (2002,p.5) said that culinary tourism or food tourism as simply travel in order to search for, and enjoy, prepared food and drink. Furthermore, Murray (2011,p.3) defines that 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.

#### **2.2 Culinary tourism as travel motivation**

Mitchell & Hall (2003) states that while travelling eating can be part of an exciting, stimulating, significant, ceremonial experiences and gratifying the senses. For example, a simple lunch or dinner will always stay in memory when it was experienced at a breath taking place or sight or after an exciting day of visiting a new destination. Besides, Murray (2011) claims that in existing

literature culinary travellers are defined as travellers who spend double the amount for food and beverages during their holidays as all other tourists.

However, Karim (2006) states that tourism and culinary can also be a cultural motivator. Travellers want to explore and learn about a new culture and their traditions. Food and beverages are fundamental components in nearly every culture and therefore a good way of experiencing the culinary tourist lifestyle and traditions of a destination as a tourist. Similarly, travellers may visit a destination or even return to it because of a specific and unique dish, food component or beverage.

### **1.3 Benefits and impacts of culinary tourism**

A study by Handszuh (2000 cited Du Rand et al. 2003) argued that culinary tourism implicate various possible benefits to a destination. These are: a sustainable infrastructure where the supply of local and imported food is handled, local economy is supported, sustainable ways of tourism are encouraged and it strengthens the authenticity of a region. Entrepreneur and tourism organization need to work close together to meet the demands of the tourists.

Carlsen and Dowling (2001) stated that the cultural and natural landscapes need to be acknowledged as the crucial and maybe even as the main feature of food and wine tourism. For most food and wine travellers it is one of the strongest desires to experience well maintained natural and heritage landscapes during their culinary activities.

Therefore, Williams & Dossa (2003) said that the natural and cultural landscapes need to be protected which demands the cooperation of the product suppliers, destination management organizations and tourism associations

### **1.4 Type of Media to promote culinary tourism**

According to Park (2015,p.21) there are some types of media such as,

1. Television,
2. Film,
3. Print Media: Book, Magazine, Newspaper, and Brochure,

4. Internet,
5. Social media,
6. Mobile.

### 1.5 Film

According to Javandalasta (2011,p.1) *“film adalah rangkaian gambar yang bergerak membentuk suatu cerita atau juga bisa disebut Movie atau Video.”* It means a series of moving images form a story or can also be called film or video.

According to Whanau (2011,p.1) film is as an art of audio-visual storytelling, film is a medium of communication rich with social implications, created within different social, historical and cultural contexts. Besides, Danesi (2010,p.134) *film adalah teks yang memuat serangkaian citra fotografi yang mengakibatkan adanya ilusi gerak dan tindakan dalam kehidupan nyata.* It means that film is the text that contains a series of photographic images resulting in the illusion of motion and action in real life.

There are so many movie privileges, some of which are:

1. The film can present powerful emotional influences,
2. The film can illustrate visual contrast directly,
3. The film can communicate with the audience without limit reach,
4. The film can motivate the audience to make changes.

Based on some definitions above, the writers can conclude that, film is the text that contains a series of images that move to form a story that resulting in the illusion of motion and action in real life.

### 1.6 The Role of Film as media to introduce tourism

Macionis (2004) says that the film's role can be tracked as an information source (or pull factor) and consequently influence the tourist motivation (as a push factor) and the decision to travel to a destination. While Beeton (2005) suggests

that film tourists visit locations to view the scenery, enjoy an activity, relive an experience (as encountered on film), or to obtain an element of celebrity status through being associated with the location. Busby and Klug (2001) provide an extensive list of different forms and characteristics of movie-induced tourism:

- a film location can be an attraction in its own right (before or as a result of being depicted on film); . movie tourism can be part of a main holiday;
- movie tourism can occur as the main purpose out of special interest;
- movie tourism packages can be created by the private sector, only elements of the film (icon, actors, natural scenery, historical background, storyline, symbolic content, human relationships) are the focal point of tourist interest; and/or finally
- travel programmes

## 1.7 Film Types

Effendy et al. (2003) once stated there are four kinds of films that are, Film Stories, News Film, Documentaries and Cartoon Film.

Besides, Javandalasta (2011,pp.2-3) said that

*“ Dalam pembuatan film, memiliki sebuah idealisme dalam menentukan tema untuk “membungkus” cerita agar dapat diterima oleh penontonnya, agar penonton dapat memahami jenis film apa yang mereka lihat, adapun beberapa jenis-jenis film yang biasa diproduksi untuk berbagai keperluan, antara lain, film dokumenter, film pendek dan film panjang”.*

It means in the making of the film, it has an idealism in determining the theme to "wrap" the story in order to be accepted by the audience, in order for the audience can understand what kind of movies they see. They are documentary film, short film and long film.

### 1.7.1 Short Film

According to Cooper et al. (2005,p.1), short film is being created as an art were short and 15 – 25 minutes long and less. Besides, based on Irving et al.

(2006) short film is a complex and demanding activity, even for the experienced. A myriad of problems inevitably arises involving script, crew, budget, casting, lighting, and so on. Each project has its own unique set of challenges.

According to Vojković (2010) in Sudaryanto (2013,p.8) *festival film paling terkenal di dunia justru festival yang menghadirkan film-film berdurasi sangat pendek*. Or we can say that film festival which famous in the world is have short duration.

So, the writer can conclude short film is a film that have complex problems with own story in it which has a view duration no more than 60 minutes.

## 1.8 Film Maker

According to Wibowo (2017,p.179-182) “ *ada empat kepala yang mengetuai dan bertanggung jawab dalam pembuatan sebuah film yaitu seorang produser, sutradara, asisten sutradara dan pengurus kamera.*” It means the people behind the scenes in the making of the film are the producer, director, assistant director, director of photography.

Based on Wibisono (2010) “*Unsur pokok film diantaranya, produser, penulis skenario, sutradara, aktor atau aktris, juru kamera, penyuntingan, penata artistik*”. It means making film including, producers, screenwriters, directors, actors or actresses, cameramen, editors, artists. In addition Munir (2017) says that,

*“Film merupakan hasil karya bersama atau hasil kerja kolektif. Dengan kata lain, proses pembuatan film pasti melibatkan kerja sejumlah unsur atau profesi. Unsur-unsur yang dominan di dalam proses pembuatan film antarlain: produser, sutradara, penulis skenario, penata kamera (kameramen), penata artistik, penata musik, editor, pengisi dan penata suara, aktor-aktris (bintang film).”*

Based on three of definition above, the writer can conclude the people behind the scenes in the making of the film are producer, director, assistant director, script writer, director of photography, talent, artists, and editor.

## 2.9 Film Production Steps

Wibowo (2017,p.184) said that

*“ Produksi film adalah sebuah kolaborasi di mana semua orang yang terlibat di dalamnya harus dapat bekerja sama dengan baik untuk mendapatkan hasil yang diinginkan. Terutama kerja sama tiga pihak ( triangle system ), yaitu Penulis Skenario, Sutradara, dan Produser.”*

It means film productions is a collaboration when all people that include in this production can be build a relationship among them to get maximum results. Especially the triangle system, they are script writer, director and producer.

There are five steps to do :

1. Development : development of ideas, determining type of story, genre, format, etc.
2. Pra Production : budgeting, scheduling, locating, casting
3. Production : shooting
4. After Production : editing
5. Distribution

Besides, according to Wicaksono (2012,p.6-17) there are three main steps of making short film, “*Pra Produksi, Produksi dan Pasca Produksi*”. Then based on Suprptooyo (2013,p.11-12) “*ada dua tahap dalam perancangan film, Tahap Produksi dan Tahap Pra Produksi*”.

So, based on three opinion above, the writer can concluded that in making short films required stages for the creation of results a film that are pre production process, production and post production.

## 2.10 Film Genre

Dirks (2018) stated that there are ten main film genre :

1. Action, this genre usually include high energy, big-budget physical stunts and chases, possibly with rescues, battles, fights, etc.
2. Comedy, are light-hearted plots consistently and deliberately designed to amuse and provoke laughter (with one-liners, jokes, etc.) by exaggerating the situation, the language, action, relationships and characters.
3. Crime and Gengster, are developed around the sinister actions of criminals or mobsters, particularly bankrobbers, underworld figures, or ruthless hoodlums who operate outside the law, stealing and murdering their way through life.
4. Drama, are serious, plot-driven presentations, portraying realistic characters, settings, life situations, and stories involving intense character development and interaction.
5. Epics or Historical, epics include costume dramas, historical [dramas](#), [war](#) films, medieval romps, or 'period pictures' that often cover a large expanse of time set against a vast, panoramic backdrop.
6. Horror, Horror films are designed to frighten and to invoke our hidden worst fears, often in a terrifying, shocking finale, while captivating and entertaining us at the same time in a cathartic experience.
7. Musical or Dance, are cinematic forms that emphasize full-scale scores or song and dance routines in a significant way.
8. Sciene Fiction, Sci-fi films are often quasi-scientific, visionary and imaginative - complete with heroes, aliens, distant planets, impossible quests, improbable settings, fantastic places, great dark and shadowy villains, futuristic technology, unknown and unknowable forces, and extraordinary monsters ('things or creatures from space'), either created by mad scientists or by nuclear havoc.
9. War, films acknowledge the horror and heartbreak of war, letting the actual combat fighting (against nations or humankind) on land, sea, or in the air provide the primary plot or background for the action of the film.
10. Western, are the major defining genre of the American film industry a eulogy to the early days of the expansive American frontier.

In this report, the writer conduct to design short film as media promotion of tourism culinary in Palembang that include Epics or Historical and Drama Genres of film.