CHAPTER II
LITERATURE REVIEW

2.1 Tourism

Sugiama (2011) states that tourism is a combination of activities and the provision of services both for the needs of tourist attractions, transportation, accommodation, and other services intended to fulfill the needs of person or group of people. The journey that they do only temporarily leave their place of residence with the intention of resting, doing business, or for other purposes. Meanwhile, Mathieson and Wall (1982) as cited in Zaei (2013) defines tourism as the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.

In other words, tourism is a combination of activities and the temporary movement of person or group of people to destinations outside their normal places of work and residence with the intention of resting, doing business, or for other purposes.

2.1.1 Type of Tourism

According to Muljadi (2009), there are types of tourism which are known by general public, as follows :

1) By the number of people who travel

   a) Individual tourism. It is when a person or group of people in a travel tour to conduct their own and choose a tourism destination along with its program and the implementation is done alone.

   b) Collective tourism. It is a travel business that sells the package to anyone who is interested, with the obligation to pay a certain amount of money.

2) By travelling motivation

   a) Recreational tourism. It is a form of tourism to rest in order to recover the physical and spiritual freshness and relieve fatigue.

b) Pleasure tourism. It is a form of tourism conducted by people who leave their homes for vacation, to seek fresh air, to fulfill their will, to enjoy entertainment, and so on.

c) Cultural tourism. It is a form of tourism characterized by a series of motivations such as the desire to learn customs and ways of life of the people in other countries, studies or research on discovery, visiting ancient relics, etc.

d) Sports tourism. This form of tourism can be divided into 2 categories, as follows :

- Big Sports Event. It is big sports event that attract attention, both athletes and fans/ supporters.
- Sporting Tourism of the Practitioners. It is a form of exercise for those who want to practice, such as climbing mountain, riding horse, hunting, fishing, and so on.

e) Business tourism. It is a form of tourism undertaken by entrepreneurs or industrialists, but they only want to see the exhibitions and often take and use the time to enjoy the attractions in the countries that they visit.

3) By the time of visiting

a. Seasonal tourism. It is a type of tourism that the activities take place in certain seasons like summer and winter.

b. Occasional tourism. It is a tourism activity organized by linking the events or the certain events, such as Galungan in Bali and Sekaten in Jogja.

4) By the object

a. Cultural tourism. It is a type of tourism caused by the attraction of art and culture in an area/ place, such as relics of ancestors, ancient objects, and so on.

b. Recuperational tourism. It is the people who travel on purpose to cure a disease.

    c.   Commercial tourism. It is a trip associated with trading such as the implementation of expo, fair, exhibition, etc.

    d.   Political tourism. It is a journey undertaken with the aim of seeing and witnessing events or events related to the activities of a country.

5) By the transportation equipment

    a.   Land tourism. It is a type of tourism which in its activities using land vehicles such as buses, trains, private cars or taxi and other land vehicles.

    b.   Sea or river tourism. It is a tourism activity that uses water transportation facilities such as ships, ferry, etc.

    c.   Air tourism. It is a tourism activity that uses the tools of air transportation such as airplanes, helicopters, and so on.

6) By the age

    a.   Youth tourism. It is a type of tourism developed for teenagers and the price is relatively cheap and uses the youth hostel accommodation facilities.

    b.   Adult tourism. It is a type of tourism followed by elderly people. Generally, people who travel this type of tourism are those who are retired.

2.2   Promotion

Kotler and Armstrong (2012) states that promotion means activities that communicate the merits of the product and persuade target customers to buy it. Additionally, Rangkuti (2010) defines promotion as a sales and marketing activity in order to inform and encourage demand for products, services, and ideas from the company by influencing consumers to buy products and services produced by the company.

Based on the definitions above, the writer can conclude that promotion is the activity of communicating or informing the benefits of a product and service to consumers to encourage and persuade consumers to buy such products and services.

In the other point of view, Rangkuti (2010) states that promotional activities should be based on the following objectives:

1. To modify the behavior

   The promotional activities aim to change the behavior of consumers by creating a good impression of the product and encourage the purchase of product, so that consumers who do not receive a product will be loyal to the product.

2. To inform

   The promotional activities that provide information about the price, quality, buyer requirements, usability, and privilege of a product to the intended market to assist the consumer in making the decision to buy.

3. To persuade

   The promotional activities that are persuasive and encourage consumers to make purchases of products offered. Companies prioritize the creation of a positive impression to the consumer so that promotion can affect the behavior of buyers in a long time.

4. To remind

   The promotional activities which are undertaken to maintain the product brand in the community, and retain the buyer who will make a purchase transaction repeatedly.

In addition, the purposes of a promotion are to increase the sales results and make consumers to be familiar with the products or services that they have not known. Based on two experts, Boon and Kurtz (2002, p.134) as cited in Amaliah (2013), states that the purposes of promotion are providing the information, deferring a product, increasing sales, stabilizing sales, and accentuating a product value. Another expert says, "The purposes of promotion are to convey the information, positioning the products, to provide value-added, and to control the sales volume." Griffin and Ebert (1999, pp. 123-125) as cited in Amaliah (2013).

2.3   The Roles of Media in Promoting Tourism

Tourism today has grown into a responsible global industry. It is seen and known that media has immensely contributed towards this development. According to PraveenKumar (2014), there are some roles of media in promoting tourism, as follows :

1) It protects the environment and minimizes the negative social impact of tourism.

2) It generates greater economic benefits for people and enhances the well-being of host communities.

3) It makes positive contributions to the conservation of natural and cultural heritage and promotes the world's diversity.

4) It provides more enjoyable experiences for tourists through more meaningful connections with people.

5) It helps to understand the cultural, social and environmental issues.

In the other point of view, Godahewa (2011) defines the roles of media in tourism, they are :

1) Protecting the environment and minimizing the negative social impacts of tourism. Media can compose and build a positive image of a place. Also it can positively contribute to the maintenance of a natural environment by protecting, creating or maintaining national parks or other protected areas.

2) Generating greater economic benefits for people and enhancing the well-being of host communities. It can be used by host communities as a tool for destination development and branding. The events affect host communities mainly by constructing a destination image and by building community commitment.

3) Making positive contributions to the conversation of natural and cultural heritage and promoting the world's diversity. Media have contributed positively to the development of the global tourism industry.

4) Providing more enjoyable experiences for tourists through more meaningful connections with people, and a greater understanding of local culture, social and environment issues.

5) Providing opportunities and access for people. It is contributing to an environment supportive of people's increased access to information and ideas from a diversity of sources.

2.4   The Roles of Technology in Promoting Tourism

Godahewa (2011) states the roles of technology in society of tourism, as follows :

1) Providing information and amusement. It makes audience recreational and leisure time more enjoyable. Media have comprised information and education in the entertaining programs.

2) Checking and balancing the social accountability. It is an approach to governance that involves citizens and civil society organizations in public decision making. It also brings the perspective of citizens to government activities, such as the management of public finances and resources, and service delivery in tourism hospitality.

3) Protecting the environment or public interest. Technology in promoting tourism is one thing that can help countries to achieve the economic, environmental and social aims. Media reports about global environmental problems and issues, attention to the environment are becoming increasingly more important. They relate to environmental issue and also a major tourist issue.

4) Promoting global best practices. Information communications technology is not only one of the fastest growing industries – directly creating millions of jobs – but it is also an important enabler of innovation and development, especially in promoting. It will have a big impact to tourists visit in a destination.

5) Contributing towards sustaining social value systems. A lot of effort is required to build trust and understanding between each other to generate maximum support from the media for respective destination positional efforts.

Additionally, Mundhe (2011) mentions some roles of technology which are used in promoting tourism industry. They are:

1) Marketing, technology is almost used in every aspect of marketing, including: online advertising, editorial and newsletters, special website to provide information of specific region e.g. http://www.maharashtratourism.gov.in, search engine marketing, email promotion, word-of-mouth via social networks like blogs with customer reviews, communities such as the free Flickr photo sharing website and YouTube video sharing site, discussion groups and facebook. Technology is allowing marketing to create better experiences for consumers by being more relevant and drive better results for business by being more scalable, efficient and getting insights quickly to iterate and make changes when things aren't working.

2) Booking systems

Latest research suggests that more than half those who travel book online when they have the option so it pays to have a real-time system for sales and reservations.

3) Delivery of visitor experiences

Tourism operators are using technology to provide an initial experience on-line, for example, experience-driven web content or tasters delivered pre-trip by online audio podcast or video clips, deliver audio tours for use on-site via MP3 players. Provide interpretation via mobile phones or handheld devices, link customers to other experiences in your region, such as recommending other things to see or do on your website or as part of your tour or experience. In this way, you can help your customers understand how they can be part of a bigger visitor experience.

4) Customer relationships and follow-up

Technology is a great way to continue customer contact using a contact database, an electronic newsletter to help keep your brand and the visitor experiences you provide in people's minds, group email lists for regular updates, incentives or encouragement for customers to place reviews on

travel sharing websites such as TripAdvisor, customer email feedback that can be used to improve the products, and email-based customer satisfaction surveys.

2.5   The Benefits of Technology in Increasing Tourists Visit

The advances of technology can provide benefits in increasing tourists visit. Chaffey (2000) as quoted in Bimantara (2015) defines the benefits derived from technology, as follows :

1. It becomes good tools to build relationships with tourists. It can interact with the tourists indirectly to learn more specific about the needs and desires of the tourists.

2. It reduces costs and improves efficiently.

3. It offers great flexibility that allows travelers to make adjustments to their offers and programs.

4. It is a global medium that allows the tourists to access from one place to another within seconds.

Moreover, Fathoni (2010) mentions the benefits of technology in tourism into five, there are :

1. To encourage the creation of macro enterprises. The implementation of information and communication technology that impacts on strategy life in obtaining capital from the following categories:

a) Authorized capital: the opportunity to access government policies.

b) Financial capital: the communication with the giver funds, such as microcredit.

c) Human capital: the addition of knowledge through processes and distance learning needed for.

d) Social capital: establishing a relationship out of the community itself.

e) Physical capital: approaches to procurement basic infrastructure materials.

2. To support and improve business in tourism.

3. To increase the quantity and quality of education/ knowledge about tourism industry.

4. To improve the services which can be provided.

5. To develop existing capabilities and potential.

2.6   Video

Video is one of good media to promote tourism destinations. Arsyad (2011) states that video is the pictures in the frame, where the frame by frame is projected through the lens of the projector mechanically so that on the screen looks live image. Video is a type of audio-visual media that can describe an object that moves along with a natural sound or sound accordingly. The video capability of painting live images and sounds gives its own charm. Video can present information, explain the process, explain complicated concepts, teach skills, shorten or lengthen the time, and influencing attitudes.

Meanwhile, Prastowo (2012 : 302) as cited in Siwi (2012) mentions the benefits of video, as follows :

1. To provide an unexpected experience to learners.
2. To show in fact of something that is initially impossible to see.
3. To analyze the changes in a specific time period.
4. To provide an experience to the learners to feel a certain circumstance.
5. To show the case study presentations in real life that can lead to a discussion of learners.

Additionally, McFarland (2014) as cited in Istiqamah (2017) says video is a powerful tool promotion. He mentions several advantages of video, they are :

1. Video has become so easy to use that a person can simply use a smartphone, tablet or computer to record a video.
2. Video is an impeccable storytelling medium that allows the viewer to look and listen to the content, uses multiple senses that have the ability to transport the mind from the current environment and place inside the environment of the video.
3. Video is being watched online more and more every year including 800% increase in online video consumption over the past six years, 55% majority of video news viewers among internet users and 2 billion video viewers per week are mentioned on YouTube.

2.6.1 The Ingredients of Making Tourism Promotional Video

Epley (2014) states a promotional video is marketing and sales tools designed to introduce or educate consumers about a particular product, cause, or organization. Generally, a promotional video is structured to be precise and direct. According to Kausar et.al., (2015) there are some ingredients that need to be taken care of making a tourism promotional video.

1. **Audio**, it is defined as various sounds in digital form such as sound, music, narration, etc. which can be used for background sound. Audio also serves to convey messages of grief, sadness, pleasure, fear and the like, adjusted to the situation and condition. Audio can be in the form of narration, song, and sound effect. Narratives are usually displayed along with text or photos to clarify the information conveyed.

2. **Text**, it is a combination of letters that form a word or phrase that describes a purpose or learning material that can be understood by the person who read it. Text cannot be separated in computer usage. Text is used to describe images. The use of text should take into account the use of font, size, and style letters (color, bold, italic).

3. **Animation**, it is a display that combines the text media graphics and sound in a movement activity. Animation is a technology that can make life, move, act and say. In multimedia, animation is the use of computers to create motion on the screen. Animation is used to describe and simulate something that is difficult to do with video.

4. **Camcorder (Camera Recorder)**, it is designed to have a media recording media hard disk that has the largest storage capacity, which reaches 80 gigabytes or equivalent 20 hours for high quality video. While for low quality video, can save up to 61 hours. There is also a camcorder with a media memory card has a maximum storage capacity in accordance with the capacity of the installed memory card (selected or used). The current memory card capacity is 32 gigabytes or the equivalent of 7 hours with high quality video. This memory card is used for the required material

speed for the ready to go. In addition, using a memory card more easily transfer data from the camera into the computer.

5. **Camera Angel**, the principle of shooting in the camera is make sure the camera is as if the eye of the penoton to see a scene at the scene of the event. Before recording, make sure the object is in focus (the image should not blur), irish (bright scientific look), shot size, image composition, stable not shake, camera movement if necessary, continuity the strong one.

6. **Camera Movement**, the movement of a varied camera is needed every shoot so as to produce the qualities of the program satisfy the creator. More camera movement in accordance with the usual terms will enrich the image and the ease of arranging the story line.

7. **Create a storyboard**, storyboard is visual scene scenery in the form of design, audio, duration and narration for the sound will be made on the storyboard design. The results of the storyboard design will become a reference in making the display at the implementation stage.

Additionally, Agista (2015) mentions several rules that should be considered in designing tourism promotional video, they are:

- The composition of the colors in the video. Bright colors are usually used in the first part of the video, it can also be used as an interesting power for the viewers to watch the video.

- Make sure a tourism promotional video raises a high curiosity.

- Good sound effects. Sound effects are all the sounds generated by all the batteries and reactions in the video, such as clatter locks, shoe steps, lightning sounds, etc. a good sound effect can add dramatization, mood and atmosphere to a scene.

- Pictures and videos in the tourism promotional video must be clear.

- Sequence of the scene must be arranged. Sequence is a unified scene that is organized and the events can be fully understood. The sequence of scenes can be ordered because of the unity of the location or time.

- Video identity must be clear. Tourism promotional videos should address a clear video identity which can make it easier for potential travelers or

viewers to contact video makers who are likely to visit or purchase a product promoted in the video.

- Customize the tourism promotional video content to the needs. Make this tourism promotional video to introduce a business, product, service or tourist attractions so that the viewers will be able to find the destination of the video.

- The composition of the image or writing must be proportional. The pictures or writing should not cover a tourism promotional video.