

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism**

According to International Recommendations for Tourism Statistics (*IRTS*), as cited in Laimer (2010) Tourism is therefore a subset of travel and visitors are a subset of travelers. These distinctions are crucial for the compilation of data on flows of travelers and visitors and for the credibility of tourism statistics.

Furthermore Andrews (2008) Tourism is the act of travel away from home, mostly for the purpose of recreation or leisure. Tourism development provides the services to support this kind of travel. While Parks & Recreation Mgmt, as cited in Bonarou (2011) states Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home.

From the definition above the writer conclude that tourism is the activity of travel away to get some experiences that need transportation, accommodation, food and beverage.

#### **2.2 Tourism Destination**

Febriani, (2013) states Tourism Destination is a place visited by a significant time during the course of a person compared to other places that crossed during the trip, for example a transit area.

A tourism destination can be seen the development from some things. According to Prihatini (2016) the development of tourism destination is based on 3A that are attractions (attraction), accessible (accessibility), and facilities (amenities).

##### **1. Attraction**

Tourist attractions such as the one prepared beforehand in order to be seen, enjoyed and included in this are: dancing, singing traditional folk arts, traditional ceremonies, and others.

## 2. Accessibility (accessibility)

Accessibility include transportation relating to accessibility and Infrastructure are covering roads, bridges, terminals, stations, and airports. This infrastructure serves to connect a right to another place. The existence of transport infrastructure will affect the rate of the transportation level itself. Infrastructure conditions that will either make optimal transport rate.

## 3. Facilities (amenities)

Tourist facilities or amenities are matters of supporting the creation of leisure tourists to be able to visit a tourist destination.

### **2.3 Design**

According to International Centre for Settlement of Investment Disputes (ICSID), as cited in Sulistiana (2016) Design is a creative activity that reflects diversity form of quality, process, service and system, like a circles that are interconnected. In addition, the design is factors that build innovation activities of humanity technology, cultural dynamics and economic change.

Furthermore Kasprisin (2011) defines that design is a process of making something that inherently has emergent products or spatial patterns in given periods that manifest the ever changing realities in a community occurring within the process.

In other words, design is a creative activity or process of making something that create product.

According to Sabetti (2011) states that there are five useful elements to design a booklet. There are:

#### a. Line

A line is used to separate the position between one points with another point so that it can be a curved or straight line drawing. Line is the basic element for building shape or construction design. Line is also used as a separator between the two parts of different publications or provides emphasis. For example, it use for separating the information in the books.

#### b. Shape

Shapes are all things that have a high diameter and width. The basic form known to people is the circle box and the triangle the category in form are letters, symbols and real shape as explained below: 1. Letters Letters represented in visual (image) form which can be used to form writing as representatives of verbal language with direct visual form, such as A, B, C, etc. 2. Symbols Symbols represented the shape of a thing simply and can be understood in general as a symbol or symbol to represent a real object such as, ?, !, etc. 3. Real shape Real shape reflects the real condition of an object.

#### c. Size

Size is one of element in the design that defines the size of an object. Size contrast and emphasis on the design object.

#### d. Color

Color is one of important elements because it could be the identity of an images and it could explain the picture. In practice the color is divided into two: the colors caused by rays (Additive color / RGB) which is usually used on the color of lights, monitors, TV and so on, and colors made with ink or paint elements (Subtractive color / CMYK) usually used in the process of printing images onto the surface of solid objects such as paper, metal, cloth or plastic.

#### e. Texture

Texture is visual elements that show a sense of the surface (shades) of an object which can be presented by way of being seen or touched. For example, the impression of mirror, floor, wood, and so forth.

### **2.4 Promotion**

According to Kotler and Armstrong (2012) Promotion is element which is used to inform and persuade the markets about a new product or service on the company through advertising, personal selling, sales promotion, as well as publications.

According to Flamingo (2014), there are four promotion media: printed media, electronic media, internet media, and product media.

a. Printed media

Promotion through printed media is the most common ways to promote something. This kind of promotion usually done by using banners, advertisements in newspapers, magazines, books, stickers, pamphlets, flyers, and booklets. It cost is also affordable.

b. Electronic media

This promotion has good effect in product marketing. It usually use television or radio as a media to promote something. However, this media require a high budget.

c. Internet media

This is one of promoting media by using electronic media promotion. This kind of promotion usually through the media banner website or also advertising programs such as Google Ad Words and Facebook ads.

d. Product media

This kind of promotion usually through a product such as bags, t-shirts, hats, etc.

## **2.5 Booklet**

According to Simamora (2009) booklet is a book that have a small size (half quarto) and slim, no more that 30 pieces back and forth that contains about writing and drawings. Book is a combination of leaflets and books with a small format like a leaflet. The stucture of booklet content resembles a book, its much shorter than the book.

Aditya (2014) booklet is a public communication media that aims to convey promotional messages, suggestions, and prohibitions to the people who shaped mold. The aim is for society as objects understand and obey the message contained in the public communication media.

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 messages and suggestions in book form.

Sabetti (2011) states that there are some advantages of booklet as described below:

- a. The content of the booklet is more detailed and clear. It is because the reader can read more about the content.
- b. The cost of booklet is cheaper because booklet uses printed media when compared to using audio and visual media and audio visual.