**CHAPTER II**

**LITERATURE REVIEW**

**2.1 Tourism**

**2.1.1 Definition Tourism**

According to Andrew (2008, P.17), tourism is the act of travel away from home, mostly for the purposeof recreation or leisure. Beside that Mathieson and Wall (1982) as cited in Cunha (2014, p.102 ) states that ‘Tourism is 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. While Richardson and Martin (2004) also state that tourism is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Then Pitana and Diarta (2009) state that tourism is the activity of the visitors, people who do travelling to and stay in away to their residences not more than 12 months for many kinds of activities such as leisure, business religion and the other personal reasons but do not get the salary from its travelling. Different Jayapalan (2001, p.6) states tourism is out and out a pleasure activity in which money earned in one's normal domicili is spent in the place visited. According to the definition above, the writer concluded tourism is an activity undertaken by tourists in their place for some purpose.

**2.1.2 Type of tourism**

Based on PP No. 50 0f 2011 about RIPPARNAS 2010-2025, there are three types of tourism objects includes :

1. Natural Tourism : Tourism object in the form of variety and uniqueness of the natural environment.

2. Cultural Tourism : tourism objects in the form of the results of creativity, taste and human initiative as a cultural creature.

3. Artificial Tourism : special tourism object there are artificialy created and other human activities outside the real of nature tourism and cultural tourism.

Based on PP No. 50 0f 2011 about RIPPARNAS 2010-2025 about the type of tourism above, the writer took Artificial Tourism type because it related to the title of the researcher.

Then, the three kinds of tourism objects can be divided into some categories of tourism activities, they are adventure tourism, marine tourism, farm tourism, creative tourism, cruise tourism, culinary tourism, cultural tourism, heritage tourism, dark tourism, ecotourism/wild tourism, educational tourism, extreme tourism, mass tourism, MICE tourism ( meeting, incentive, convention, and exhibition), medicial tourism/ wellness tourism, nature-based tourism, religious tourism/ pilgrimage tourism, pop culture tourism, rural tourism, space tourism, sport tourism, urban tourism and volunteer tourism. From categories of tourism activities above, the writer took culinary tourism because it related to the title of the final report.

**2.2 Culinary Tourism**

Culinary is a food that requires a cooking process that can produce an interesting food.. According to Tarwatjo (2007, p.1) “Culinary is a food that passes by a process ranging from choosing food, cooking even to plating that can produce an interesting food”. According to Lazuardy and Triady (2015, p.4) “culinary has meaning as something used in cooking or related to cooking”. while according to Fadheli (2000), culinary is a part of life that is closely related to the daily food consumption. Culinary is a processed in a the form of food. The foods are in the forms of side dishes, food or snack and drink. Based on the definition above , Based on the definition above , the writer concluded that culinary is a preparation in the form of food related to the cooking process to produce an interesting food. So night culinary is a place that sells interesting food and beverages that processed first to sell at night.

Wolfe (2006) as cited in Murray (2015) states that culinary tourism is development and promotion of prepared food and drink that become an attraction for tourist. beside that Long (2004) as cited in Murray (2015) stated that culinary tourism is the exploration in participation of the food ways, and the participations includes the consumption, preparation and presentation of a food item, cuisine meal system, or eating style considered to a culinary system not one’s own. In addition, Ontario (2015) adds that culinary tourism is tourism experience that focuses on learning about consuming food that reflects the local, regional, and national cuisine, heritage, culture, tradition and culinary techniques. Culinary tourism is an essential feature of local tourism advertisement for a destination. It promises an element of regional agricultural and economic growth and a differentiated component to a rival destination market (Hall and Sharples, 2003). From definition above, the The writer concluded that Culinary tourism is a tourism of food and beverage that become attraction for the tourist that reflects on local, regional, and national cuisine, heritage, culture, tradition and so on.

**2.3 Lorong Basah Night Culinary**

Haryanto (2008) mentions that the Government of Palembang has conducted its best effort to introduce new tourism destination especially in term of culinary tourism. In this case, the goverment has transformed Lorong Basah traditional market into one of culinary centers in Palembang. Gekijo (2008) mentions that at the day time, Lorong Basah is the traditional market which sells many kinds of clothes and fruits. Meanwhile, at the night time the goverment has developed it into an amazing place for recreation especially for culinary recreation. The writer concluded Lorong Basah Night Culinary is one of culinary centers in Palembang that sell a variety of food and beverages at night.

**2.4 Promotion**

**2.4.1 Definition Promotion**

According Rahmawati (2014, p.131) Promotion is a tool of communication and of delivering the messages made both by companies and intermediaries with the aim of providing information about products, prices and places to convince people of something. Promotion activities are not only serves as a communication tool between companies with consumers. But also as a tool to influence consumers in the purchase or use of services in accordance with their needs. According to Familmaleki et al (2015, p.1), promotion refers to the motivational methods of getting the consumer to purchase the product. Promotion is referred to as “any communication used to inform, persuade, and/or remind people about an organization’s or individual’s goods, Services, image, ideas, community involvement, or impact on society”. While According to Brilhante and Skinner MSc (2015, p.27) Promotion is the method you use to spread the word about your product or service to customers, stakeholders and the broader public. Refers to how you communicate with your customers. From the explaination above, the writer concluded that the promotion is a communication tool to provide information about the product, price and so on but also can be used as a tool to influence and persuade consumers in the purchase or use of services in accordance with their needs.

**2.4.2 The Type of Promotion Media**

According to Flaminggo (2014), there are four types of promotion media. They are :

1. Printed promotion media

Promotion through printed media is the most common ways to promote something. The kind of promotion usually done by using banners, advertisements in newspaper, magazines, books, stickers, pamphlets, flyers, and so on. The type of promotion is the easiest way to deliver by upper to button society. And also this kind of promotion is an affordable cost.

1. Electronic promotion media

This way of promotion has the good effect in product marketing. This kind of promotions usually use television or radio as a media to promote something but promotion using electronic media require a high budget.

1. Internet promotion media

This kind of promotion is the developing of the electronic media promotion. This kind of promotion usually through the media banner website or also paid advertising programs such as Google AdWords and facebook ads.

1. Product promotion media

This kind of promotion usually through a product such as bags, t-shirts, hats, etc. usually when you attend a seminar, you will get a bag with the logo of a company. That aside from being a souvenir can also be used as a media promotion.

From the types of promotion media above, the researcher took printed promotion media because the writer promoted Palembang tourism through guidebook

**2.5 Guidebook**

Black (2011, p.142) states that “guidebook is a book for tourist, explaining what to see in a place, where to stay, how to travel around and where to eat”. According to Collins, “guidebook is book designed for tourist giving details of history, architecture and general features of an area, town, city or country”. According to Effendy (2005) as cited in Hidayat (2016, p.547) “Guidebooks are books that contain information, directions, and others that become guides for the reader to know something completely”. According to Bender, Gidlow and Fisher (2013) as cited in Hidayat (2016, p. 547) “the guidebooks are defined as the literature providing information for tourists”. According to Hidayat (2016, p. 547) Guidebooks can be seen as a tourist tool to find advice and valuable information about places, attractions, transportation, culinary and other accommodation. Different with Peel Victoria and Serensen anders (2016, p.22) explains Guidebook can be used by locals both for the ‘view from afar’ that the guidebook expresses, and for instrumental or informational content-indeed, no-locally made guidebooks may considered superior by locals-but providing new knowledge for a local audience is not the raison d’erre of the guidebook. According to Keirle Ian (2013, p.89) guidebooks are normally produced by individuals and published separate from site managers. Local authorities or countryside agencies can produce their own guidebooks, booklets or maps to countryside sites within areas or regions. These can be important sources of information about countryside sites and their facilities and attractions. According to Gilbert (1999) as cited in Peel and Serensen (2016, p.8) “Guidebook play a significant role in the development of popular geographical knowledge and the development of the modern guidebook is generally perceived as concomitant with the growth of mass tourism”. From explanation above, the writer concluded that guidebook is book given to tourist about general information such as accommodation, tourism destination, area, culinary and so on so that the tourist can know new knowledge or information through the guidebook.

**2.6 Tips for Writing Guidebook**

According to Hodgson (2015) as cited in userfocus (2007) that the guidelines to make interesting guidebook. You need to know and apply some of the following guidelines to guide book you write. They are:

1. Avoid a text-book (landscape formatting can be less threatening

2. Use paper that is commensurate with the quality of the product

3. Make purposeful and effective use of color

4. Make effective use of picture and diagrams

5. Provide lot of white space

6. The guidebook should not be too big or too heavy or to small or to flimsy

7. Used font that are easy to read andnot too dense writing.

8. Include a help-line number

9. Use only one language.

**2.7 Design**

**2.7.1 Definition of Design**

Design is a very important activity in a product because the design can make readers interested. Miller (2005, p.1) the word “design” is commonly used as either a noun or a verb. As a noun, “design” generally refers to some object or other entity. As a verb it is usually used to refer to a process, or series of activities. For the purpose of this definition the word “design” will be used solely as a verb, thus drawing attention to the fact that design is a process. According to Sachari (2005, p.6) design is a form of physical and spiritual needs of man described through a variety of experiences, expertise, and knowledge that reflects the attention to the appreciation and adaptation around him, especially relating to the form, composition, meaning, value, and variety of man-made objects of interest. Gero (2002, p.7) states what makes designing a particular kind of activity, distinct from problem solving and planning and other human activities, is that activities designing must start with something that neither spesifies what is required nor defines a problem to be solved, yet it must arrive at a design-a specification-for something that, when realised or implemented, will satisfy the motivating needs or desires. From explanation above, the writer concluded that design is a process or activity related to the form, composition, meaning and variety of objects that made so that it can make reader interested in a process.

**2.7.2 The Element of Design**

Resnick (2003, p.23 – 24) states that the elements of design are line, shape, texture, shape, size and value.

1. Line Line is the element of length as a mark connecting any two points. Line can organize, direct, separate, be expressive, suggest an emotion, or create a rhythm. They can join elements or divide them using a rule which is a line that separates one element in a design from others.
2. Shape Shape refers to the external outline of a form or anything that has height and width. An example would be the tree basic shapes: the circle, the square, and the triangle, considered to be the fundamental shapes found in all design.
3. Texture Texture is the look and feel of a surface. In two – dimensional form, texture is essentially visual and adds richness and dimension to work. Texture can also refer to pattern, which is visual texture.
4. Space Space refers to the distance between shapes and forms, but it is best understood in design as white space or negative space – terms used to refer to the empty but often active areas that are void of visual elements.
5. Size Size is how big or small something is in scale to other object. Scale refers to the process of making size relationships. Unless there is a scale of reference within design, it is impossible to discern the relative size of object and the meaning they represent.
6. Value Value is the relative lightness or darkness of an area or object. Value adds dimension by creating the illusion of depth in a design. With the additional of color, you can create and convey a mood to enhance a strong concept.

**2.7.3 The Principle of Design**

Resnick (2003, p.24 – 25) mentions that the principle of design are balance, emphasis, rhythm, unity, and contrast.

1. Balance Balances occurs when all the design elements are equally distributed through the design. There are essentially two types of balance: symmetrical and asymmetrical. Symmetrical elements are arranged equally on both sides of a composition to suggest a stable or static motion. Asymmetrical elements create a deliberate imbalance to suggest variety or dynamic movement.
2. Emphasis Emphasis indicates the most important elements on the page based on the massage. It is the element that stands out and gets notice first.
3. Rhythm Rhythm is a pattern created by repeating elements. Rhythm denotes the movements in the way that elements direct our gaze to scan the message for understanding or information.
4. Unity Unity is achieved when all the design elements relate to one another and project a sense of completeness. A viewer will always seek unity in a massage.Without it, the viewer will lose interest.
5. Contrast Contrast stresses the visual differences in size, shape, and color between the elements to enhance the perception of a message intended. Contrast also draws and directs the viewer’s attention to specific area of information.

Different with Stribley, stribley (n.d.) states there are Principles of Design that can illustrated. They are :

1. Lines



Figure 2.1 Line of Design Principles

Lines can be defined as any linear marks. So, when you think about it, lines make up just about everything. Even these words and letters you’re reading now are made up of thousands of curved, angled and straight lines. Lines can channel certain ideas too. Straight ones can evoke order and neatness, wavy lines can create movement, and zig-zagged lines can imply tension or excitement.

1. Colour



Figure 2.2 Colour of Design Principles

Colour creates specific moods, atmospheres, channels emotions and each shade has certain specific connotations associated with it. In short, colour can make or break your design. Colour isn’t a principle simply limited, colour expands into everything, even photographs. Filters and image adjustors have given us the unlimited ability to adjust our photographs’ colouring and tones.

1. Negative Space



Figure 2.3 Negative Space of Design Principles

Negative space is the ‘space inbetween’, the area between or around other elements that form its own shape. Negative space when used strategically and cleverly can help create truly stunning and clever designs.

1. Texture



Figure 2.4 Texture of Design Principles

Texture can add tactility, depth and can add some pretty interesting effects to your design. Texture gives tactility and depth to otherwise flat design.

1. Contrast



Figure 2.5 Contrast of Design Principles

 Contrast is often the magical key ingredient to making your designs ‘pop’, which is a (sometimes frustrating) demand from many design clients. In a very basic definition, contrast is the degree of difference between two elements of your design.Some common forms of contrast are dark vs. light, thick vs. thin, large vs. small, etc. Contrast has a great effect on readability and legibility as well. Contrast isn’t just a stylistic element or a legibility-enhancer, it can also act to draw the eye to certain elements of your design.

1. Framing



Figure 2.6 Framing of Design Principles

Framing your designs correctly is an important aspect. We usually think of framing in terms of photography – what you include, what you don’t, etc. But, framing is equally as important in design. Physical frames such as box outlines or graphic elements can enhance or draw attention to specific elements of your design.

1. Typography



Figure 2.7 Typografy of Design Principles

Typography is arguably one of the biggest foundations of design. For a thorough undown of all things typography and font-related. Match your typografi choice to your design.