

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to McIntosh (1995), tourism is defined as a combination of symptoms and relationships that arise from the interaction of tourists, businesses, governments and communities in the process of attracting and serving tourists. Tourism consists of activities or people, traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Tourism also means displacement of people for a while and in the short term to goals beyond where they normally live and work, and their activities during the stay in place such purposes and the tourists usually spend their money (Soekadijo, 2000). It is noted that river tourism comprises of tourism beside the river and tourism on the river (Prideaux & Cooper, 2009, p. 258). (Fandelli, 1995) stated that tourism means everything related to the concession objects and attractions include a tourist attraction as well as businesses that are interested in that field.

From the definition above, it can be concluded that tourism is a temporary travel activity and aims for tourist objects and attraction, and also for recreation and refreshing.

2.1.1 Tourist Attraction

The analysis of the development of recreational Musi river resources will be related to tourist attractiveness based on a number of the following tourist attraction factors (Haryono, 1979; Merigi, 2007; Rosadi, 2009) in Irfan (2016):

- a. There is something that can be seen

Tourist attractions have something that can be seen by tourists. So that any object or attraction that can be seen and attracts tourists needs to be developed to attract tourists both domestic and foreign countries.

- b. There is something that can be done

Tourist areas need to have something that can be done by tourists such as walking, playing, learning, sports etc. so that tourists will feel at home in the area which will affect the length of stay of tourists on tourism objects.

- c. There is something that can be obtained

Tourist attractions should have something interesting to buy such as food, drinks, crafts or souvenirs as a tourist's memories.

Tourist destination is not only to attract tourists but also to the existence of certain type of development. Tourism destination is the basis for tourism if there is no tourism attraction in the place it will be difficult to development of tourism. In the banks of Musi River, there are some culture which are still undertaken by Palembang people who live in the banks of Musi River. The culture is about they still using Musi River as their daily source of life to live. This culture started when sultanate era. Those cultures are about all their daily activities including washing, bathing, fishing, cooking and catching the fish in the banks of Musi River.

2.1.2 Kinds of Tourism

Based on Jalim (2018), There are types/ Kinds of Tourism as listed below :

1. **Recreational Tourism** - This includes people who travel to relax, and have fun.



Picture 2.1 Recreational Tourism

(Source: <https://www.ausleisure.com.au/news/revised-recreational-snorkelling-code-of-practice-unveiled-for-queensland/>)

2. **Cultural Tourism** - Cultural Tourism is the subset of tourism concerned with a traveler's engagement with a country or region's culture, most importantly it focuses with the lifestyle of the people, their history, their art, their religion(S) and the other elements that help to shape their life.



Picture 2.2 Cultural Tourism

(Source: <http://baliberkarya.com/index.php/read/2016/09/14/201609140021/Pariwisata-Budaya-di-Bali-Memudar-3-Hal-Ini-Penyebabnya.html>)

3. **Nature Tourism** - This is referred as responsible travel to natural areas, which conserves the environment and improves the welfare of the local people. It is Tourism based on the natural attractions of a specific area. Some examples include birdwatching, photography, camping, hiking, hunting, fishing and visiting parks. These experiential tourists are interested in a diversity of natural and cultural resources. They want what

is real and they want to be immersed in a rich natural, cultural or historical experience. Nature based tourism provides incentives for local communities and landowners to conserve wildlife habitats upon the industry depends - it promotes conservation by increased value on remaining natural areas.



Picture 2.3 Nature Tourism

(Source: <http://www.tribunnews.com/travel/2019/03/12/disebut-green-canyon-nya-indonesia-intip-nuansa-alami-di-cukang-taneuh-pangandaran>)

4. **Pleasure Tourism** - Some people travel for their happiness and satisfaction.



Picture 2.4 Pleasure Tourism

(Source: <https://www.france-voyage.com/practical/hiking-with-pleasure-21.htm>)

5. **Religious Tourism**- It is also referred as faith Tourism. It is a type of tourism where people travel individually or in a group for

pilgrimage or leisure (fellowship) purposes. Normally these type of people travel to places like Mecca, Medina, Karbala, Vatican City for Hajj pilgrimage



Picture 2.5 Religious Tourism

(Source:<https://www.dur.sa/en/news/specialist-hotel-concepts-in-demand-as-saudi%E2%80%99s-religious-tourism-sector-booms>)

6. **Medical Pilgrimage** - Medical Tourism refers to people travelling to a country other than their own to obtain medical treatment. Medical Tourism most often is for surgeries or some people travel for dental care of fertility treatments. People with rare conditions may travel to countries where the treatment is better understood. Health Tourism is a term for travel that focus on medical treatments and the use of healthcare services.



Picture 2.6 Medical Tourism

(Source:<http://europeanbusinessmagazine.com/business/medical-tourism-boosting-turkeys-economy/>)

7. **Adventure Tourism** -Adventure Tourism is a nice tourism involving exploration of a travel with a certain degree of risk and it may also require special skills and physical exertion. Adventure tourists may have the motivation to achieve mental states characterized as rush or flow, resulting from stepping outside their comfort zone.



Picture 2.7 Adventure Tourism

(Source: <https://www.eturbonews.com/220868/growing-adventure-tourism-in-india>)

2.2 Script

Script is the result of written work, essays (in magazines, newspapers, etc. or in the form of stories, fables, etc.), and books (written works, etc.). (Romli, 2019)

Based on the understanding above, script can be interpreted as essays or stories in the form of text or writing.

According to Pros (2011), here are the tips how to make a good script:

1. Mine Your Life for Authentic Material

The trick here is to look inside yourself, to evaluate your own experiences and identify those things that have really made an impact in your life. And what's more, to look at the steps you took, the stages through which you passed, before you finally arrived at a seasoned, mature level of knowledge concerning an issue. Those steps, those plateaus on the way, are the turns

of your screenplay's story, they become the realistic stages of your protagonist's growth.

2. Avoid Being Clever, Unless It Serves The Story

This will serve you in innumerable ways in your career. You can dress a good story up in any clothes, but clothes themselves will not make an ugly story more appealing.

3. Eschew "Originality"

The writers don't realize what is original and what is not. They haven't the level of knowledge required to assemble a story that's genuinely original. Nor the experience to realize this fact. So be wise beyond your years it'll serve you much better to break in with familiar forms, then launch off the success of those into your fresh, experimental scripts that will make us all cheer your talents! We'll cheer no less loud because your first scripts were simpler and more conventional.

4. Simpler The Better

A simple plot with complex characters is always better than a complex plot with simple characters. And just forget about a complex plot with complex characters good luck trying to sell it, for one thing, and for another, they just take way too long to write. You could have written three smaller scripts in the time you took to write your gigantic 16th Century epic about intrigues in the Russian aristocracy.

2.3 Booklet

According to Simamora (2009: 71), Booklet is a small (half quarto) and thin book, nothing more from 30 sheets of back and forth containing writings and pictures. Meanwhile, Yoeti (1996) states that a booklet almost likes a guide book and the content is more complete than the other forms sale support. While Rustan (2009) says that a booklet as publication medium that can accomodate and share some information because it has many page.

In conclusion, booklet is a small book that usually used for increasing knowledge, because the booklet provides more specific information.

2.3.1 Benefits of Booklet

In general, the benefits of booklets are for promotion and booklets have many benefits:

1. Affordable prices

Making Booklets is not too expensive so you don't have to spend too much money on offline promotions.

2. Complete information

Writing product and company information can be explained in full as desired. You can even write down the advantages contained in a product. Using a booklet makes consumers understand everything without any further explanation.

3. Attractive design

The design of offline promotional booklets is very interesting, the latest and colorful.

4. The explanation is easy to understand

The words used in the booklet are not complicated and very simple. The community will quickly understand the contents of the booklet.

1.3.2 Booklet Design

According to Utami (2012), "to attract audience's attention, a booklet should be made with a fixed concept and right placement of the design elements. The placement of picture elements or illustrations with various techniques, the placement of text elements and the incorporation of other design elements is a good and an interesting layout."

In outline, booklet is a small book that is mainly used to represent the company or product details, booklets are also like a messenger who carries an important message. The appearance and design of a booklet is a representation of a product or company. Therefore, Taheri (2018) claims that there are some elements of design including line, color, shape, space, and texture.

1.3.3 Elements of Design

There are some elements of design according to Taheri (2018):

1. Line

Lines are useful for dividing space and drawing the eye to a specific location. For example, think about how a magazine uses lines to separate content, headlines and side panels.

2. Color

Color is one of the most obvious elements of design, for both the user and the designer. Color creates a mood within the piece and tells a story about the brand. Every color says something different, and combinations can alter that impression further.

3. Shape

Shapes are defined by boundaries, such as a lines or color, and they are often used to emphasize a portion of the page. Everything is ultimately a shape, so you must always think in terms of how the various elements of your design are creating shapes, and how those shapes are interacting.

4. Space

Negative space is one of the most commonly underutilized and misunderstood aspects of designing for the page. The parts of the site that are left blank, whether that's white or some other color, help to create an overall image. Use negative space to create shapes as you would any other element.

5. Texture

It's counter-intuitive to think about texture when the piece isn't ever going to be touched. Websites and graphic design do rely on the look and impression of texture on the screen, however. Textures can create a more three-dimensional appearance on this two-dimensional surface. It also helps build an immersive world.

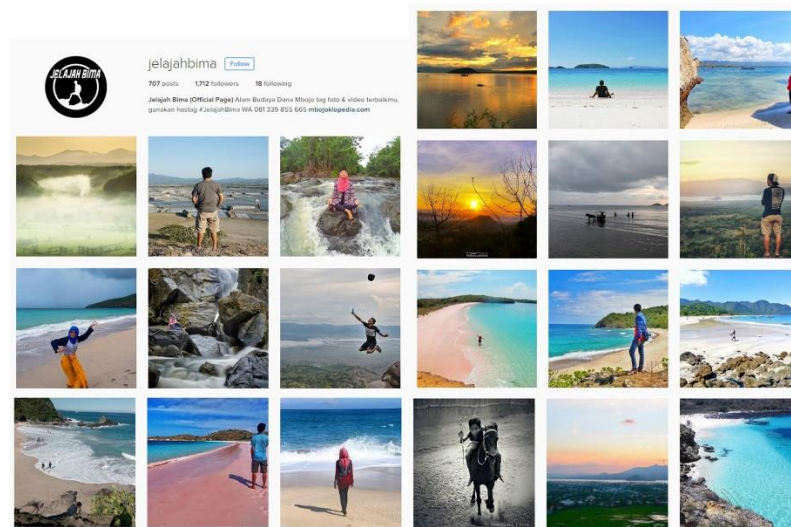
2.4 Media to Promote Tourism: The Importance of Digital Media in

The importance of tourism media is the result of global interest in tourism, the increase in competition between many countries and the competition between tourism as a product and other products (Kotler, 2008).

There are several types of media to promote tourism, such as:

1. Social Media

Through social media that are widely available today (such as Facebook, Twitter, websites, Instagram and others), can use tourism promotion tools so that tourist objects in South Sumatra can be widely known by the world community and become a world tourist destination.



Picture 2.8 Instagram

(Source: <https://www.instagram.com/jelajahbima/>)

2. Booklet

The use of booklets for promotion is one of the advantages. The booklet media is an option that plays an important role in a marketing strategy because the price is relatively cheap compared to visual media or audio media.

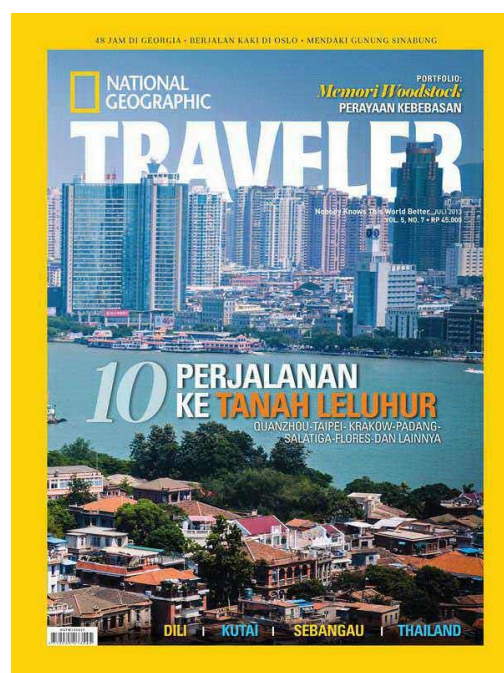


Picture 2.9 Booklet

(Source: <http://www.ph7.ie/portfolio/monaghan-tourism-booklet/>)

3. Magazine

Even though at this time the prestige of the magazine began to fade because of information that could be accessed online, it did not mean that the prestige was dead. one of the advantages of the magazine is the loyalty of its customers and also the specific customers. For example, magazines about tourism is targeted only for travelers, and magazines about cooking are only targeted at chefs or housewives, etc.



Picture 2.10 Magazine

(Source: <https://www.idntimes.com/travel/tips/francisca-christy/majalah-traveling-terbaik-yang-cocok-buat-para-backpacker>)