

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to UU No. 19 of 1969, Tourism is a service activity that utilizes natural wealth and unique environment, such as cultural results, historical heritage, beautiful natural scenery and a comfortable climate. According to Fandeli (1995) tourism is everything to do with travel, including the concession of tourism objects and attraction as well as related efforts in the field. Tourism is an activity travelling from one place to another destination outside the home, with the intention not to make a living, but to re-create both physical and psychological leisure. Tourism is a complex phenomenon in society, which includes hotels, attractions, souvenir, tour guides, tour transportations, travel agencies, restaurants, and many others. Other opinion from Henniker and Kraft (1996:30), tourism is the sum of phenomena relationship arising from the travel and stay of none residence, and so far they do not lead the permanent residence and are not connected with earning activity. Then the definition that accepted by the international assosiation of scientific expert in tourism.

Based on the definition according to the experts above, it can be concluded that tourism are the activities some people for going to some place.

2.1.1 Type Of Tourism

According Wardhani (2008), there are seven types of tourism, such as:

1. Ecotourism

Ecotourism is tourism that directed toward exotic, often threatened, natural environments, especially to support conversation efforts and observe wildlife.

2. Cultural Tourism

Cultural Tourism is the subset of tourism which is concerned with a traveler's engagement with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life.

3. Heritage Tourism

Heritage tourism is retelling natural history, human heritage, arts, philosophy and institutions of region or country. The places represent activities that authentically from the stories and people of the past. The main motivation for visiting is based on the characteristics of the place according to the tourists' perception of their own heritage.

4. Religious Tourism

Religious tourism is a type of tourism, where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purpose.

5. Culinary Tourism

Culinary tourism is a journey about eating local food from an area. the purpose of the trip is to enjoy food and drinks and get information about the cuisine. such as cooking methods, the center of the food and beverage industry, and get different experience by consuming food and drinks from each region.

6. Shopping Tourism

Shopping has become a motive to travel and is now a major tourist activity. Visitors are increasingly choosing shopping as a way to experience local culture through engagement with local products and local craftspeople, and some destinations provide special tourist shopping activities for tourists to shop for goods.

7. Adventure Travel

Adventure travel is a type of niche tourism, which involves exploration or travel with a certain risk. It may require special skills and physical exertion.

2.1.2 Component of Tourism

According to Sheerazi (2008) there are five component of tourism such as :

1. Attractions

A tourist attraction is a place of interest that tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities. Some examples include historical places, monuments, zoos, museums and art galleries, botanical gardens, buildings and structures (e.g., castles, libraries, former prisons, skyscrapers, bridges), national parks and forests, theme parks and carnivals, ethnic enclave communities, historic trains and cultural events. Many tourist attractions are also landmarks. Tourist attractions are also created to capitalise on unexplained phenomena such as a supposed UFO crash site near Roswell, New Mexico and the alleged Loch Ness monster sightings in Scotland. Ghost sightings also make tourist attractions. Ethnic communities may become tourist attractions, such as San Francisco's Chinatown, Paris's Latin Quarter and New Orleans's French Quarter.

2. Accessibility

Accessibility is an important component factor in tourism. There should be accessibility for each and every location of tourist attractions. If their locations are inaccessible by the normal means of transport, it would be of little importance. All kinds of transport facilities are to be made available for such locations. The distance factor also plays an important role in determining a tourist's choice of a destination. Longer distance cost much than too short distances.

3. Accommodation

All destinations need accommodation nearby otherwise tourists will have nowhere to sleep. This seems basic enough but investors will only invest in accommodation infrastructure if there is sufficient economic return. Many areas of Australia are blessed with excellent attractions and are readily accessible but (for a whole range of reasons) lack tourist accommodation. In recent years the market has seen a

proliferation of accommodation types from basic camping and backpacking facilities to mega-resorts. Successful accommodation development, more than ever before, depends on building the right type of facility to suit the needs of a profitable segment of the market.

4. Activities

Tourist activities are all activities carried out in or around tourist attractions. Attractions are often supported by a range of activities. For example, a beach attraction may have wind surfing, body surfing and surf boarding activities, while a treetop walk attraction may have numerous trails through the surrounding forest area for fauna and bird watching and botany activities.

5. Amenities

Amenities are the services that are required to meet the needs of tourists while they are away from home. They include public toilets, signage, retail shopping, restaurants and cafes, visitor centres, telecommunications and emergency services. Because many of the amenities are government services delivered by local, state and national agencies, a high degree of co-operation is needed, particularly where tourist services may be seen to be competing with the needs of local residents.

2.1.3 Tourism Destination

According to Burkart and Medlik (1974, p. 46) in Zhemla(2016) journal: “tourism destination is a geographical unit visited by tourists being a self contained centre”. Gunn & Var (2002), tourism destinations is a place or location in addition to having the attraction that can be seen by tourists, also available a variety of activities that can be done tourists in the place, so that tourists are hooked to visit. Furthermore, UU No.10 of 2009 which confirms that the tourism destination is a geographical region located in one or more administrative regions where there is a tourist attraction, public facilities, tourism facilities, accessibility, and community are interrelated and complementary realization of tourism.

From the opinion above, it can be said that in order to be called tourism destinations the region should have a characteristic or uniqueness in order to provide the charm or attractiveness of a visitor during his visit.

2.2 Promotion

Sistaningrum (2002, p. 235) state that promotion is one element of the activities of the marketing mix. Promotion become media information to know everything related to the company's products that will be offered to consumers. Based on the opinion of some experts, it is known that the promotion is kind of activities in marketing management with some goals. According to Tjiptono (2002: 219), Promotion is a form of communication that encourages information, increases / persuades and reminds target markets of the company and its products to be accepted. Based on the opinion of some experts, it is known that the promotion is kind of activities in marketing management with some goals.

2.2.1 Kind of Promotion

According to Mill and Morrison (2009), the following three types of promotion help to modify the consumer's behavior in the stages of buying process. Firstly, informative promotions are most effective at the earlier buying process stages like attention and comprehension. Secondly, persuasive promotions work well at intermediate buying process stages which assist with attitude, intention, and purchase. Finally, after the first visit or usage the services, reminder promotions are effective to use. It is quite clear from this statement that promotion plays a vital role to advertise any destination and can help to modify the tourist behavior by ensuring the repeat visitor continue to purchase the same product instead of switch to another destination. Promotion in tourism helps to draw the attention of the potential tourists, modify the behavior of the existing buyers and influence them to visit a destination.

According to Sary (2008, p.11) tourism promotion is divided into two kinds as follows:

1. Direct Promotion

The ways that usually used in this promotion are display such as (traditional house, costume, and pictures), printed media (prospectures, leaflet, folder, booklet, and brochure, exhibitions and presents).

2. Indirect Promotion

The ways that are used in this promotion are:

1. Giving information through printed media.
2. Publication in some magazines in the company (travel agent or tour travel company) area.
3. Visiting to the company company (travel agent or tour travel company).
4. Meeting with another companies to get some information.
5. Workshop
6. Inviting some employees of company to visit tourism destination

2.2.2 Tools of Promotion

According to Kotler, Bowen, and Makens (2014: 362), the tools of promotion is a combination of advertising, public relations, personal sales, sales promotion, and direct marketing used by companies in order to communicate consumer relations and persuasive relationships with consumers.

1. Advertising

Paid nonpersonal communication to introduce company profiles, products, or activities carried out by the company to the general public through brocure, prospectus, newspapers, leaflets, magazines, billboards, and booklets.

Advertising is a material that is a plan to be given to the general or special travel trade designated as an intermediary. Advertising is often used as follows :

a) Brochure



Publication is printed using paper that is relatively good, the lay-out are collated interesting, with all the potentiality to be promoted. Often in a brochure is a catalog that includes tourist attraction in the area of interest by stating the type and kind of accommodation, room tariff, facilities and Itineraries tour to the tour operator.

b) Prospectus



This is a flyer that sometimes too folded in two, is designed to be more attractive and provide your name on it in many kinds of hotel with address, amenities, tariff, and the food can be provided.

c) Newspaper



Printed media usually distributed weekly or daily in the form of a folded book of papers. The publication is typically sectioned off based on subject and content. The most important or interesting news will be displayed on the front page of the publication. Newspapers may also include advertisements, opinions, entertainment and other general interest news.

d) Leaflets



leaflets are a form of short publication which usually contains information about a company, product, organization, or other form of service that needs to be understood by the general public. Leaflets only in the form of leaflets which are set out in a wide variety of information quick round object in promoting.

e) Magazines



A publication, usually Magazines are generally published on a regular schedule and contain a variety of content periodical public, which is printed or electronically published (sometimes referred to as an online magazine).

f) Billboards



Billboards is a very large board on which advertisements are shown, especially at the side of a road.

g) Booklets



The content of booklet is more complete than other forms of sales support. It is usually responsibility shared by several sponsors who help to promote the products and services of his company.

2. Sales Promotion

Activities or materials that offer consumers short-term incentives in the event of a purchase in the form of a sample, coupon, or refund of a portion of cash.

3. Public Relations

Communication to influence the behavior, feelings and opinions of consumers, non-consumers, shareholders, suppliers, and employees of a company. Form a positive image of the company and publish the news to the general public.

4. Direct Marketing

Direct communication with consumers via direct mail, online marketing, catalogs, and telemarketing. Aim to build stronger relationships and get direct response from consumers. Direct marketing bears a resemblance to personal selling which contains an interactive dialogue between marketers and consumers. But personal selling is more intimate so experts place it in different categories.

5. Personal Selling

Personal selling is face-to-face communication between marketers and potential buyers to inform about the company's products, and persuade them to buy them.

2.2.3 The purpose of Promotion

According to Yoeti (1996, p.52) purposes of promotion are:

1. To introduce services and products produced by the tourism industry as widely as possible.
2. To give impression as strong as possible in the hope that many people will come to visit.
3. To deliver a compelling message with an honest way to create high expectations.

2.3 Booklet

According to Kusrianto (2007), a booklet is printed materials consisting of a few pages indexed so it looks like a book. Meanwhile, Oxford Dictionaries states that a booklet is a small and thin book with paper covers and typically giving information on a particular subject. While, Rustan (2009) says that a booklet as publication medium that can accommodate and share some information because it has many pages. In addition, Yudita (2013) states that booklet is a mass communication media that aims to deliver the message of promotions, suggestions, prohibitions to audiences in the printed form in order to make the target community understand about the message and follow the messages that contained in the booklet.

According to Simamora (2009: 71), booklet is a small book, usually shaped a half letter, thin, no more than 30-sided sheets, and also contain of some pictures and texts . Similar to Maulana (2009: 174) booklet is a medium to convey messages in book form, either text or images (As cited Gustaning, 2014). 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 message in book form. From the function of point of view, booklet can be media alternative to give information and to promote something.

From those definitions, the writer can conclude that a booklet is a media for promotion as guidance and provides some information about anything that someone needs.

2.3.1 Types of Booklet

Booklet can be used as a small storybook, instructional manuals, recipe books, and are often used as brochures, catalogs, blades, and inserts for CDs and DVDs (CD booklet). Some reports, including annual reports, are essentially special purpose booklets (Howard, 2014).

Howard (2014) says that design considerations for booklets are:

1. Creep

Creep occurs with booklet and other publications that use saddle-stitch binding and needs to be compensated in the design. If there is no creep allowance, when pages are trimmed the outer margins become narrower toward the center of the booklet and there is the possibility that text or images may be cut off.

2. Creep Allowance

Creep allowance is a method of counteracting the creep that occurs with some booklets. If creep is noticeable, copy can be repositioned toward the center of the spread for those pages in the center of the booklet. When trimmed, all pages will have the same outer margins and no text or images are lost.

3. Imposition

Imposition refers to arranging pages for printing so that when assembled into a booklet or other publication they come out in the right reading order. Printing a 5.5x8.5 booklet on your desktop printer, for example,

requires the use of imposition to print the pages onto letter size (8.5x11) sheets of paper that when assembled and folded end up with the pages in the right order for reading.

4. Saddle-stitched

Saddle-stitched binding is one of the most common binding methods for booklets. Saddle-stitched or saddle-stapling or “booklet making” is common for small booklet, calendars, pocket-size address books, and some magazine. Binding with saddle-stitched creates booklets that can be opened up flat.

5. Booklet Envelopes

Booklet Envelopes are open side envelopes with small square or wallet flaps and side seams. Booklet envelopes are used not only for booklet but for brochures, catalogs, annual reports and other multi-page mailings. They work well with automatic-insertion machines.

2.3.2 The advantages and Disadvantages of Booklet

According to Kemm (1995), booklet have two advantages. First, they can be learned at any time because of book-shaped design. It means you can carry out the booklet everywhere and anytime you want. Second, booklet relatively contain more informations compared to the poster. It means in booklets you can find more varieties of information.

While, Ewles (1994) states that booklet have some advantages as described below:

- a. People can learn and read booklets independently
- b. Users can view or see the contents of booklet at leisure time
- c. The information can be shared with family and friends
- d. Booklet can reduce the need of note-taking
- e. Booklet can be made in a simple shape
- f. The cost of making booklet are relatively cheap

However, according to Mukhair (2012), booklet also have some disadvantages:

First, booklets can not be spread throughout the community due to the limitation of distributions. Second, the process of delivering information from booklet can not be understood directly because the readers must read the contents of the booklet first until they get the real meaning of the contents in booklet. Meanwhile,

Anderson (1994) states that there are four disadvantages of booklet. First, the process of printing a booklet takes a long time. It depends on the messages or contents that will be delivered and the tools that is used in printing a booklet. Because printing a booklet can not be finished in one day. Second, the price of making a booklet is expensive because in printing booklet that usually consist of photos or color images need more money or high cost. Third, there are so many informations in booklets and it is too long. In booklets usually provide more informations or messages that is not really needed which will reduce the intention to read a booklet. And the last, the maintenance and the storage of booklets that is less noticed by users. It means that the users of booklet should take care of the booklet so that it will not be damaged and lost.

In addition, according to Gustaning (2014) there are four disadvantages of booklets. First, this medium takes a long time for printing based on orders and tools used for printing. Second, it will be more expensive to print out pictures or photos. Third, a booklet needs a good care to make pictures or text is not missing or damage. The last, if booklet is too thick, it will decrease the reader's interest.