

CHAPTER II

LITERATURE REVIEW

2.1. Tourism

Tourism is defined by some scholars in the following explanation. According to The law of Republic Indonesia Number. 10 of 2009, tourism is variety of tourism activities and supported by various facilities and services provided by the community and the government. Meanwhile, according to Marpaung and Bahar (2000), tourism is a journey that is done for a while, which was held from one place to another, leaving their own home, with a plan and with a view not to try to make a living in or look for places visited, but solely for enjoy a picnic activities and recreation to meet the diverse desires.

From the statements above, the writer can conclude that tourism is a journey from one place to another place, done individually or in groups with the plan and with the view not to try making a living in or looking for place visited.

2.1.1. Characteristic of Tourism

Urry (1990) in his book mentions that tourism has the following characteristics:

1. Tourism is a leisure activity or leisure activities. Travel is not an 'obligation' and is generally done when a person is free from the work that must be done. when they are on leave or holiday. In subsequent developments of travel can be identified with 'vacation in other areas' to travel, today is one of the characteristics of modern society.
2. Tourism relationships occur because of human movement. This movement with the dimensions of space and time. Temporary movements and visits have different characteristics from permanent displacement.
3. Viewed from the side of tourists, tourism is an activity that is done in place and time is 'not normal'. But this 'abnormality' is only temporary, and the perpetrator has a definite desire to return to the 'normal' situation or to his home habitat. In other words, the inversion has temporary properties.

4. Places and attractions enjoyed by tourists are places and or events that are not directly related to the work or livelihood of tourists. There is also no intention of tourists to get a job/ income in the place he visited.
5. Quite a considerable proportion of the population of modern society is engaged in tourism activities, so tourism has become a vehicle for new socialization. This is mainly related to the mass movement of tourists.
6. Tourism destinations are often chosen based on fantasy or imagination, or because of the image (image) of the destination. These fantasies and images are formed and maintained not only through tourism activities (promotion), but are of no less importance through non-tourism activities, such as academic work, academic meetings (seminars, workshops), and mass media.
7. Travel is something that is 'unusual' (out of the ordinary). Expected experience is another experience than usual or something new. The quality of one's travel is determined by the quantity and quality of this new experience.
8. The role of symbols and markers (signs) is very large in the success of a tourist destination. These symbols and markers are closely related to images, such as the exotic Bali, the romantic Paris, and the Virgin Pacific.
9. Every tourist destination is always experiencing renewal and addition of new products, which is generally done by professionals (business tourism). The development of this new product has far-reaching implications for culture, as the emergence of pros and cons on various cultural modifications in the development of new products is generally done by professionals (especially private) in tourism.

According Tugberk (2010) there are three criteria used simultaneously in order to characterize trip as belonging to tourism. The displacement must be such that:

1. In involves a displacement outside the usual envirolment: this term is of utmost importance and will be disscussed later on.
2. Type of purpose. The travel must occur for any purpose diffrent from being remunerated from within the place visied: the previous limits, where tourism

was restricted to recreation and visiting family and friends are now expanded to include a vast of purpose.

3. Duration. Tourism displacement can be with or without an overnight stay. We shall discuss the particular of in transit visit, from a conceptual and statistical point of view.

2.1.2. Kinds of Tourism

According to Spillane in Kusuma (2012), there are 6 kinds of tourism based on the motive of travel destination. They are pleasure tourism, recreational tourism, cultural tourism, sports tourism, business tourism and convention tourism. The definitions are as follows:

1. Pleasure Tourism

This types of tourism conducted by people who leave their home for a vacation, refresh the mind, meet the curiosity, relaxes the nervous tension, find something new, enjoy the nature, knowing the life of the local people, and get a piece.

2. Recreation Tourism

This type of tourism conducted for the use of the days off to rest, recover the physical and spiritual health, and recuperate from fatigue and exhaustion. It can be done in a place that ensure that these goal offer recreational enjoyment. For example the beach, mountain, resort and healthy center.

3. Cultural Tourism

This types of tourism characterized by a series of motivation. Such a desire to learn in teaching and research center. Learn about the custom, institution and way of life in different societies, visiting historical monument relics, art and religious center, arts festival or music, theater, traditional dance and other.

4. Sport Tourism

This type of tourism can be divided into 2 types of tourism:

- a. Big sport events, such as the Olympic Games, the world ski Championship, world boxing championship, and others that interest the audience of fans.

- b. Sport tourism of the practitioner for those who want to practice and by them self, such mountain climbing, and horse riding sport, hunting, fishing and others.

5. Business Tourism

These type of tourism is a form of professional travel or a tour that conducted because of the job or position that does not give a person to choose the destination and time for travelling.

6. Convention Tourism

This type of tourism is in great demand by the countries because when it held a convention or meeting it will be a lot of attendees who stay within a certain period in the countries that hold a convention. The country that held this convention will erect the buildings that support the holding of convention tourism.

Kesrul (2003) states there are seven types of tourism. They are recreational tourism, cultural tourism, nature tourism, pleasure tourism, religious tourism, medical pilgrimage and adventure tourism.

1. Recreational Tourism

Wich is a vacation to people who enjoy travel to relax, have fun, see something new, enjoy the beauty of nature and obtain peach.

2. Cultural Tourism

Cultural tourism is the subset of tourism concerned with traveler's engagemnt with a country or religion's culture, most importantly it focuses with the lifestyle or the people, their history, their art, their religions and the other elements that help to shape their life.

3. Nature Tourism

This is referred as responsible travel to natural areas, which conserves the environment and improves the wefare of the local people, it is tourism based on the natural attractions of spesific area. Some examples include birdwatching, photography, camping, hiking, fishing, and visit parks. These experiential

tourist 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.

4. Pleasure Tourism

Some people travel for happiness and satisfaction.

5. Religious Tourism

It is also referred to as faith tourism. It is a type of tourism where people travel individually or in a group for pilgrimage or leisure (fellowship)

Purpose. Normally these type of people travel to Mecca, Medina, Karbala, Vatican City for Hajj pilgrimage.

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 or fertility treatment. People with rare conditions may travel to countries where the treatment is better understood. Health tourism is a term for travel that focuses on medical treatment and the use of healthcare services.

7. Adventure Tourism

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

In short, the writer concludes that there are some kinds of tourism such as, pleasure tourism in this tourism people leave their home for a vacation and refresh their mind. Then, Recreation tourism this type of tourism uses the days off to

rest. Cultural Tourism types of tourism use characterized by a series of motivation. Sport tourism is a person who want to see a sport events and a person who want to practice by them self. Business Tourism form of professional travel or a tour that conducted because of the job or position. Convention Tourism when it held a convention or meeting it will be a lot of attendees who stay within a certain period in the countries that hold a convention. The country that held this convention will erect the buildings that support the holding of convention tourism.

2.2. Religious Tourism

Religious tourism is one of tourism sectors with specific purpose. According to Zaman (2010), religious tourism is usually in the form of shrines, tombs of ulama or ancient sites that have excess. This excess, for example in terms of history, their myths and legends about the place, or the uniqueness and excellence of its architecture. Someone who believes that around him there is a power called the spirit, the creature will occupy around man, a watchman buildings, trees, objects and so on. This will cause certain places become sacred, so that's why people often perform rituals or traditions to negotiate in order to smooth the power was not disturb his life. According to Nyoman S. Pendit (2002), religious tourism have been linked with the intention or desire of tourists to obtain approval, inner strength, firmness of faith and not infrequently pual for the purpose of obtaining a blessing and abundant wealth.

Anwar (2007) stated that religious tourism is an important part of the tourism industry. It called special interest tourism which usually related to the followers of particular faiths who visit locations, that are considered as holy sites. Religious sites are not only visited by the pilgrims, but also visited by non-religious tourists since they have cultural, historical and religious significance.

Most of tourism industry is directly affected by economic instability, but religious tourism is less affected by economic issues, because the reason for travelling is very vital role to stop from visiting a destination.

Religious tourism is the pioneer form of tourism, which han begun almost with the dawn of humanity. From the ancient times religious destinations were not

only a part of the cultural landscape, but they also had become a vital factor in local marketing and prime parts of the economy of hosted destinations. Some of the religious place such as Mecca in Saudi Arabia, Fatima in Portugal and Lourdes in France attract millions of religious tourist, charity workers, missionaries and humanitarians creating a huge financial transaction in the destination.

Religious tourism, in the literature of tourism studies is, often described interchangeably as a culture heritage tourism, culture tourism, and spiritual tourism by different authors. It is that culture and religious travel are used synonymously. This is because the majority of cultural tourist visit religious destination as a part of their itinerary and are thus referred to as religious tourist.

2.3. Promotion

Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others.

According to Ranguti (2009) states that promotion is one of the variables used by a company or institution which make a communication with the market, with the aim of informing that product exists, introduce product and provide confidence to the customers.

According to Sary (2008) promotion is divided into two kinds as follow:

1. Direct Promotion

The ways that usually used in this promotion are display such as (traditional house, costume, and picture). Printed media (prospectors, leaflet, folder, booklet, and brochure, exhibition and present.

2. Indirect Promotion

The ways used in this promotion are:

- a. Giving information through printed media.
- b. Publication in some magazine that in the company (travel agent or tour travel company) area.
- c. Visiting to the company (travel agent or tour travel company).

- d. Meeting with another companies to get some information.
- e. Workshop Inviting some employees of company to visit tourism destination.

Based on the explanation above, the writer can conclude that promotion is the activities of furthering the growth or development of something; especially: the furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting.

2.4. Tourism Promotion

According to Virginia (2012) states that “tourism promotion” means direct funding designated and spent solely for tourism, marketing, of tourism or initiatives that , as determined in consultation with the local tourism industry organizations, attract travels to the locality and generate tourism revenues in the locality.

According to Yoeti in Soekadijo (2000) the purposes of tourism promotion as follows:

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.

In short, tourism destination is a process activities that aim to the consumers (tourist) know of any tourism product or services that is offered in order to make the tourist interested and get the optimal satisfaction, through various media such as leaflet, radio, tv, brochures, calendar, movies and booklet.

2.5. Booklet

According to Kusrianto (2007) booklet is printed materials consisting of a few pages indexed so its 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. In addition, Yudha (2003) states that booklet

is a mass communication media that aims to deliver the message of promotions, suggestions, prohibitions to audience in the printed form in order to make the target community understand about the message and follow the message that contained.

From those definition, the writer can conclude that a booklet is a small book that provide some informations about anything that someone need to promote the products or services that is offered which have some criterias on the contents of the booklet.

2.5.1. Types of Booklet

Booklet can be used as small storybook instructional manual, 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 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 booklet and there is possibility that text or images may be cut off.
2. Creeps Allowance is a method of counteracting the creep that occurs with some booklets. If creep is noticeable, copy can be positioned 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 refers to arranging pages for printing so that when assembled into a booklet or other publications they come out in the right reading order. Printing a 5.5 x 8.5 booklet on your desktop printer, for example, requires the use of imposition to print the pages into letter size (8.5 x 11) sheets of paper that assembled and folded end up with the pages in the right order for reading.
4. Saddle-stitched binding is one of the most common binding methods for booklets. Saddle-stitching or saddle-stamping or “booklet making” is common

for small booklet, calendars, pocket-size address books, and some magazine. Binding with saddle-stitching creates booklets that can be opened up flat.

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

Meanwhile, according to Chicago (2003) that Page numbering is the process of applying a sequence of numbers (or letters, or roman numerals) to the pages of a book or other document. The number itself, which may appear in various places on the page, can be referred to as a page number or as a folio. It was intended for reader to find specific parts of the document and to know the size of the complete text.

According to Tatawarna (2012) the most important thing to make a booklet is not too much use rambling sentences. Expand to show interesting pictures with clear statements. Layout design is also not too standard. Make it attractive and interesting, because booklet is usually kept by people longer than brochures and others. Even people save the booklet to get information later, so people can get the information from the booklet easier.

2.5.2. The Advantages and Disadvantage of booklet

Based on Ewles in Roza (2012), booklets have two advantages. First, they can be learned at any time because off book-shaped design. It means you can carry out the booklet everywhere and anytime you want. Second, booklets relativity contain more varieties of informations. While, Gustaning (2014) states that booklet have some advantages as described below:

1. People can learn and read booklets independently
2. Users can view or see the contents of booklets at leisure and friends
3. The information can be shared with family and friends
4. Booklet can reduce the need of note-taking
5. Booket can be made in a simple shape
6. 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 distribution. Third, the process of delivering information from booklets can not be understood directly because the readers must read the contents of the booklets first until they get the real meaning of the contents in booklets.

Meanwhile, there are disadvantages of booklet. First, the process of printing a booklet takes a long time. It depends on the messages or content that will be delivered and the tools that is used in printing a booklet. Because printing booklet need a long time. Second, the price of making the booklet is expensive because in printing booklet that usually consist of photos or colour images need more money or high cost. Third, there are so many informations in booklet and it is so long. In booklets usually provide more information or message that really needed which will reduce the intention to read a booklet. And the last, the maintenance and the strong of booklet 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 additions, according to Gustaning (2014) there are four disadvantages of booklets. First, this medium takes a long time for printing based on orders and tools that used for printing,. Second, it will be more expensive to print out picture or photos. Third, a booklet need a good care to make pictures or text is not missing or damaged. The last, if booklet is too thick, it will decrease the reader's interest.

2.5.3. Booklet Designing

In the making of booklets, the first thing that we have to do in to know how to design booklet with a good design and prepare the material as interesting as possible. first thing to consider in making booklets is how we prepare the materials as interesting as possible (Gustaning, 2014). To attract audience's attention, booklets should be made with a fixed concept and right placement of the design element. 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 (Utami, 2012). Of course, as one of

graphic design products, there must be knowledge about the elements of graphic designs.

According to Sitepu (2014) there are five elements of design which can make booklet has interesting layout and valuable art such s line, shape, texture and color.

1. Line

Line is divided into four, they are vertical, horizontal, and curves. In the graphic design, line is used to separate the positions between the other graphic elements within the page. It also can be used as a bookmark of specific parts with the purpose for the explannary of tthe reader. Line is also used as a separator between the two parts of different publications or provide emphasis. For example, it can be used for separating the information in a book.

2. Shape

Shape is a field that occurs because limited by contour (Line) and limited different colour or by the dark on shades or texture. Shape can be natural form (Non Figure). Shape has a change in the form of stylized form, distortion, and transformation. This meaning is constructed in two-dimensional graphics.

3. Space

Space occurs because of the perception of the depth that feels far and near, high and low, lookin through the sense of sight. This element is used as an element of breathing space for the reader's eye. It means to make the reader not to read the text that is too long. The empty space provides the separation between the columns of text. In addition, it gives the impression of a romy and neat design.

4. Texture

Texture is the visual elements that show a sense of surface material, which is intentionally created and presented in the order to attain such a form, either in the form of real. For example, the impression of wood texture, hair or glasses.

5. Colour

The colour of an object is determined how light falling on the object and reflected back to our eyes. Because light has a spectrum colour, and that colour spectrum is exactly what helps humans recognize colours. In applying colour in a design, you can refer to the colour wheel. To produce harmonious colours, use colours that are close to one another and each has their own meaning.

In booklet designing, there are also several criteria that must be fulfilled such as size, page, font size, colour, layout to attract the readers. Simamora (2009 as cited in Gustaining, 2014) defines a booklet is small-books and thin, no more 30 sides sheets that contain about writing and drawing.

2.6. Taman Purbakala Kerajaan Sriwijaya

Taman Purbakala Kerajaan Sriwijaya is one of tourism destination in Palembang that have many history. It is the one of that has old destination in Palembang that many people of Palembang not know well about it.

Taman Purbakala Kerajaan Sriwijaya is very interest place because that have many objects, such as tower to look at the area Taman Purbakala Kerajaan Sriwijaya from the highest place. There is also Sriwijaya Museum in this destination. It shows the collections of archaeological relic like artifacts from Sriwijaya kingdom, such as religious artifacts, maritime artifacts or building architecture temple.

2.6.1. Location

Taman Purbakala Kerajaan Sriwijaya is located at Jln. Syakyakirti, Karanganyar village, District Gandus. The distance of Taman Purbakala Kerajaan Sriwijaya is 30 minutes from City center.

2.6.2. History

Taman Purbakala Kerajaan Sriwijaya is the ancient remnants of a garden and habitation area near the northern bank of Musi river within Palembang vicinity, South Sumatera, Indonesia. Remnants of ancient man-made canals, moats, ponds and artificial islands discovered in this area suggest the site was related with 9th-century settlement related the Sriwijaya empire. Several artifacts,

such as buddhist statues, beads, pottery and this area revealed the everyday life of its inhabitants, such as colorful beads, amber, ropes made from arenga, pinnata fibers, brick structure, Chinese ceramics, pottery, and the remnant of a wooden ship. Most of these findings were discovered during the construction of the archaeological park. Reconstruction of pottery and ceramics fragments reveal daily domestic objects such as a vase, water vessel, bowl, plate, stove, clay pot, and roof. These domestic artifacts suggest the area was once a dense human habitation. So that's why there is museum Sriwijaya here.

2.6.3. Condition

The condition of Taman Purbakala Kerajaan Sriwijaya is crowded in the afternoon, because many come there to recreation. Here are some objects such as museum Sriwijaya, bukit inscription and park.