

CHAPTER II

LITERATURE REVIEW

In this chapter the writer presents about the information of tourism, culinary tourism and food innovation.

2.1 Tourism

Tourism is activities done by people for getting pleasure, fun, and also appreciating their hobbies along their journey. According to Spillane (1982), tourism is an activity to travel that aims to get pleasure, find satisfaction, know something, improve health, enjoy sports or rest, fulfill tasks, make pilgrimages and other destinations. In addition, Wardiyanto (2011) stated that etymologically the word "tourism" was identified with the word "travel" in English, which was defined as a trip that was made many times from one place to another. On that basis also by looking at the current situation and conditions of tourism can be interpreted as a planned trip that is carried out individually or in groups from one place to another with the aim to get satisfaction and pleasure.

There are many aspects of their activities that can fulfill the tourist satisfaction of their travel. According to Sugiyama (2011), tourism is a series of activities and the provision of services both for the needs of tourist attractions, transportation, accommodation, and other services aimed at meeting the needs of a person or group of people. Tourism is a complex phenomenon in society, in which there are hotels, attractions, souvenirs, guides, tourist transport, travel agents, restaurants and many others (Soekadijo, 1996).

Andrews (2008), claims that tourism is the act of travel away from home, mostly for the purpose of recreation or leisure. Recreation is the use of time in a non-profitable way. It is a therapeutic revitalization of the body and mind. It is more active in a refreshing and diverting manner. Then, leisure is a form of passive entertainment or rest. People now travel to see great monuments, learn new languages, experience new cultures or enjoy the climatic conditions of another state.

Suyitno (2011), say that tourism is temporary, it means that it is use in a short period of tour and the tourist will return to their original place or country, involves 5 some tourism components, such as transportation, accommodation, restaurant, attractions, souvenirs and others. Have a specific purpose that is essentially to feel happy and not to find money at their destination, even they can contribute to the income of the society or region visited, because their money is used to buy or pay something from their destination.

Therefore it can be concluded that tourism is a trip that is carried out for a while which is organized from one place to another with the intention not to do business or do work and also there are aspects or special activities of the tourist that aim to make tourist satisfaction.

2.1.1 Element of Tourism

Element of tourism is something which can be seen and felt by the tourist during the tourism activity. Elements of tourism are important factors in doing the activity of tourism, because they are related to each other. Verbeke (1986) in argues that there are several element in tourism. Elements These include:

1. Primary elements

Primary elements are varying facilities so it can be classified as following: an activity place, is all inventory features that are attractive tourists, for example the cinema, museums, galleries, festivals, sports facilities, nightclubs, etc. a leisure settings, including physical elements and socio-cultural characteristics give the city a certain characteristic, Examples of physical elements include harbor, park, ancient monument, and so on, while example elements social culture, including hospitality, folklore, local culture, and etc.

2. Secondary element

Secondary element is supporting facilities and services consumed by tourists inside their visit. The example is hotels, catering facilities, facilities shopping, and much more.

3. Additional elements

Additional elements is a tourist infrastructure conditions tourist visits for example the existence of a parking lot, special tourist services, and still is much more.

While Spillane (1994) states that a tourist attraction or destination must include five essential elements in order to make travelers in enjoy the journey, namely:

1. Attractions

Attractions are able to attract tourists who want to visit it. Tourist motivates for visiting a tourist destination to meet or satisfy some needs or requests. They are usually interested in a location because of certain characteristics, i.e: the natural beauty, climate and weather, culture, history, ethnicity-tribal nature and accessibility-ability or ease of walking or specific to the place.

2. Facilities

Facilities of tourism object should be close to the market. The number and type of facilities depend on the needs of travelers. Such facilities should match the quality and price of lodging, food, drinks and the ability of tourists to pay the visiting place.

3. Infrastructure

Attractions and facilities cannot be achieved easily if there is no basic infrastructure. Infrastructure includes all construction under and above ground, and a territory or region.

4. Transportation

There are several advice on the transportation and facilities which may be some sort of guidelines including :

- a. Detailed information about the facilities, the location of the terminal, and local freight service at the destination should be available for all passengers prior to departure from the area of origin.
- b. The security system must be provided at the terminal to prevent crime.
- c. A standard or uniform system for traffic signs and symbols must be developed and installed in all airports.

- d. The information system should provide data on the transport services of other information that can be contacted in the terminal, including schedules and fares.
- e. The latest information and is applicable, either departure or arrival schedules should be available on the notice board, verbal or telephone.
- f. Labor to help the passengers.
- g. Information about the location, rates, schedules, and routes and local freight service
- h. Maps of cities should be available for passengers.
- 5. Hospitality

Hospitality is very important to support tourism activities especially for the tourist to serve them during their journey like hotel, restaurant and tour guide. Travelers who are in an environment that they do not know the certainty of security is very important, especially foreign tourists so they need tour guide to accompany them.

Unlike Matheison and Wall (1982) states that tourism includes three main elements, namely:

- a. A dynamic element, namely travel to a tourist destination
- b. A static element, i.e. stop at the destination
- c. A consequential element as a result of the above two things (especially in local communities) which include the economic, social and physical impacts of contact and interaction with tourists.

2.1.2 Kinds of Tourism

Kinds of Tourism Yoety (1990) classifies 3 types of tourism: based on the location, based on the reason or purpose of tour, based on the object.

- 1. Based on the location, there are five kinds of tourism:
 - a. Local Tourism

Local tourism is a place where has small space and is limited only In certain places.

b. Religion Tourism

Religion tourism is activities of tourism business which are developed in a place or area and has a bigger space than Local tourism, but smaller than National tourism.

c. National Tourism

Tourism business in certain meaning means the activities of tourism is developed in a region of country. This meaning has synonym with domestic tourism, where people do a journey in their country. Tourism business in broad meaning means the activities of tourism which are developed in one country. Besides the activities of “domestic tourism” it includes “in bound tourism” and “outgoing tourism”.

d. Regional International

Tourism Regional – International tourism is the activities of tourism which is developed in a limited international region, but passed by more than two or three countries in the region.

e. International Tourism

International tourism is similar to World Tourism Business. It's the activities of tourism business which are developed in whole country in the world. It includes Regional-International Tourism and National Tourism.

2. Based on the reason or purpose of tour, there are three kinds of tourism:

a. Business Tourism

Business tourism is one kind of tourism in which the tourist comes to work, trade, convention and seminar and others.

b. Vocational Tourism

Vocational tourism in kind of tourism which people do the journey for vacation, recreational, or holiday.

c. Educational Tourism

Educational tourism is kind of tourism which the people or visitors do the journey for the purpose studying or learning in the field of education.

3. Based on the object, tourism consists of ten kinds of tourism, namely,

a. Cultural Tourism

Cultural tourism is a kind of tourism in which is motivate of people to do the journey is caused by the fascination of cultural art in that area.

b. Commercial Tourism

Commercial tourism is also called trade of tourism because this journey is related to the national or international commercial activities like Expo, Fair, Exhibition, and others.

c. Recuperation Tourism

Recuperation tourism is called Health tourism. The purpose on this journey is to cure a disease.

d. Sport Tourism

Sport tourism is aimed at seeing or witnessing the sport fair in an area, such as football, Olympiad and etc.

e. Political Tourism

Political tourism is a journey in which the aims of people who do this journey are to see or to witness an event or occurrence which is connected with the activity of a state.

f. Social Tourism

Social tourism is a kind of journey, representing one kind tourism which do not emphasize to get advantage, like study tour, picnic or youth tourism.

g. Religion Tourism

Religion tourism is a kind of tourism which the purpose on this journey is to witness the religious activities.

h. Recreational Tourism

Recreational tourism is almost done by most of people in our society they use their leisure tie to have new situation in fleshing themselves after working. The locations where they want to go other places, are namely the beaches, the forests, the mountains and entertainment.

i. Maritime Tourism

Maritime tourism is tourism where the sea and the river will be the destination for the tourist to have the picnic. There are some activities we can do like namely sailing by boats surfing, fishing, diving and other activity.

j. Business Tourism

Business tourism is a tourism where the tourist can go to other country for doing the business activity which can improve the economy and increasing the own money of people and society.

While Spillane (1987) explained that are five kinds of tourism based on the purpose of tour pleasure tourism, cultural tourism, sport tourism.

1. Tourism to enjoy the trip (Pleasure Tourism)

This type of tourism is conducted by people who leave their homes for a vacation, get some fresh air, relax, see something new, and enjoy the beauty of nature. This is done for the utilization of tourism holidays for a rest, recover physical health and spiritual, and freshen from exhaustion. It can be done in a place that ensures recreational purposes such necessary offers the pleasure beach, mountain, resort centers and health centers.

2. Tourism for Culture (Cultural Tourism)

There are motivation, such as a desire to learn at centers of teaching and research, the customs learning, institution, and ways of life of different society, historical monuments visit, relics, art centers and religious, arts festival of music, theater, dance and etc.

3. Tourism for sports (Sports Tourism) Sport tourism can be divided into two categories:

- a. Big sports events, namely the major sporting events like the Olympic Games, the ski world championship, world championship boxing, and others that would attract the audience or the fans.
- b. Practitioners of the sporting tourism, sport tourism is for them who want practice themselves as mountain climbing, horse riding sports, hunting, fishing and others.

4. Tourism business to business trading (Business Tourism)

According to the theorists, this is a form of tourism travel because it is related with jobs or positions that do not give it to someone to choose the destination and time of travel.

5. Tourism for convention (Convention Tourism)

The tourism is demanded by countries because when held a convention or meeting it will be many participants to stay within a certain period at the country which held convention.

2.2 Culinary Tourism

According to Soenardi (2013), Culinary is also referred to as the art of cuisine. The basic theories of cooking skills include management, selection of ingredients, preparation of ingredients before processing, storage of ingredients, menu management, food processing, utilization of leftovers, utilization of cooking utensils, procedures food appearance, and labor regulation. Culinary becomes very important as a national culture. Indonesia has a lot of different food diversity between regions, it must be maintained so that it is not claimed by other countries. Like dance, culinary is part of the identity of Indonesian culture (Wongso, 2015).

According to Ardika (in Putra, et.al., 2011) culinary tourism is a tourist activities to find unique food and drinks impressive. In other words that culinary tourism is not solely the desire to taste the delicious food, but more important is the uniqueness and memories that arise after enjoying the food. In addition, culinary tourism is not something that is exclusive luxury because culinary tour emphasizing a unique and affirmative astronomical experience, not on luxury restaurants and the completeness of types of food and beverages available (Wolf, 2004).

Culinary tourism can advance a special and memorable gastronomic experience. According to The International Culinary Tourism Association (ICTA), tourism culinary is nothing new, related to agrotourism but more focused on how a food or drink can be interesting tourist arrivals to enjoy it. In addition, Wolf (2004) gives several examples of activities that are meet the requirements as objects and attractions of culinary tourism, namely class cooking

and workshop of food products, both in urban areas and rural areas; interesting wine tasting room, for example inside an old warehouse; a restaurant in the countryside that makes the best food so the city people are willing to drive more than three hours to achieve it; and beer that is so unique (people do a visit to the brewery area, at least once in a lifetime).

Culinary is a part of life that is closely related to the daily food consumption. Food is a substance, usually derived from animals or plants, which are eaten by living beings to obtain energy and nutrients. Based on Fadheli (2000), culinary is a part of life that is closely related to the daily food consumption. Culinary is processed in a the from of food. The foods are in the forms of side dishes, food or snack and drinks. Because each region has a taste of its own, would not be surprised if every region has different culinary traditions.

Velencei (2007), says that culinary tourism is not limited to gourmet food. In fact, we like to use the term ‘food tourism’ more often than not just to keep it from feeling elitist. It is about what is unique, authentic and memorable about the food stories our regions have to tell. This includes our farmers, our cheese mongers, fishermen, brewers, winemakers and everyone in between.

According to Long (2004), culinary tourism is about food as a subject and medium, destination and vehicle for tourism. It is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being. Albala (2015), says that food tourism definitions commonly point to and explain the motivations for travel and behavior of consumers who actively seek out local food and drink experiences that are distinctive to a particular place outside the consumer’s usual environment.

Based on the information above, in this study the culinary tourism emphasizes on a unique and memorable gastronomic experience. Not a thing luxurious, although simple but gives it a different impression than usual, like eat megibung, this is something unique that is not found in the area origin of tourists.

2.3 Food Innovation

Innovation is critical to the long-term success of a firm as well as the economic health of an industry and the overall economy (Gertner, 2004). According to Brown and Teisberg (2003) stated that innovation is the lifeblood of successful business. It has become every firm's imperative as the pace of change accelerates. The challenges of this imperative increasingly require leaders to manage uncertainty and pursue learning and innovation across the boundaries of firms.

According to Rogers (2000), defines that food innovation is an idea, practice or object are recognized and accepted as a novelty by a person or group to be adopted. Innovation is a new invention that is different from existing or previously known. Guerrero (2009), says that food innovation is the addition of new or unusual ingredient; new combinations of product; different processing systems or elaboration procedures including packaging; coming from different origin or cultures; being presented and/or supplied in new ways; and always having temporary validity.

Furthermore, Ireland (2013), states that the food Innovation is Centre of nurtures creative thinking for innovation food. The Innovation Centre teams dedicated culinary development chefs, innovation technologists and project managers work with our market insights team. Collaboratively they introduce new food concepts that are always in high demand with our consumers.

Whereas Vanhonacker (2010), states of an observed that innovation in traditional food that significantly changed the intrinsic product characteristics was considered degrading to the authenticity of the product among consumers from Belgium, France, Italy, Norway, Poland and Spain. Verbeke, (2010) explain the skepticism towards innovation in traditional food by discussing that traditional products are usually bought due to their special character and special taste and manipulation of this would negate the traditional 'moniker'. Nevertheless, the success of improvements in traditional food sector is riskier than in other sectors of food industry, because consumers tend to reject innovations affecting the traditional character of the product Almlı. (2011), and therefore a good

understanding of consumers perceptions, expectations and attitudes towards any innovation is required prior to its implementation (Kunt, 2010).

Based on information above, innovation is to create an idea to make new variations that can be accepted by society and this can encourage economic progress and advance a business. It has an impact on one of product innovations that is food innovation.