CHAPTER II
LITERATURE REVIEW

2.1 English for Tourism

English is now essential to learn because it has become an international language that people in various countries often use. Likewise, in the world of tourism, English is essential. Zahra et al. (2023) mentioned that learning English in tourism is considered one of the interesting topics because at least someone will be a tourist once in his lifetime, and English is also significant for those who work in reception, such as in hotels, restaurants, travel agents and information centers and tourist attractions. According to Nasution (2018), the ability to communicate based on English for tourism is very important for human resource development. Kusyani et al. (2023) also stated that proficiency in English for tourism is fundamental to developing and introducing tourist attractions in a place, and this skill will impact the quality of service provided.

English for tourism is considered an appealing subject, as most individuals will experience being a tourist at some point in their lives. Additionally, acquiring English skills for tourism-related purposes is essential for professionals in guest-host interactions, including those working in hotels, travel agencies, restaurants, information centers, and tourist attractions. In the hospitality industry, English has become a fundamental subject, and training programs are designed to enhance employees' language proficiency to help them meet job demands (Hsu, 2010).

2.2 Learning for Historical Tourism

History is the study of humans in the context of time. It emphasises that history is not only about past events, but also about how humans experience, interpret, and give meaning to these events in the development of social life. History is the totality of changes, events, and happenings that occurred in human life in the past. History encompasses life processes that develop in real time and can be proven scientifically. Lee (2023) explores how history education significantly contributes to students' development of higher-order thinking skills, including critical and

analytical reasoning. The study emphasizes that through analyzing primary sources, comparing narratives, and considering multiple perspectives, students become more reflective and capable of evaluating historical information. This approach transforms history lessons from mere memorization of facts into meaningful learning experiences that cultivate intellectual maturity. Anis et al. (2021) propose the MPBH (Historical Thinking Learning Model), an issue-centered teaching strategy aimed at strengthening students' critical thinking. By discussing real-world historical controversies, students learn to analyze causality, evaluate sources, and form reasoned historical judgments. The study concludes that MPBH is effective in engaging students and improving their interpretive abilities in historical contexts. García (2023) investigates a teaching method centered on historical thinking and the integration of digital resources. The research shows that involving students in active interpretation of the past—by analyzing documents, debating ideas, and constructing evidence-based arguments—enhances their understanding of history and their ability to connect it with current societal issues. Drie and Boxtel (2008) outline five core dimensions of historical reasoning: use of sources, chronological thinking, narrative construction, evidence evaluation, and multiperspectivity. They argue that effective history teaching must go beyond factual delivery and encourage students to think like historians, questioning, interpreting, and synthesizing historical data.

Learning with e-books and flipbooks involves presenting materials rich in multimedia elements, such as text, images, videos, and animations, designed to facilitate students' more profound understanding. According to Gagne (1985), learning is a permanent change in human capacity that is not solely caused by the growth process. Meanwhile, according to Slavin (2006), learning is acquiring and processing information to achieve a better understanding. For example, Wesche and Paribakht (2000) found that students were more effective at learning vocabulary when they engaged in text-based exercises, including reading and speaking practice, versus reading without additional practice. In the digital context, technology has facilitated more flexible and interactive learning. According to Anderson and Dron (2011), there are three generations of technology-based

learning: cognitivism, constructivism, and connectivity-based learning. These approaches allow learners to be more active in constructing knowledge through exploration and interaction. E-books and flipbooks in learning have been proven effective in improving student learning outcomes. Studies show that flipbook-based learning media can increase students' interest and understanding of the material taught.

2.3 Tourism and Promotion

a. Tourism

Soekadijo (2011) states that tourism includes all things related to the management of tourist attractions, tourist attractions, and related businesses. Rusyidi and Fedryansah (2018) also mentioned that tourism is a complex activity that can be seen as an extensive economic, ecological, political, social, and cultural system. Tourism cannot be separated from these aspects, mainly the social and cultural aspects. When viewed from a sociocultural aspect, tourism development can grow and develop well if supported by cultural tourism (Waani, 2016).

b. Promotion

Promotion is an important part of marketing, which informs and attracts the market about the products or services offered by the company. According to Kotler and Armstrong (2012), promotions aim to introduce products to consumers so that they become interested. Sukirno (2013) also adds that promotion serves the same purpose. Meanwhile, Rangkuti (2009) in Puspitarini and Nuraeni (2019) explains that promotion not only aims to inform the existence of a product but also to provide confidence to consumers regarding the product's benefits. Thus, promotion is one of the key strategies for increasing consumer interest in a product or service.

c. Tourism Promotion

In this era, the tourism sector can be developed again for the better through existing technology so that the information obtained will be easily accessible and quickly received (Wolah, 2016). According to Setiawati and Pritalia (2023), the use of technology is currently increasing from time to time, and increasingly updated electronic equipment makes it easier for humans to find anything through an electronic device, be it making it easier for human work and others, such as making it easier to promote via the internet. In the current digital era, tourism promotion encourages the use of technology optimistically (Muliawanti & Susanti, 2020).

2.4 Book

A book is a collection of written, printed, or illustrated materials bound together and used for reading, learning, and reference (Adler & Doren, 2014). Traditional books have played a crucial role in knowledge dissemination and cultural preservation. E-books are digital versions of printed books that can be read on electronic devices such as e-readers, tablets, and computers. According to Woody, Daniel and Baker (2010), e-books provide advantages such as portability, accessibility, and interactive features, making them effective for modern learning environments. However, studies suggest that reading on screens may lead to lower comprehension and retention compared to physical books due to distractions and digital fatigue (Mangen, Walgermo, & Bronnick, 2013).

2.5 Flipbook

Flipbooks are digital learning media developed in a structured manner by combining text, images, sound, and other multimedia elements, thus creating a more interactive and interesting learning experience for their users (Sari & Ahmad, 2011). They are a virtual form of books that can be used as learning media (Mulyaningsih & Saraswati, 2017). With moving animations, videos, and audio, flipbooks can make learning media more interactive, engaging, and less dull (Wibowo & Pratiwi, 2018). Flipbooks are commonly used in educational and marketing materials because they offer an interactive reading experience. Research

suggests that flipbooks improve engagement and comprehension, especially in visual learners, due to their dynamic presentation (Chang et al., 2017).

2.5.1 Flipbook as Learning Media

Based on previous research that discusses the implementation of educational games in flipbook media and video features that use 360-degree video technology for the development of new tourism potential (Sari & Wahyudi, 2022). This study examines the use of educational games in the flipbook medium to improve student learning outcomes. Using the Action Research (AR) research method, this study shows that incorporating educational games into flip books can significantly increase students' motivation and understanding of the course material. On the other hand, according to research Santoso and Wijaya (2020), this study develops a virtual tour based on 360-degree video to reveal the potential of new tourism in Utara. The study's findings indicate that, in comparison to traditional promotional media, this technology increases employee engagement and offers more interactive experiences. In addition to this, the development of a flipbook is a common form of book that comes from this study examines interactive flipbooks used as teaching aids for Indonesian language instruction for foreign speakers. This flipbook is designed to integrate language materials with daily promotions, making it easier for foreign students to understand both the language and the culture.

2.6 Features in Flipbook

Flipbooks are digital media that mimic the experience of reading a physical book with a page-turning effect but with interactive features that enrich the content and increase reader engagement. Flipbooks have many key features, including text, images, video, audio, animation, quizzes, hyperlinks, and interactive navigation. Relevant images can help readers better understand what is written (Ranktracker, 2024). Flipbooks use animation to explain concepts or processes that are difficult to understand with text alone. Fable Vision Learning. Learning materials can be delivered more interestingly and interactively by using animation (Publisher Deepublish, 2023). Flipbook becomes an interactive and effective learning medium with its interesting features (FlipBuilder, 2024).

2.6.1　Feature Video

This feature is to clarify the material presented and provide a fresh feature in the flipbook. Flipbook can combine audio and video. Videos can show visual demonstrations or explain more complex concepts, while audio can be narration or background music that supports the content (Sora Learning, 2024). Coupled with subtitles and narration that will make it easier for users to understand and learn later will be a plus point of this flipbook.

In addition, the video provided supports the concept of virtual tour guides and documentaries, which, according to Tanjung (2022), Virtual tour guides can be an alternative to tourism before travelling for real. Meanwhile, documentaries can be a medium of information and tourism, especially in the context of history and culture. According to Suprianti and Afifah (2020), this research hopes that the results of this virtual guide semi documentary can help potential visitors find out about the Gedong Songo Temple. This invention is expected to be used on social media platforms such as YouTube and Instagram, and can also help in the promotion or dissemination of information.

2.6.2　Feature Games

This game feature has interactive features that are divided into two segments, with the crossword game being more for learning English about the Gedong Songo itself. As for quiz games, this is more focused on tourism promotion, but in the form of games, which are expected to increase participation and desire to learn more. Amiyati (2010) stated that to assess the quality of educational games, some important aspects that need to be considered include the presence of challenges, relevance to the material, ability to arouse curiosity, control given to players, and fantasy elements. Meanwhile, Trianto (2012) explained that the thematic education model is an educational approach designed based on certain themes. Putri (2023) added that educational games are designed to stimulate thinking, increase concentration, and help in problem-solving. Crossword games are a fun and effective learning tool to improve knowledge and skills. One of the benefits of crossword puzzle games is that they can improve vocabulary and word comprehension, in addition to helping relieve stress. Quizzes also have benefits,

such as increasing motivation and making learning more interactive and effective. We can create customized crossword puzzle games and quizzes to suit information and learning needs by using digital applications such as WordCross Labs, Genially, and Canva.

2.7 Gedong Songo Temple

Candi Gedong Songo is an ancient Hindu temple complex located on the slopes of Mount Ungaran, Central Java, Indonesia. It is believed to have been built during the 8th to 9th century under the rule of the Sanjaya Dynasty of the Mataram Kingdom (Soekmono, 1995). The temple complex consists of nine separate structures, reflecting Javanese Hindu architectural influences and serving as a religious site for worship and rituals. The architecture and spatial arrangement of Candi Gedong Songo bear similarities to Dieng Temple Complex, indicating a shared cultural and religious influence (Santoso, 2011). The site is strategically positioned at a high altitude, symbolizing its connection to Hindu cosmology, where mountains are considered sacred (Setiawan, 2019). Research suggests that Gedong Songo Temple functioned as a spiritual retreat, where Hindu priests performed religious ceremonies, meditations, and offerings to the God (Utami, 2020).

Excavations and studies at Gedong Songo Temple have revealed various artifacts, including stone reliefs, bronze statues, and terracotta fragments (Widodo, 2017). These findings indicate that the temple was actively used for religious purposes and had connections with other Hindu sites in Java. Additionally, inscriptions discovered in the area suggest that the site played a role in the political and religious dynamics of the Mataram Kingdom, as rulers sought legitimacy through religious patronage (Prasetyo, 2018). Gedong Songo Temple is now a popular tourist destination, known for its historical and natural beauty. The Indonesian government, through the Ministry of Culture and Tourism, has implemented various preservation projects to prevent structural decay and promote cultural tourism (Widiastuti, 2021). Sustainable tourism initiatives emphasize the importance of conservation while allowing visitors to experience the site's historical and spiritual significance. Gedong Songo Temple remains an essential

historical and cultural landmark in Indonesia. Its Hindu architectural features, religious significance, and archaeological discoveries make it a valuable site for understanding Java's ancient civilization. Efforts in conservation and tourism development are crucial to preserving this heritage for future generations.

2.8 Relevant Studies

This research is strengthened by several relevant studies regarding flipbooks and the methods that researchers use. First of all, in the research of Inayah (2003) entitled *" Perancangan E-Guidebook Wisata Palabuhan Ratu Sebagai Alternatif Penanganan Overtourism ",* which made a product in the form of a tourist E-Guidebook for Palabuhan Ratu as an alternative to handling overtourism, which was tested directly, which was shared via QR code and HTML link, in Nida's research using the R&D method, through the design stages. The Palabuhan Ratu Tourism E-guidebook can be accessed via HTML. According to the results of Nida's research, respondents to the Palabuhan Ratu Tourism E-guidebook trial expressed concern that the available resources made it difficult for visitors from outside Palabuhan Ratu to enter the area. And they are interested in visiting tourist attractions in Palabuhan Ratu because of the facilities available there.

The next research of Usman et al. (2024) entitled " Flipbook and E-Learning for Teaching English to Elementary School Teacher Education Students," this research makes a flipbook product to examine how lecturers and students perceive the use of flipbooks and e-learning in learning English in elementary school teacher education programs. The study also examined how technology integration impacts student-centered learning and how flipbooks and e-learning are used to improve the quality of student learning. Qualitative descriptive method Both lecturers and students liked using flipbooks and online learning to teach English. Flipbooks are a great tool to display complex concepts engagingly and interactively.

The next research, Pulungan et al. (2022), with the title "Pengembangan Media Pembelajaran Flipbook Materi Ekosistem", the purpose of the study was to create Flipbook ecosystem-based learning media for students in grade V elementary

school. The results show that the flipbook learning media developed is valid, interesting, easy to use, and very feasible to apply as a learning tool.

In today's internet age, flipbooks as learning tools have attracted the attention of many researchers, especially when it comes to English language learning and tourism. This chapter has reviewed various studies that have been conducted to find out how effective flipbooks are in improving learners' English language comprehension and skills and how this tool can enrich the tourism learning experience.