

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

In etymological terms, tourism is from word “tour” and suffix “-ism”. The word “tour” is taken from the Greek word *tornos* and the Latin word *tornare*, both of them have meaning “turn” or circular movement. Meanwhile, the suffix “-ism” is used to show an action, process, behavior of what they are doing. When these two words are combined, it can be new definition that tourism is an action start from one place and return back to that place (TravelTeachings, 2024). Moreover, Revida et al. (2020, p. 2) adding that this activity is doing by individual or group of people with non-permanent stay to enjoy the beauty nature of the place and did not earn money from that place. These both definitions can be concluded that tourism is a journey outside their place for a temporary time that looking for new experience or enjoy leisure time and supported by various services such as transportation, food and beverages, accommodations, and giving the facilities based on tourist needs.

In line with that, Eurostat (2019) was classified into three main purposes which are personal, business, and professional. First, for personal purposes can include recreation, visiting friends or relatives, entertainment, sightseeing, and other personal interests. Second, for business purposes can include attending meetings, conferences, seminars, exhibitions, office trips, voluntary work and other business activities. Third, for professional purposes can include participating in study tours, conducting scientific study, professional training, internships, student exchanges, field observations, industrial visits, journalistic activities, school field trips, and other activities that support professional development.

2.1.1 Types of Tourism

According to Khan (2025), travel industry classification the tourism based on travel direction, purpose, activities, budget, destination, and traveler needs. There are 24 types of tourism most discussed, however the writer takes only 3 (three) types of tourism that are related to Fort Willem I Ambarawa, including:

1. Cultural Tourism

Cultural tourism is a type of tourism that involves exploring cultural attractions with both tangible or intangible such as visiting historic building, joining cultural performance, and discovering the authenticity of architectural site (UNWTO, 2019). Based on that definition, Fort Willem I Ambarawa has some activities like Babad Fort Willem I is a colossal dance drama performance and mBenteng Jazz which is a festival of jazz communities from across Central Java.

2. Culinary Tourism

Culinary tourism is a type of tourism that involves food and drink experiences such as exploring local restaurants, trying exotic fare, and genuine local cuisine (Comstock & Smith, 2022). Based on that definition, Fort Willem I Ambarawa has a lot of culinary tenants in area A8, there are food from Italy like pizza, authentic food from Indonesia like rawon or soto, food from Japan like ramen or udon, etc.

3. Educational Tourism

Educational tourism is a type of tourism that involves learning and recreational activity such as defining the history of place, experiencing the unique environment, and acquiring knowledge (UNWTO, 2019). Based on that definition, Fort Willem I Ambarawa has received student from study tour and tourists from the Netherlands with tour guide.

2.2 Tourist

Tourist is a combination of the word “tour” which means the act of travelling around a place and the suffix “-ist” which refers to a person who engages in that activity. In etymological terms, the word “tourist” derived from the Greek word *tornos* meaning a circle and from the Latin word *tornus* meaning a turning wheel. When these two words are combined, it can create a new definition as a person who journey from their place of origin to a destination and return back to point of departure (Eleanor, 2026). Kushwaha (2023) adding that tourist is a person who does activities such as recreation, seeking pleasure, entertainment, or religious activities more than 24 hours but less than one year, and not to generate income from the places they visit. Based on the definitions above, it can be concluded that a tourist is a person who visits a destination outside their residence for self-healing, entertaining themselves, professional or business trips just not to earn income and usually prefer to stay overnight to rest for a while.

2.2.1 Types of Tourist

Based on the definitions that have been explained above, a tourist is simply defined as a visitor who stays at least one night at the destination they visit. In general, tourists can be classified into two types, including:

1. Domestic Tourist

Domestic tourist is a person living in a country who travels to a place or places in the country outside their usual environment within a period minimum of 24 hours or maximum 12 months for leisure, business and or other purposes not relating to activity that earning money from the place they visited. In general, they do not cross international borders but just explore various cities within the country, a region or

an area within their own country, as a simple we say the movement to many region in one same country. For example, if someone living in Semarang City and visit to Jakarta City on holiday, so they called as a domestic tourist due to they are traveling only in the country of Indonesia (Derrick, 2023).

2. International Tourist

International tourist is a person traveling outside their own country of residence within a period minimum of 24 hours or maximum 12 months and they might be need to change a currency, knowing basic language of country they visit, passport and visa implications. The main purpose of the visit is not to engage in activities that generate income from within the country or to take up residence there. For example, if someone living in Indonesia and visits Malaysia on holiday, so they are called an international tourist due to they are traveling to another country (UNWTO, 2013).

2.3 Bilingual Book

As an information media, a bilingual book is a media that contains text in two different languages, such as Indonesian and English, and can have various formats, such as printed on the same page, facing pages, or different pages (Nadila et al., 2022, p. 21). According to Klyshbekova (2023), adding that bilingual book can also be defined as a dual-language book that is written the same narrative in two different languages throughout one side of the text in the English language and the other side of the text in a second language which is Indonesian. To strengthen this statement, a bilingual book format allows readers to compare the languages directly and can enhance domestic tourists language skills, then suitable for application on media that provide tourism information (Multilingual Families, 2024).

Based on that definition of bilingual book, the writer conclude that bilingual book is any book written or printed in two different languages. The text for both languages usually appears side-by-side, top-and-bottom, or on facing pages so readers can easily compare words, grammar, and meaning. In line with this explanation, the writer here are provide a book in Indonesian and English using a format with facing pages by adding English text on the left side and Indonesian text on the right side to help tourists feel more comfortable in reading all of the contents and to enhance the Engslih skill in learning or literacy during the reading story.

2.4 Pocketbook

A pocketbook is a small book that can fit in our pocket of pants, which has a lightweight, practical design to carry everywhere and is easy to use due to of its portable dimension, so it becomes a perfect solution for creating complete information with an affordable cost (Azmi et al., 2024). A pocketbook is also defined as a textbook with a small and light size that is practical, easy to store in a pocket of pants, easy to read everywhere, and can be carried anywhere. The use of a pocketbook makes it easier for tourists to get the general information without wasting a long time to catch the point, and can be accessed without internet (Wartini, 2022). So, from all the definitions, it is concluded pocketbook is a book that has a small size that can be carried anywhere by hand, can be accessed without internet, has complete information, and tourists can bring it everywhere while exploring Fort Willem I Ambarawa. According to Bukuloka (2024), there are two international standard sizes for pocketbook, namely A5 and B6. However, the writer chose the smaller one which is B6 due to more comfortable to hold by our hand and lighter to carry anywhere.

2.4.1 Elements of Pocketbook

Based on the explanation by Zulfarmansyah (2023), before creating a pocketbook there are 10 elements that must be including:

1. Consistency in spacing must be considered and given space between the title and text or borders and others so that the letters look neat and easy to read.
2. Format in writing must use one column if the paragraph is short or use two columns if the paragraph is long.
3. Font size must be adjusted to the size of the book, that is not too small or not too large, so the reader is more comfort to read.
4. Content of the material must be informative, valid, and the design should be eye-catching so that the reader is not bored when reading it.
5. Page layout in numbering must be displayed separately from the text by adding a divider so that the reader can distinguish between the text and the page.
6. Size of the book is more important due to it determines the material of words and illustrations. The best size for a pocketbook here is B6 paper size.
7. Margin on the left side must be wider than the other sides due to it functions as a place for binding or installing a spiral on the book.
8. Headings or titles have the function of separating the topics discussed and helping readers provide a page pattern.
9. Font name used must be adjusted to the materials of the book and be comfortable to read.
10. Images or illustrations really help readers in understanding the location or object being shown in the topic being presented, and illustrations must be in accordance with factual conditions.

2.5 Fort Willem I Ambarawa

Fort Willem I that located in Ambarawa, Central Java has another name that is Benteng Pendem. The construction of Fort Willem I Ambarawa officially began on June 18, 1833, starting with a groundbreaking ceremony by General Dominique Jacques de Eerens as Governor General who also inaugurated Willem I Ambarawa replacing Van Den Bosch who had returned to the Kingdom of the Netherlands and in that year the fort was still in the design phase by Engineer Engineer, Colonel Van Der Wijck and this construction according to Van Den Bosch was carried out in the coastal areas of Java, especially Surabaya, Semarang and Batavia to anticipate attacks from England in 1811 (Rustamadji, 2023). According to the explanation from Sekundiana et al., (2023), the first construction in the south wing building in 1834-1843 and the last building built was in the Southeast Bastion in 1848-1853. From the number of years carved on each building, the average building in this fort complex was built for more than 5 (five) years.

Therefore, this fort has one main building located in the middle of the fort complex and has four smaller buildings around it in the shape of the letter W in each cardinal direction. Fort Willem I Ambarawa was built on an area of 2,7 of land with 1 hectare of buildings in Lodoyong Village, Ambarawa District, Semarang Regency. The location of this fort is within the headquarters area of the 2nd Cavalry Battalion. Previously, this fort was used as a military barracks, logistics center, and residence for workers whose offices were located in the building. However, since the Japanese entered, this building was converted into a prison for Dutch prisoners and local residents, which until now the Indonesian government has made this place a Class II-A Ambarawa Correctional Institution (Nurmala & Arafat, 2024).

2.6 Previous Study

The first previous study was conducted by Thobibi et al. (2025) in a journal entitled “Needs Analysis on Tourism Pocket Books for POKDARWIS Kemiren Banyuwangi.” This study developed a bilingual pocketbook (Indonesian-English) as a practical guide media for international tourists in Kemiren Village, which has similarities in terms of creating a bilingual pocketbook. The second previous study was conducted by Rojabi et al. (2025) in a journal entitled “Pengelolaan Informasi Wisata Secara Digital melalui Pembuatan E-Book.” This research developed a bilingual E-Book (Indonesian-English) as tourism information media for tourists and managers in Tete Batu Village, which has similarities in terms of creating a bilingual tourism information media. The third previous study was conducted by Nurmala & Arafat (2024) in a journal entitled “Sistem Pertahanan Berlapis Benteng Willem I Ambarawa.” This study developed a map of Fort Willem I Ambarawa and administrative fort map of the distribution in Central Java, which has similarities in the study location, namely Fort Willem I Ambarawa.

Based on the previous studies above, a research gap can be found. In the first and second studies focused on developing bilingual tourism media such as pocket books and e-books, but in different study locations. Meanwhile, the third study only focused on mapping and was not made into an informational book. So, from these previous studies no one who made an informational media or book in location of Fort Willem I Ambarawa. Therefore, the writer was inspired to combine these 3 (three) previous studies into one useful product by creating a bilingual tourism pocketbook and a locus at Fort Willem I Ambarawa, which be designed to serve as a tourism information media for domestic and international tourists.