

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Tourism is widely recognized as a dynamic sector that plays a significant role in economic growth, cultural exchange, and regional development. It involves the movement of people from one place to another for leisure, cultural exploration, or educational purposes, supported by services and facilities that enhance visitor experiences. In the context of cultural destinations, tourism is not only about recreation but also about learning and appreciating heritage values embedded in a particular area. According to research on heritage tourism in Kotagede, tourism activities contribute significantly to local economic development while simultaneously promoting cultural preservation and awareness among visitors (Anugro et al., 2019)

In addition, tourism is not only about attracting visitors but also about shaping their experiences. Tourists require various types of information, including historical background, cultural significance, accessibility, facilities, and local attractions. Travel guides and other informational media serve as essential tools in fulfilling these needs. Research on travel guide usage indicates that tourists depend on travel guide for learning, planning, and enhancing enjoyment during their trips (Gecikli et al., 2024)

Kotagede, as one of the prominent cultural heritage areas in Yogyakarta, possesses strong tourism potential due to its historical significance as the former capital of the Mataram Islamic Kingdom. The area is rich in heritage assets, including traditional architecture, cultural practices, and historical sites. Rindarsih (2022) reveal that Kotagede has a competitive advantage as a tourism destination due to its cultural, historical, and social values, which can attract both domestic and international tourists. However, despite its potential, Kotagede still faces challenges in terms of promotion and information accessibility, which limits its visibility among broader audiences.

2.2 Cultural Heritage Tourism

According to Damayanti (2024) Cultural heritage tourism is a form of tourism that relies on the cultural heritage of a destination and presents heritage resources as tourism experiences for visitors. It can involve both tangible and intangible cultural elements, including historical buildings, cultural attractions, traditions, and local ways of life (Demiroz et al., 2025).

Cultural heritage tourism provides visitors with opportunities to experience the distinctive characteristics and identity of a destination. The experience is created not only through physical heritage sites but also through the stories, traditions, and cultural meanings associated with them. Korkmaz et al. (2024) explain that cultural heritage tourism has become increasingly connected with sustainability, as heritage resources need to be protected while continuing to provide meaningful experiences for tourists.

In addition, cultural heritage tourism can contribute to local community development. Heritage destinations can provide opportunities for local communities to promote traditional crafts, culinary products, cultural activities, and other forms of local heritage. Community involvement is important because local residents are not only part of the tourism environment but can also contribute to maintaining and interpreting cultural heritage (Fitriaty et al., 2024). Thus, cultural heritage tourism can support both the preservation of cultural identity and the economic development of heritage destinations.

Richards (2018) states that cultural tourism has shifted from merely visiting historical sites to seeking authentic experiences that allow tourists to interact directly with local communities and traditions. This trend increases the importance of providing comprehensive information about destinations so that visitors can fully appreciate their historical and cultural significance.

2.3 Kotagede

Kotagede is one of the important cultural heritage areas in Yogyakarta and has strong historical connections with the Mataram Islamic Kingdom. Nisa (2024) describes Kotagede's tourism attractions as consisting of historical and cultural heritage, traditional houses, heritage sites, performances, culinary traditions, and

arts. These heritage elements contribute to Kotagede's identity as a heritage destination and provide visitors with opportunities to experience the historical and cultural characteristics of the area.

2.3.1 Cultural Heritage Attraction of Kotagede

Rindarsih et al., (2022) Kotagede has several cultural heritage attractions that reflect its historical, architectural, and social characteristics. These include Rumah Pesik, Omah UGM, Museum Kotagede: Intro Living Museum, Pendhapa Kajengan, and Peken Klenganan. These attractions represent different forms of heritage, ranging from traditional residential architecture and historical buildings to community spaces and cultural institutions.

2.3.2 Silver Craft

The silver craft is part of Kotagede's cultural heritage identity. The production of silver jewelry and decorative objects involves specialized craftsmanship that has been passed down and adapted over generations. Pratami et al., (2022) emphasize that the development of the silver industry has also influenced the socioeconomic conditions of local households, demonstrating the relationship between cultural heritage, creative industries, and community livelihoods in Kotagede.

For cultural heritage tourism, silver craftsmanship provides tourists with an opportunity to see, purchase, and learn about a local traditional craft. Sandikusumah et al., (2025) describe that silver craft businesses in Kotagede can strengthen visitors' appreciation of local cultural heritage while supporting the continuation of traditional craftsmanship.

2.3.3 Festivals and Cultural Performance

Unlike tangible heritage such as historical buildings and traditional houses, performing arts and cultural activities represent intangible heritage that is maintained through continuous practice and community participation. The concept of Kotagede as a living museum includes performing arts, customs, traditions, religion, and everyday community life as important components of its cultural heritage. Among the cultural performances associated with Kotagede are *Srandul*, *Ketoprak Mataram*, *Karawitan*, and *Keroncong*.

Cultural performances also contribute to the distinctive cultural atmosphere of Kotagede. Mediastika et al. (2024) explain that locally established activities contribute to the visual and sound environment of Kotagede, making the soundscape an important part of its living heritage. Their study demonstrates that cultural sounds and activities can function as soundmarks that distinguish Kotagede from other places and help preserve its cultural identity.

2.4 Promotion

According to Wulandari (2025), promotion plays a crucial role in attracting both domestic and international visitors. Well-targeted promotional efforts allow a destination to showcase its natural assets, cultural heritage, culinary offerings, and distinctive local features that serve as its core attractions. Beyond simply conveying information, promotion also shapes how potential tourists perceive and imagine a destination. Therefore, tourism promotion should communicate the identity and attractiveness of a destination in a clear, informative, and appealing manner.

Promotion can be conducted through various media to communicate the attractiveness and characteristics of a destination to potential tourists. Promotional media may include print media, websites, social media, advertising, and other digital platforms (Susanti et al., 2024). Promotion through print-based media involves the use of tangible promotional materials, such as brochures, booklets, leaflets, and travel guides, to communicate tourism information and introduce destination attractions to potential visitors (Zain et al., 2024).

2.5 Travel Guides

Based on Mieli and Zillinger (2020), a travel guides functions as an information channel for visitors, offering details on attractions, accommodation, transport, dining, and local culture. The purpose of this book is to provide information about matters in the field of tourism and to help tourists plan their trip and undergo a more directed and informative journey. Setyawan et al. (2024) demonstrate that a travel guide can be developed as a tourism information medium by presenting destination potential in an organized and accessible form.

2.5.1 Function Travel Guide

Travel guides have several functions in supporting tourism activities. First, they function as an information medium by providing tourists with descriptions of attractions, activities, local products, and other destination-related information. Setyawan et al. (2024) demonstrate the role of a travelling guide in presenting tourism potential in a more complete and organized manner. A well-structured guide can therefore help tourists obtain relevant information when planning or carrying out their visits.

Arifani (2024) Travel guides can function as a promotional medium. Information about attractions can be presented together with photographs and other visual elements to attract visitors' attention and introduce the distinctive characteristics of a destination.

2.5.2 Bilingual Travel Guide

A bilingual travel guide presents tourism information in two languages, allowing information about a destination to be accessed by visitors from different linguistic backgrounds. In the Indonesian tourism context, Indonesian and English are particularly relevant because they can serve domestic and international tourists respectively (Suharto, 2024).

Wahyuningtyas et al. (2024) found that a bilingual guidebook could support tourism communication and contribute to English-language accessibility for tourism actors and visitors. Bilingual tourism materials can therefore reduce language barriers and make destination information more accessible to a broader audience.

Furthermore, bilingual travel guide support intercultural communication by combining translated texts with visual elements, making tourism information easier to understand and more engaging for readers. The integration of two languages in a single publication also helps preserve local cultural identity while ensuring that international visitors can access accurate and meaningful information. Effective bilingual tourism materials should therefore maintain translation accuracy, readability, and cultural appropriateness to achieve successful communication with diverse audiences (Budiharjo et al., 2022).

2.5.3 Element and Design of Travel Guide

The elements and design of a travel guide are important because they determine how effectively tourism information can be communicated to visitors. A travel guide should not only contain relevant and accurate information but also present the information through an organized and visually appealing design. Maghfirah (2024) explains that the development of a bilingual travel guide requires consideration of elements such as content, layout, color, typography, and pictures to make the guidebook informative and attractive for visitors.

1. Content

Content is the main element of a travel guide because it provides the information that tourists need to understand a destination. The content may include information about attractions, history, culture, facilities, location, and other tourism-related information. A travel guide should provide information that is relevant to tourists and easy to understand (Susanto et al., 2022).

2. Photography

Maghfirah (2024) describe that photography is an important visual element because it allows tourists to see the physical characteristics and atmosphere of a destination. Photographs can present historical buildings, traditional architecture, local products, culinary heritage, and cultural activities more directly than text alone.

3. Typography

Iswanto (2023) discusses typography as an important component of publication design because the selection and arrangement of type can influence the readability and visual communication of written content.

4. Layout

Layout refers to the arrangement of text, photographs, illustrations, and other elements on a page. A well-organized layout helps establish visual hierarchy and guides readers through the information (Anggreini et al., 2024).

5. Color

Color contributes to the visual identity and attractiveness of a travel guide. Consistent color selection can help create visual unity, differentiate sections, and emphasize particular information (Anggreini et al., 2024).

2.6 Previous Study

Hardiyanti (2021), in the study entitled “Developing a Bilingual Guidebook to Improve Visitors' Experience in Kampoeng Heritage Kajoetangan Malang” developed a bilingual (Indonesian–English) guidebook to improve visitors' experiences at Kampoeng Heritage Kajoetangan, Malang. The study employed the Research and Development (R&D) method using Borg and Gall's development model, which involved needs analysis, product development, expert validation, and field testing. The findings revealed that the bilingual guidebook was valid and feasible for implementation. It effectively improved visitors' understanding of the heritage site by providing comprehensive information in two languages and enhanced their overall visiting experience. However, the study primarily focused on improving visitor experience through an informational guidebook and did not extensively explore the integration of visual communication, cultural storytelling, or promotional design as strategies for promoting a cultural heritage destination (Hardiyanti, 2021).

Ayu (2022), in the study entitled “Developing a Bilingual Guidebook of Panji Museum” developed a bilingual guidebook to provide accessible information for both domestic and international visitors to Panji Museum. The research adopted a Design and Development methodology consisting of analysis, design, development, expert validation, and evaluation. The resulting guidebook contains museum history, descriptions of museum collections, photographs, floor plans, visitor facilities, and contact information. The study found that the guidebook effectively improved visitors' understanding of the museum collections, reduced language barriers, and enhanced the overall museum experience. Nevertheless, the research was limited to a museum context and mainly emphasized bilingual information delivery rather than utilizing visual storytelling and destination branding as promotional strategies for a broader cultural heritage area (Ayu, 2022).

Setyawan et al. (2024), in the study entitled “*Perancangan Digital Travelling Guide Book sebagai Media Informasi Pariwisata Kepulauan Karimunjawa*,” developed a digital travelling guide book as a tourism information medium for the Karimunjawa Islands. The study focused on presenting tourism information and the potential of Karimunjawa in a more complete and attractive format. The research demonstrates that a travelling guide can function as a tourism information medium by organizing destination information and presenting it through an accessible format. However, the study focused on a digital guide for a general tourism destination and did not specifically address bilingual cultural heritage interpretation or the use of a printed visual guide as a promotional medium for a cultural heritage area (Setyawan et al., 2024).

The three studies demonstrate that bilingual and tourism guidebooks can facilitate information access, improve visitors' understanding, and support tourism experiences. However, these studies differ from the present research in terms of destination scope, format, and communicative purpose. The previous studies primarily focused on individual heritage sites, museums, or general tourism information, while the present study focuses on a broader cultural heritage area and combines tourism information with promotional communication.

Furthermore, the previous studies have not specifically integrated visual communication, bilingual cultural heritage interpretation, and promotional design into a printed travel guide for a cultural heritage destination. This indicates a research gap in developing a travel guide that does not merely provide information but also visually communicates the cultural identity and tourism potential of a heritage area. Therefore, the present study aims to address this gap by creating a bilingual visual cultural heritage travel guide for Kotagede. The travel guide combines Indonesian and English information with photographs, visual design, cultural interpretation, and promotional content covering Kotagede's cultural heritage attractions, silver craftsmanship, culinary heritage, and cultural performances. Through this integration, the product is intended to function not only as an informational medium but also as a promotional medium that introduces Kotagede to domestic and international tourists.