

Literary Tourism: Elevating the Potential of Literature to Increase Tourist Attractions

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Abstract— Literary studies have always been critical, particularly with the rise of critical theories such as poststructuralism, postmodernism, deconstruction, and postcolonialism. This study employs a library method, which comprises collecting and evaluating relevant material. The presence of literary tourism studies provides not only objective thinking abilities, but also new avenues for developing new objects of study that have previously lacked a clear structure or target audience. The introduction of this literary tourism works is intended to encourage the creation of new interests in examining literature from new aspects, thereby improving the creativity and originality of literary studies.

Keywords— literary tourism; literature work; tourism promotion.

I. INTRODUCTION

The reason Indonesian literary works are not yet well-known in the world is that there are relatively few works translated, and the government has no involvement in introducing Indonesia through literature. The cultural politics that have been launched have lacked a clear direction. The new government used traditional arts to improve the country's image. This is basically a tourism promotion. At each moment, many artistic missions are carried out by either the Ministry or other tourism agencies. Various artistic events are frequently organized overseas, including at the Embassy of the Republic of Indonesia (KBRI) and other places. Indonesia was introduced to many cultures, including dancing, dress, and crafts. Thus, the image of Indonesia as a huge narrative is not widely recognized [1].

The contribution of literary tourism to improving tourism, directly or indirectly, has been ongoing for a long time and has grown more visible in the previous decade and half [2]. Literary festivals are events or activities that include an economic component. Literary festivals have become a huge commercial phenomenon in England, which illustrates this [3]. Various literary tourism activities are organized, such as Catherine Cookson County in Northumberland [4], Shakespeare's Stratford, the Brontes' Yorkshire, Hardy's Wessex [5], Wordsworth's Lake District, Scott-land or Dickens' s London [6]. Not only in England, various regions in other countries have also made literary tourism a commercial phenomenon. One of the commercializations of literature also occurs at a literary event called a festival. For Watson, the most important development in recent years in the field of literary tourism has been the migration from niche tourist options to mainstream tourism, with literary festivals increasingly extending their scope and reach in many nations across the world [3]. Literature contributes to the development of Indonesian tourism through the implementation of literary festivals, the publication of literary works that make an area famous as a tourist destination, the filmization of literary works that promote the area that serves as the setting for the story, and the excavation of myths or folklore as a means of creating tourism destination branding [7].

Literary studies have always been critical in the context of tourist studies, especially since critical theories like as poststructuralism, postmodernism, deconstruction, feminism, and postcolonialism were introduced [8]. Furthermore, many literary works are produced in a critical tone that gives the appearance of hostility to tourism operations and the sector. Tourism studies, on the other hand, are often optimistic, as evidenced by analyses of tourism destination development strategies, consumer (tourist) satisfaction, increased visit numbers, popular tourism, community-based tourism, cultural heritage tourism, and sustainable tourism. Negative prejudice and positive bias must be integrated in literary studies on tourism so that objective analysis may be provided. Indeed, there are many literary works that represent tourism positively, and studies of dark tourism (tragedy and catastrophe) are beginning to develop in the tourism field.

This subject focuses on a variety of events in which literary works, writers, literary festivals, and folklore in Indonesia contribute significantly to the growth of tourism. Apart from examining how literary works, writers, and literary events promote regions as attractions or tourist destinations, the discussion also reveals how literature conveys criticism of tourism development with the clear goal of ensuring that tourism development provides positive benefits to society.

II. METHODS

The research technique for developing an interdisciplinary approach to literary tourism begins with comparing the features of literary studies and tourism studies, defining the scope of tourism studies, and deciding on the study area for the literary tourism approach. This study uses a library method, which entails acquiring and evaluating relevant literature. Literary studies have always been critical, especially with the emergence of critical theories like poststructuralism, postmodernism, deconstruction, and postcolonialism. Furthermore, many literary works are created in a critical mood, giving a sense of antagonism to tourism activities and the business. Tourism studies, on the other hand, are often positive, as evidenced by analyses of tourism destination development strategies, consumer (tourist) satisfaction, community-based tourism, cultural heritage tourism, and sustainable tourism. Negative prejudice and positive bias must be blended in literary tourism research to produce a more impartial analysis. Indeed, there are many literary works that positively represent tourism, and critical studies in the subject of tourism have begun to appear in response to tourism phenomena and tragedies.

III. RESULTS AND DISCUSSION

Tourism Literature Studies

The scope of tourism literary studies is determined by the constraints set out by literary tourism specialists. Literary tourism research focuses on two linked topics. First, a look at the tourism activities that make literature, in its different forms, appealing to tourists. Literary tourism happens when 'authors or their writings become immensely popular, as indicated by people being interested in visiting areas associated to that writer (such as their birthplace, residence, and cemetery) or in the items described in his work [9]. This tourism literary is heavily affected by a positive perspective to literary works and tourist-related activities, with tourism serving as an auxiliary science. For example, travelogue stories, tourism-themed poetry, literature, or mythology are used to promote or brand tourism, such as the folklore of Putri Mandalika, the name of a resort in Lombok, and the basis of the Putri Nyale festival or ceremony, a tourist attraction. Literary studies are multidisciplinary since they combine ideas of the humanities such as linguistics, sociology, politics, history, and anthropology [10].

Literary studies have recently made use of critical ideas such as postcolonialism, postmodernism, deconstruction, discourse, new historicism, feminism, and literary ecology. Literary studies with a tourist perspective emerged late in Indonesia. This delay appears to be inextricably linked to the delay in the development of tourism as a science. Tourism was officially acknowledged as a science in 2008, when the diploma IV tourism education level was elevated to the rank of a Bachelor's degree and the tourist science program (PSIK) was designated as the faculty of tourist. Tourism studies have grown since then, but since the field is so vast, encompassing management, marketing, cultural tourism, ecotourism, hospitality, transportation, film tourism, education, and dark tourism, the study of tourism literature has remained unexplored.

The literary tourism approach pattern can use previously existing study models, namely those that focus on literary works, writers, and literary events. Yu and Xu's paper "Ancient poetry in contemporary Chinese tourism" [11] demonstrates how classical Chinese poetry is employed as a tourist attraction. The study was carried out in the Three Gorges tourist area, which is one of China's five primary attractions, along with the Great Wall, the Forbidden City, Xian, and Guilin. Three Gorges, located along the Yangtze River, is a popular tourist destination. Yu and Xu used two methodologies in their research: observation and

document examination. In the observation method, they participate in the tour as tourists to observe items related to literature that are used as tourist attractions, whereas in the library method, they observe the use of literary works, particularly poetry excerpts in tourist guidebooks or other promotional materials such as books. Lonely Planet, Yu and Xu [11] analyzed five tourist guidebooks and discovered 216 lines from ancient Chinese poetry that were used to describe sites or tourist attractions in the Three Gorges area, particularly Fengjie and the Yellow Crane Tower in Wuhan. Yu and Xu [11] discovered three types of tourist attractions that travelers love in two tourist destinations: Fengjie (known as the city of poetry) and Wuhan's Yellow Crane Tower. These three things are: (1) ancient Chinese poetry engraved on metal plates and hung or fastened to the wall; (2) mural paintings representing poet figures; and (3) Chinese poetry calligraphy souvenirs. Tourism that provides the cultural legacy of poetry might be classified as cultural heritage tourism or cultural tourism. Poetry is an old and highly appreciated form of literature in China.

Inspiration for Literature-Based Tourism Studies

Two types of literature-based tourism studies are those conducted by tourism researchers or published in tourism periodicals. The categorization is briefly described below. First, a look at the tourism activities that make literature, in its different forms, appealing to tourists. According to the definition of literary tourism provided in the introduction to this article, 'literary tourism' occurs when 'literary writers or their works become so popular that people are interested in visiting the location related to the writer (such as his birthplace, house, and grave) or in the things depicted in his work' [4], [9]. The positivistic views are particularly prevalent in this type of approach. Second, research of literary works and tourist-related activities is conducted using tourism as an auxiliary science. As an example, the Putri Mandalika folklore—named after a resort in Lombok—serves as the basis for the Putri Nyale festival, a well-liked tourist attraction. In particular, travelogue stories, poetry, literature, or myths with a tourism theme are used as tools for tourism promotion or branding [12]. Literature study is interdisciplinary in the sense that it draws on humanities ideas such as linguistics, sociology, politics, history, and anthropology. Literary studies have recently included critical theories such as postcolonialism, postmodernism, deconstruction, discourse, new historicism, feminism, and literary ecology [13].

With the addition of supplementary knowledge and ideas from other domains of research, literary studies become more rich than structural, formal, intrinsic, and aesthetic studies that focus on text. Fresh theories and methodologies in literary studies not only give fresh views on literary analysis, but also demonstrate that literary works and literary studies are inextricably linked to facts and other social discourses. This means that literary works may be understood more contextually and intertextually by incorporating other ideas and presenting alternate interpretations of social phenomena emerging in society. Many literary works and studies on them highlight societal dynamics such as concerns of gender equality or the image of women [14], spirit nationalism [15], postcolonial spirit [16], Society's impression of modernity and identity [17]. With a fresh perspective, literary studies not only become more engaging and creative, but they also stress that literature is not exclusive. With a new methodology, the 'negative biases' and 'positive prejudices' that distinguish both researches may be blended to provide a more objective approach.

Literary studies with a tourist orientation emerged late in Indonesia. This delay appears to be inextricably linked to the slow development of tourism as a science. Tourism education has been in Indonesia since the late 1950s in Bandung, although it is often vocational, diploma-based, and skill-oriented. Tourism's emergence as a new discipline was acknowledged in 2008, when the Diploma IV tourism education level was upgraded to a Bachelor's degree and the tourist science study program (PSIK) was designated as the faculty of tourism. PSIK at Udayana University has operated since 1995, but it was only acknowledged as a diploma until 2008, when the government recognized it with the formation of a tourism faculty and bachelor's degrees. Tourism studies have expanded since then, but since the field is so vast, encompassing management, marketing, cultural tourism, ecotourism, hospitality, transportation, film tourism, education, and dark tourism, the study of tourism literature has remained unaffected.

Forms of travelogue writing or travel writing, travel books, which are commonplace in Western literary treasures, as evidenced by Mark Twain's works from the late nineteenth century, can also be found in regional and national literary treasures in Indonesia, but they have not been explored with a new approach, tourism literature. Sundanese poetry writings from the 16th century relate the tale of the trip of the Hindu priest Bujangga Manik from West Java to East Java and Bali (Teeuw 1987). In Indonesian literary works, there are many travelogue poems because they depict travel or the beauty of nature, such as the short poem "Muhamad Rukman Kartawinata di Bali" (1957) by Ajip Rosidi which depicts his poetry characters as tourists in Bali [17],

or the pamphlet poem W.S. Rendra entitled "Sajak Pulau Bali" (1977) which with its poetic aesthetics sharply criticizes the symptoms of commodification of Balinese customs and culture for tourism [18].

Sajak Pulau Bali by W.S. Rendra

W.S. Rendra's poem "Sajak Pulau Bali" critiques the impact of modern tourism on Balinese culture and ecology. This poem shows how the tourism business has significantly affected Bali, harming its traditional culture and natural surroundings. In "Sajak Bali Island," which featured in the anthology *Potret Pembangunan* [19], Rendra harshly denounced the exploitation of Balinese art and culture for tourism-related reasons. The 1977 poem begins with a couplet noting that Bali has become a tourist destination similar to this.

*Sebab percaya akan kemampuan industry
dan yakin bisa memupuk modal nasional
dari kesenian dan keindahan alam,
maka Bali menjadi obyek pariwisata*

The management of Bali as a tourism object has facilitated the development of a commercialization process to match visitor tastes. In the midst of the poem, which is fairly long and has more than 15 stanzas, Rendra's criticisms:

*Dan Bali,
dengan segenap kesenian,
kebudayaan, dan alamnya,
harus bisa diringkaskan,
untuk dibungkus dalam kertas kado,
dan disuguhkan pada pelancong*

In the commercialization process, indigenous enterprises are pressured and defeated by huge investors. This statement is Rendra's severe critique of Bali's tourism development, which is harming to small villages while benefiting huge investors.

This "Sajak Pulau Bali" focuses on the issue of modern tourism's oversight of Bali. The author contends that Bali has been converted into a major tourist destination, with all of its cultural and natural features glorified and sold for financial benefit. The author examines the effects of tourist marketing on Balinese culture. Tourism leads to the condensing of Balinese traditions and arts into items that tourists might buy. The author reveals that tourism has threatened the continuity of native culture and even caused the Balinese people to lose their cultural identity. Dances, sculptures and carvings that previously had cultural meaning and value are now just entertainment displays without cultural substance. In addition, the author emphasizes the role of money and the World Bank in advancing large-scale initiatives in Bali. These initiatives frequently benefit major corporations while harming local populations. This poem also underlines how the tourism industry's expansion has caused a loss of harmony with nature. Unchecked development has contaminated Bali's beaches, mountains, and forests. The author discusses the social consequences of these shifts by noting how visitors frequently disregard local cultural standards and consider local people as strange objects.

This poem can also be seen as a critique of the government's position, which may favor tourism expansion over cultural and environmental sustainability. In terms of linguistic style, W.S. Rendra conveys his message with powerful words and striking visual pictures. He presents the tourists' points of view through discourse and arguments. The poem "Sajak Pulau Bali" is a literary protest against the harmful effects of contemporary tourism on Balinese culture and ecology. This poem demands readers to focus on the importance of sustaining cultural sustainability and the natural environment in dealing with the issues of globalization and commercialization.

Research on Literary Activities

The literary tourism method in Indonesia can be carried out in four areas by drawing on tourism study of literary phenomena in Europe and China. First, consider literary works having a tourist subject. Second, research literary characters, activities, and

locations related to the tourist sector. Third, investigate literary tourism activities, namely tourism that provides icons or attractions derived from literature or writers, in all of their dimensions. Fourth, look at literary works that have been translated into other media, such as films, and how their existence affects the tourism industry, either directly or indirectly.

In Indonesia, there are several literary or cultural arts activities or festivals. This may be studied using the literary tourism studies approach. The most incredible, however, is the Ubud Writers and Readers Festival, which has been held annually since 2004. The Borobudur Writers and Cultural Festival is one of them, and it is presently being tested for its viability, as hosting a literary festival involves an enormous investment. The Ubud Writers Festival was intentionally staged to rebuild the image and trust of the Ubud tourism business in particular, and Bali in general, which had collapsed owing to terrorist incidents (2002 and 2005). As of 2017, UWRF has been held for the 14th time, regularly every year, its contribution not only restores market confidence in choosing Ubud as a holiday destination, but also improves the image of Ubud as a tourist destination with new prestigious attributes. Writers Festival is the generic name used for similar festivals in various cities in the world, such as Melbourne, Byron Bay (Australia), Hong Kong and Dublin. Literary activities or literary festivals can be studied using a combination of tourism and literary approaches, examining the impact of festivals on the tourism industry (accommodation businesses, restaurants), the demographics of festival participants and spectators, and the meaning of festivals for destination imagery, and the meaning of festivals in the country's literary life. host and internationally. The study of festivals is not only to understand their dynamics and benefits and appreciate their continuation, but also to document them as part of literary (and cultural) history.

So far in Indonesia, no writer's house has been made into a museum, and trips to writers' tombs are also not prevalent. People who make a pilgrimage to Chairil Anwar's grave or W.S. Rendra, is still individual, incidental, not a literary tourism activity so it is not worth studying. In West Sumatra, there is a bridge called the Jembatan Siti Nurbaya [20], taken from a romance character by Marah Rusli, from 1922. About 1 km north bridge, precisely in Gunung Padang, there is the grave of Siti Nurbaya. This cemetery has become a tourist attraction. On Sundays, the number of visitors is up to 50 people, but recently that number has decreased so there has been a push for the government to carry out more effective management and promotion (Kompas.com 2008). Balinese novelist Panji Tisna of Singaraja, North Bali, has been successful in popularizing the Lovina beach tourism destination. He began residing there in the early 1950s, constructing a bungalow or villa. The Lovina region is becoming a popular tourist destination in Singaraja. There are several hotels and villas there, and hearing the name Lovina, people would remember the great Balinese writer's book Sukreni Gadis Bali [21], adapted into English by George Quinn as *The Rape of Sukreni* [22]. The background of this novel is a coconut plantation area which is located not far from Lovina. So far, Panji Tisna's family in Singaraja still keeps Panji Tisna's typewriter and books at their residence in Puri Agung Singaraja. If special visitors come, this is indicated, but not even a small museum has opened itself to the public.

Thematic Study or Tourism Discourse in Literary Texts

Thematic studies are conducted by selecting literary works on tourism, such as poems, short tales, novels, or plays. The same may be said for folklore, such as the tale of Putri Mandalika in Lombok, which has now inspired the name of a new tourist resort on the island. Aside from that, Putri Mandalika's story and the Bau Nyale custom are marketed as a tourist attraction. Putri Mandalika Dance was designed to improve the image of cultural tourism. Putri Mandalika's folklore is a powerful illustration of the reciprocal link between literature and tourism, making it a fascinating subject to investigate utilizing a combined approach to literary and tourism studies. Tourism discourse in literary works may also be analyzed for a group of comparable literary works or across genres, either synchronic or diachronic. The emphasis is on how tourism discourse is revealed in the works analyzed. W.S. Rendra, Ajip Rosidi, and Radar Panca Dahana are among the Indonesian poets who have produced poems on tourism in modern Indonesian literature. Their works may be evaluated as a whole, for example, by examining the influence of tourism on Bali as expressed in their poetry. Depending on the interpretation, the Balinese image portrayed may not be single, but various.

The novel and film *Laskar Pelangi* contributed significantly to the appeal of Belitung as a tourist destination, which is an intriguing fact to investigate. According to I Gde Pitana, Deputy for Foreign Marketing at the Ministry of Tourism, Belitung had at least two favorable tourism impacts after the filming of this novel, which contains wonderful beach vistas. First, the name Belitung appeared on the Indonesian tourist map. Second, domestic tourist visits to the area are rising [17]. It is also worth noting that one of the Belitung localities has been recognized as one of the central government's tourist development objectives, under the title "*10 Bali Baru*" [10 New Balis]. Literary tourism to the following locations represents a literary contribution. While the

significance of literature in tourism development is now limited to newspaper or mass media news, it is time for it to become a critical and in-depth study in literary studies.

IV. CONCLUSION

This short piece aimed to begin literary studies by modeling the tourism approach and renaming it literary tourism. Like other methodologies, this literary tourism strategy has a unique field of research. If literary sociology studies use sociology concepts or theories, literary tourism explores literature by adopting tourism methods, concepts, and theories. This study offer may be enhanced and deepened to make it more comprehensive and stronger. The presence of this literary tourism method will not only give objective thinking skills (thinking/analysis tools), but also new ways to develop new objects of study that have hitherto lacked a defined shape or audience. It is intended that the introduction of this new approach would spark the emergence of new interests in examining literature from fresh angles, therefore increasing the creativity and innovation of literary studies.

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