

# The Impact of Literature for Indonesian Sustainable Tourism

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## Abstract

*Literature plays an important role in promoting sustainable tourism. Depicting the uniqueness of its culture and society with all the surroundings where literature grows, develops, and impacts. Literary Tourism established the relationship between literature and tourism where it illustrates a form of travel that occupy under the types of tourism, describing an instrument designed for the conservational purposes of specific category of cultural heritage such as the current case objectives, locations, events related to different aspects of literature. The purpose of this paper is to demonstrate the impact of literature for sustainable tourism in Indonesia. The method is used is exploratory qualitative research where it identifies existent resources of literature to foster Indonesian sustainable tourism through utilizing literature from various sources including media, website to obtain data related to literature, tourism, and tourist attraction. This paper offers an interdisciplinary approach that combines literary studies and tourism studies and the strong relation between literature and sustainable tourism and vice versa.*

**Keywords.** *Literary tourism, sustainable, Indonesia, culture, society*

## INTRODUCTION

Literary tourism has recently risen from obscurity to become a commercially significant phenomenon. Despite growing interest, literary tourism remains under-researched in academic circles. Even areas that are not necessarily artistic, such as tourism, can have strong links with literary texts. Literature can play an important role in not only creating an image of space in the reader, but also in encouraging the latter to materialize this image in a potential destination in search of which it develops and travels. When the reader returns to the tourist, he is accompanied not only by a unique and rich personal experience, but also by economic benefit. Tourism owes a lot to literature because many destinations have become (more) popular as a result of it.

Literature can evoke and speculate on a country's reputation as a tourist destination. Mike Robinson and Hans K. Andersen have provided an intriguing theoretical explanation of the topic from an economic standpoint. Michael Pearson has provided us with information about literary America, and Nicola Watson deserves credit for her contribution of a comprehensive summary of literary tourism. All of this, however, is limited to the "world" of English speakers. What about the others? In a country like Indonesia, where the United Nations Educational, Scientific, and Cultural Organization (UNESCO) considers the country to be a cultural superpower. Literature in this field is incredible, and many people have never heard of it, so they are surprised to learn that two seemingly disparate fields of literature can coexist.

Some factors influence whether an object is considered a tourist attraction, such as its attractions, accessibility, and amenities. According to the Tourism Law article: 10, 2009, a tourist attraction is anything that has a unique, convenient, and value in the form of natural diversity, cultural, and man-made productions that were targeted as I Made Suyasa 529 tourists' visiting place. It implies that culture and all of its products, including literature, are part of a tourist attraction. Tourists' interest in literature stems from a strong desire to learn about the literature. Furthermore, it arose from the traveler's desire

to delve deeper into the author's works, legacy objects, and locations depicted in his works, as well as other documents.

Nowadays, regional tourism promotion is done through literary works such as Elizabeth Gilbert *Eat Pray Love* (2006), whose outstanding films in 2010 gave Ubud, particularly Bali, a tremendous boost. Laskar Pelangi Novel (2005), which was later adapted into a film of the same name, gave Bangka Belitung Islands tremendous exposure as a tourism project for the development of 10 New Bali. According to the description above, the role of literature in tourism cannot be overlooked in comparison to other fields such as economics and banking, which appear more visible on the surface, but tourism is actually born from tourists' interest in the displayed icons as an attraction. In order to attract more people, other factors such as accessibility and amenities must be considered. An attraction based on the name of the character, the location of the event, and the messages and values contained in the storyline will be able to provide educational benefits to tourism. Based on the preceding discussion, the researcher would like to discuss how the literature impacts the sustainable tourism in Indonesia and vice versa. The study's goal is to describe and identify the mutual benefits of literature and sustainable tourism particularly in Indonesia.

## **METHOD**

This study used exploratory qualitative research where it identifies existent resources of literature to foster Indonesian sustainable tourism through utilizing literature from various sources including media, website to obtain data related to literature, tourism, and tourist attraction. Besides, the researcher also visits several tourist objects that have strong relationship to the literature. In addition, it is also the result of in-depth observation of various phenomena in society. The pattern of literary tourism approaches is through literature studies and observations. The literature study studies at various documents related to literary tourism and literary events that developed in various parts of the world, while observations are made on various phenomena in a society where literature is considered as a tourist attraction. Data were analyzed using qualitative descriptive methods in which collected data were identified, classified for further interpreted based on the approach of literary tourism by paying attention to literary works and literary events.

## **RESULTS AND DISCUSSION**

The boundaries of the literary study of tourism are determined by the advice of specialists on literary tourism. Watson argues that literary tourism includes the activity of "visiting the graves, the birthplaces, and the funeral houses of dead poets and men of letters" as written in his work *Literary Tourism readers and Places in Romantic & Victorian Britain* 2006:5). In addition, Busby and Klug (2001 in Hoppen 2014) stated that literary tourism occurs when author or their literature become so popular that people are drawn to either those locations associated with the author such as birthplace, home, graveside or those featured within their writings. The study of literature tourism includes two fields in common. First, the study of tourist activities that make literature in its various dimensions the attraction of tourism. According to the definition of a literary tour provided as an introduction to this essay, "literary Tours" took place when "literature or works became so popular is shown that people were interested in the literary locations (such as his birthplace, home, and funeral) or became interested in the things described in his" (Busby & Klug, 2001 in Hoppen etc. 2014). In this method, a strong sense of positivity is in control.

The second step is the analysis of the writing and literature pertaining to the humanitarianism projects that use tourism as a support. The story of Romie and Juliet's Torajanese Folktales, which was turned into a tourist attraction, is one example of the travelogue stories, tourism themes, literature, or mythology that make up tourism or branding. When it comes to the application of theories from the humanities, including linguistics, sociology, politics, history, and anthropology, literature studies are

multidisciplinary. Critical theories like postcolonial, postmodernism, deconstruction, discourse, new historiography, feminism, and literary ecology were widely utilised in later literature studies.

Lately, tourist-oriented literary studies have made their way to Indonesia. The tardiness and the absence of tourism as a science appear to be mutually exclusive. The tardiness of the national seminar inobali 2019 new innovations in scientific research, technology, and humanities 176 iv s-1 and (psik) study programs for tourism heralded the acknowledgment of tourism as a new science in 2008. Since then, tourism studies have wiggled, but they haven't changed much in comparison to other fields like management, marketing, cultural tourism, ecotourism, hospitality, transportation, tourism, education, and dark tourism.

The writings of Mark Twain from the late 19th century demonstrate how travelogue or trip writing, a well-established kind of travel book in western literature, is also present in the cultural and national literature of Indonesia, but with a unique perspective: literary tourism. Travel writing may be an example, as in the case of a Sundanese poetry from the 16th century that describes the journey of the Hindu Bujangga Manik from west Java to east Java and Bali (Teeuw 1987). The brief rhyme "Muhammad Rukman Kartawinata in Bali" (1957) by Ajip Rosidi presents his poet as a visitor in Bali, or the W.S. renda's "Sajak Pulau Bali" (1977) strongly condemned Bali's indigenous and environmental communities.

Traditional research models that focus on literature, literature, and literary events can be incorporated into the pattern of literary tourist techniques. Yu and Xu demonstrate how traditional Chinese poems are utilized as a tourist attraction in their 2016 article "old civilizations in contemporary Chinese tourism." Three Gorges, one of China's top five tourist locations besides the Great Wall, the Forbidden City, Xian, and Guilin, was the subject of research. The Yangtze River has the three gorges, which are popular among tourists.

Yu and Xu use the two research techniques of his: document analysis and observation. In order to examine literary-related objects used for sightseeing, they take part in tours as tourists. In contrast, they observe literary methods by looking at how poetry is employed in travel guides and other promotional materials, such as the Lonely Planet book. Yu and Xu discovered 216 passages of ancient Chinese poetry from the five travel

guides that were used to describe the locations or tourist sites in the three gorges region, notably Fengjie and the Yellow Crane Tower, Wuhan (Yu and Xu 2016:397).

Yu and Xu used observational techniques to identify the three types of tourist attractions that visitors to the two travel locations of fengjie (also known as the city of civilizations) and the yellow crane tower in wuhan appreciated. These include three types of artwork: (1) mural paintings showing the figures of poets; (2) kuna yan Chinese poems engraved on metal plates; and (3) a piece of Chinese calligraphy as a memento. Cultural tourism is the term used to describe travel that delivers poetry as a cultural legacy.

Literature, other artists, and tourism attractions are all mentioned by Herbert in his two entries "Literary Places, Tourism, and The Heritage Experience" (2001) and "Artistic and Literary Places in France as Tourist Attractions" (1996). In his early publications, he examined the allure of literary residences as well as the works of two French painters, Vincent van Gogh and Marcel Proust. A collection of artwork, artifacts, and inspiration for writers and painters were shown at the artist's former home, which was put up like a museum. In his astonishment, Herbert not only highlights the draw of the little museums, but also the many types of visitors that go there, such as generalists (who have no specific understanding of the things visited) and those with special (interest in and knowledge).

Making home literature, painters, or other great artists an attraction for cultural heritage can be found in various cities in Europe. In Russia the home of the book Fyodor Mikhailovich Dostoyevsky is a memorial museum that attracts tourists (arcana 2016), as well as the Beethoven house in Bonn, Germany. While Dostoyevsky's home is presented with his pictures and his book as a major attraction, at Beethoven's house houses an old

piano that he used to produce music (the experience of author's visit, 2015). Visitors get immediate experience in the ambience of places that inspire maestro to create. Both become tourist attractions, meaning both contribute directly to the city's development of tourism.

### **1. Literary Tourism Attraction**

The consideration of an object as a tourist attraction is decided by some factors such as their attractions, accessibility, and amenities. According to the Law article: 10, 2009 on Tourism, that the tourist attraction is anything that has a unique, convenient, and value in the form of natural diversity, cultural and man-made productions that were targeted as I Made Suyasa 529 tourists' visiting place. It implies that culture and all of its products are part of a tourist attraction including literature. Pendit (1994), stated that everything that is interesting and worth visiting could be regarded as a tourist attraction. Literature as a cultural product filled with cultural value can be used as a tourist attraction and people can learn and understand the content of the value, as well as enjoy the beauty contained within the attractions. The works of literature can be used as tourist attractions in the form of museums, a historic document, monuments, historic buildings as well as human and culture (Spillane, 1997).

Tourists' interest in the literature is generated through a strong interest and desire to know the literature. In addition, it was generated from the traveler's curiosity to examine more closely on the matters of the author, legacy objects, and locations depicted in his works, as well as other documents.

### **2. Tourism Promotion through Literature**

The promotion has an important role in introducing a product to its customers so that they are still searching, obtaining, and maintaining it. This is important because promotion is an attempt to notify or offer the product or service with the aim of attracting consumers to buy and enjoy it. Tourism as an industry that has a multiplier effect, which is able to move tourism to other sectors as supporters. The main component of the tourism industry is a tourist attraction in the form of a destination in which there are tourist attractions, accommodation, and transportation. The establishment of tourism destinations as an attraction is certainly because of its uniqueness. The uniqueness of a destination can be due to its natural conditions, ethnic culture, and folklore such as myths/legends that developed in that location. Towards the existence of literary works both oral and written on a tourist destination, literature tourism is a study of tourism activities making literature in various dimensions as a tourist attraction (Son, 2017, p. 3). In this case, literature became so popular that it attracted people to visit it. Literature as an imaginative aesthetic work can arouse the desire of people to know more about what is written in it. Much of the literature work was made as branding in promoting destinations, this contribution is economically able to boost tourist visits. The popularity of the works of the authors has been proven, through the work of Andre Hirata in "Laskar Pelangi" introducing Bangka Belitung tourism as the country of Laskar Pelangi. The interest of tourists who come to Bangka Belitung because of its natural attraction in the form of beaches such as Tanjung Kelayang is described in the novel. Likewise, through the work of Pramoedya Ananta Toer that is so famous, we can promote Blora as a tourism destination with the nickname "Child of All Nations" is taken from the title of Pramoedya novel. Through the legacy and natural locations depicted in various works of the great authors can be used as a tourist attraction.

### **CONCLUSION**

The result is an approach to tourism literature, which may be new (for a while). In the same way that sociology-related concepts or theories are used to study literature, the study of literature using a tourism-related approach, concept, or theory is also done. For instance, host and guest theory in the study of tourism can be creatively applied to

examine how easterners and westerners interact in literary works, as seen above for the analysis of Putu Wijaya's 1977 novel *Suddenly the Night*.

A literary approach with a critical character that looks at literature-tourism with a negative silence can be combined with two relatively opposing methods to create the tourist literature approach, whilst tourism studies with a positivistic character regard literature-tourism calmly. The synthesis of the two can result in a method that is more impartial. The existence of this literary approach to tourism offers new analytical and thinking skills, as well as new methods for producing studies that have not yet been conceptualized.

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