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reframing java:
PAST, PRESENT AND FUTURE



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PROCEEDING

THE 1ST JAVA INSTITUTE INTERNATIONAL COLLOQUIUM

Reframing Java: Past, Present and Future

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Preface

For years we are used to doing mono-disciplinary study of our own perspectives. This kind of study might give significant contribution to the respective field and the society in general. Many people have become specialists in certain scientific as well as practical fields. In the 'specialist trend' situation, there is a need to communicate with each other to put our study and practice in larger context. The Java Institute International Colloquium (JIIC) is one of efforts to discuss Java from several points of view. This book is a compilation of various topics highlighting the theme "Reframing Java: Past, Present, and Future". The contributors are (mostly) researchers from both domestic and foreign universities and institutions. They have conducted studies on several aspects of lives in Java, or reviewed particular aspects of Java living in global context. They are experts in public health, economics, culture, education, and environment studies.

We would like to share our gratitude to all contributors for their willingness to share ideas in the meeting and this book. We are also grateful to the Rector of Soegijapranata Catholic University, Prof. Dr. Y. Budi Widianarko, for his support and encouragement, to the committee. We thank to all committee members and fellows to make this compilation prepared.

Chairperson,
A. Rachmad Djati Winamo



TOUR DESTINATION MAPPING OF INDONESIAN TOURIST

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INTRODUCTION

Economists estimate the tourism sector will be one of the important economic activities in the 21st century. The role of the tourism sector in the economy of a country will exceed the oil and gas sector (petroleum and natural gas) and other industries, if developed in a planned and integrated. The tourism sector will serve as a catalyst for development (agent of development) will also accelerate the development process itself and will be the main drivers of the 21st century economy. This will generate new opportunities in the tourism industry (Yoeti, 2008; Karim, 2008; Omerzel, 2006).

Tourism has been seen as the driving force for regional development. Successful tourism can increase destination's tourist receipts, income, employment and government revenues. How to attract the tourists to revisit and/or recommend the destination to others is crucial for the success of destination tourism development (Chen dan Tsai, 2006:1115).

The increasing prosperity of the world's population makes travel becomes a major requirement for modern life in two decades. The process of globalization provides an easier way for people to visit each other so that encourage increased tourist visits. With an average growth rate of 4.1%, the number of tourists the world would be 1.006 million in 2020. An increase of 4.1% was driven by a significant increase in the Middle East region amounted to 7.1% and Asia Pacific by 6.4%. However, growth in the number of tourists

The results also provide input to the stakeholders of the tourism industry such as government, travel, hotel industry, restaurant industry, and other concerned parties. Especially for the government, these data imply that the government needs to evaluate the various policies related to the tourism industry in Indonesia. It is expected that the government can optimize the potential of existing tourism resources, so that the tourism industry in Indonesia is able to host in our own country, and able to attract foreign tourists visit. If this is achieved, then tourism will be capable of being a major contributor to foreign exchange in the Indonesian economy.

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