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Proceeding

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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

in the European region still could not compete with the Asia Pacific region. Asia-Pacific region will decisively captured 26.6% share of world tourism. In the Asia Pacific region, China has proven itself as Tourist Destination Region (DTW) world with the fastest growth rates (11%) among 10 world DTW (Yoeti, 2008:5-6).

Although the Asia Pacific region represents a promising area of growth for world tourism, but in fact the growth of tourism in Indonesia has not been encouraging. Indonesian tourism industry according to the most recent records released The Travel and Tourism Competitiveness Report 2009 was ranked 81st of 133 countries in the world. This ranking is decreased compared to 2008 in which Indonesia is ranked 80 out of 130 countries. While in Singapore, a fellow ASEAN member countries, made it into the top ten of the world. Ranked Top Ten in a row obtained by Switzerland, Austria, Germany, France, Canada, Spain, Sweden, the United States, Australia and Singapore. Singapore is the only country in Asia that made it into the top ten, beating Hong Kong ranked 12th, and Japan at number 25. While South Korea was in position 31, Taiwan (41) China (47), and India (62) (www.forumkami.com/forum/berita/3438-industri-pariwisata-indonesia; Kawilarang and Puspasari, 2009).

Indonesia's position in world tourism map is very worrying. This is because Indonesia is so rich with cultural diversity, as well as beautiful nature and fascinating (Sunario, 2007). In addition, Indonesia also has about 17,504 islands and between them there are around 6000 which are uninhabited. Islands of Indonesia spread around the equator and providing a tropical weather. Each island has the potential of each. The beauty of mountains, sea, sky and other things we can find in Indonesia (Dahlia, 2010).

Among other Asean countries like Malaysia, Singapore, and Thailand; Singapore is a country that superior field of tourism. Singapore superior in almost all fields related to tourism, namely: setting policies and regulations, environmental sustainability, safety and security, health and hygiene, efforts to prioritize the travel and tourism, air transport infrastructure, tourism infrastructure, ICT infrastructure, the nation's resources, engagement at tourism, and cultural resources (<http://caretourism.wordpress.com/2009/04/08/dayasaing-pariwisata-antar-negara-asean>).

However, not all of the performance of tourism in Indonesia is poor. Data from the World Tourism Organization (WTO) noted that the global financial crisis has resulted in decreased growth of world tourism. However, the increase in growth actually occurred in Africa (3.1%), Asian (1.2%) and Indonesia (1.53%). In Asean, countries experiencing growth are Malaysia (4.4%), Philippines (0.18%) and Indonesia (1.38%) (www.kabarbisnis.com). This course should be addressed as an opportunity for the tourism industry in Indonesia.

Tourism is very promising prospects for greater opportunities in the future. Estimated number of international tourists (inbound tourism) based on WTO estimates is 1.046 billion people (2010) and 1.602 billion people (2020). Of this amount, 231 million and 438 million people is located in East Asia and the Pacific. The role of these tourists will be able to create the world's income amounted to USD 2 trillion in 2020. To that end, the government must grasp this opportunity. The opportunity was also supported by the change in consumer behavior patterns of tourists. They are no longer focused just want to relax and enjoy sun, sea and sand. Tourists come to like the higher type of tourism that is enjoying the product or the creation of cultural and historical heritage (heritage) and the nature or eco-tour of a region or country. These conditions should be favorable, because Indonesia is a country that is rich in diverse cultures and beautiful natural conditions and natural (Santosa, 2002, http://kolom.pasific.net.id/ind/setyanto_p_santosa).

In fact, there are still many Indonesian people who do not know the beauty of the potentials that exist in Indonesia. Still many beautiful tourist objects in Indonesia, which has not or had not even known by the people of Indonesia (Maziya, 2010). The travel agent in Indonesia for more intensively advertise tourism in other countries. Tourism ads in the newspaper media to show that domestic tourism product offerings are often only a small part. Tourism product offerings in advertising media tours can be interpreted to represent interests of consumers (tourists). This indicates that the domestic tourists who are financially able to travel to another country, preferring to travel to another country, compared to domestic tourism.

Therefore, this study will try to describe the tourist destinations of interest to Indonesian tourists. This research was conducted to determine the map of

tourist destinations, based on the supply of domestic and foreign travel agencies in one national newspaper during 2009. From this research are expected to know the amount of bidding as a tourist attraction, how to bid, travel agency that offers a tourist attraction, and the mapping of tourists on a tourist attraction.

LITERARY REVIEW

Tourist Destination

A destination is a place that attracts visitors for a temporary stay, including continents, countries, states, cities, villages, and purpose-built resort areas (Pike, 2004), and thus amalgam of all the tourism services and experiences offered to consumers (Buhalis, 2000) (Baker and Cameron, 2008). Destinations are very important in a tourist activity. Tourists to visit a destination is determined by the attractiveness of a destination has to offer.

Tourist destinations are the central elements of the tourism system. Features of destinations can be classified under two main headings (Laws, 1995, in Kozak and Rimmington, 1999). Primary features include climate, ecology, culture and traditional architecture. Secondary destination features are those developments introduced specifically for tourism such as hotels, catering, transport and entertainment. Together these two main groups of features contribute to the overall attractiveness of a tourist destination.

A tourism destination is the area or geographic region, which is located in one or more administrative regions of inter-related and complementary to the establishment of tourism activities (Adi, 2009). Meanwhile, according to Cecilia, the definition of tourist destination is more emphasis on the experience of visiting tourist destinations. Tourist destination may be viewed as an amalgam of individual products and experiences that combine to form the total experience of the areas visited (Murphy in Ekinci, 2006, in Cecilia). Tourism destinations will be part of the tourist activity in a tour. A tourism destination will be enthused or not by the tourists is very dependent of what is perceived by the tourists after visiting tourism destinations offered.

Perceived value is the essential result of marketing activities and is a first-order element in relationship marketing (Oh, 2003; MSI, 2001; Dumond,

2000; Peterson, 1995; Ravald and Gronroos, 1996, in Sanchez, et al, 2004). On the other hand, perceived value is understood as a construct configured by two parts, one of benefits received (economic, social, and relationship) and another of sacrifice made (price, time, effort, risk and convenience) by the customer (Dodds, Monroe, and Grewal, 1991; Rapp and Collins, 1991, 1996; Grewal, Monroe, and Krishnan, 1998; Cronin, Brady, Brand, Hightower and Shemwell, 1997; Cronin, Brady and Hult, 2000; Bigne, Moliner, and Calarisa, 2001; Oh, 2003; Sanchez, et al, 2004).

Perceptions of a tourism destination will eventually form the image of a tourism destination. Destination image is defined as an individual's mental representation of knowledge-(beliefs), Feelings and overall perception of a particular destination (Crompton, 1979; Fakeye and Crompton, 1991; Chen and Tsai, 2007). Important destination image plays two roles in behaviors: (1) to influence the destination choice decision making process, and (2) to condition the after-decision-making behaviors including participation (on-site experience), evaluation (satisfaction) and behavioral futures Intention to revisit intentions and willingness to recommend) (Asworth and Goodal, 1988; Bigne, et al, 2001; Lee, et al 2005, Chen and Tsai, 2007).

Beerli and Martin (2003) in Cecilia introduced nine dimensions with attributes determining the perceived tourist destination image, such as natural resources, general infrastructure, tourist infrastructure, tourist leisure and recreation, culture, history and art, political and economic factors, natural environment, social environment and the atmosphere of the place. All dimensions are also induced in the cultural attraction (Kantanen, 2005). The organic image of the attraction is based on non-commercial sources of information, such as news of destination in the media, information received, and opinions of friends and relatives. The induced image is based on commercial sources of information, like different forms of advertising and information from travel agents and tour operators (Kantanen, 2005).

The challenge for tourism industry is to take due notice of the forces at play and to market destinations accordingly (Fyall and Leask, 2007). Previous studies conducted by King (2002) and Bennet (1999) in Fyall and Leask (2007), among others, identified a number of issues impacting on the future marketing of destinations. These include channels of distribution, channel

power, changing market conditions and patterns of booking, and the tendency of many destination management organizations (DMOs) to remain focused on what the destination has to offer and their continued use of mass marketing techniques more suited to the passive customer. They also advance the need for more effective branding of destinations, with greater emphasis to be given to the creation and promotion of holiday experiences that link key brand values and assets with the holiday aspirations and needs of key customers.

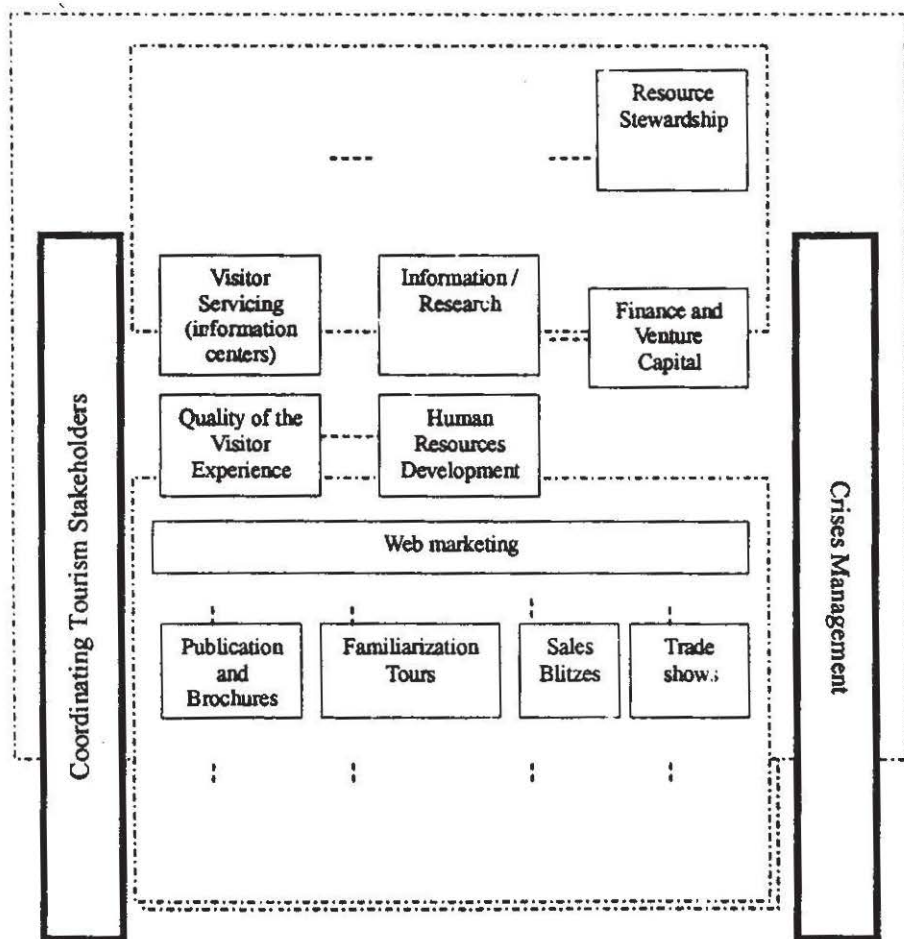
Traditionally, DMOs have been defined as destination marketing organizations, however, in the last years, by recognizing that marketing remains the principal purview, there has been an important shift of DMO's role from the only-marketing orientation to a complete management orientation. It describes the DMO as a destination developer by acting as a catalyst and a facilitator for the realization of tourism development from a competitive and sustainable perspective (Presenza, 2005).

Martini and Franch (2002:5) define destination management as the strategic, organizational and operative decisions taken to manage the process of definition, promotion, and commercialization of the tourism product (originating from within the destination), to generate manageable flows of incoming tourists that are balanced, sustainable and sufficient to meet the economics needs of the local actors involved in the destination (Presenza, 2005).

The WTO (2004) defines DMO as the organization responsible for the management and marketing of destinations. Morrison, Bruen, and Anderson (1998) propose five main functions of a DMO: (1) an economic driver generating new income, employment, and taxes contributing to a more diversified local economy, (2) a community marketer communicating the most appropriate destination image, attractions, and facilities to selected visitor markets, (3) an industry coordinator providing a clear focus and encouraging less industry fragmentation so as to share in the growing benefits of tourism, (4) a quasi- public representative adding legitimacy for the industry and protection to individual and group visitors, and (5) a builder community pride by enhancing quality of life and acting as a chief flag carrier for residents and visitors alike.

The framework of the tourism destination: players and their role

The analysis of the DMO shows a range of activities that go from a marketing or promotion orientation to one that suggest broader efforts related to the development of the destination. Heath and Wall (1992) in Presenza (2005) argue that DMOs have acknowledged how significant their non-marketing activities are in developing, enhancing and maintaining destination competitiveness and notes that marketing of the destination, and co-ordination of some activities (Figure 1).



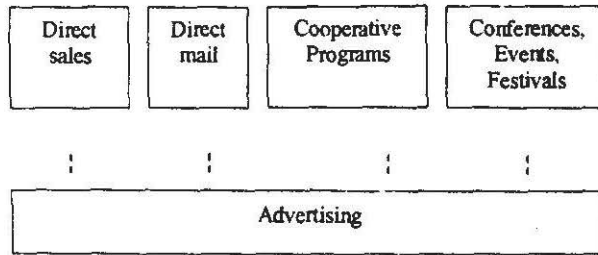


Figure1. The Fundamental Activities of the DMO: a Conceptual Model
(Presenza, 2005)

Presenza (2005) argue that the tourism stakeholder is any entity that is influenced by or that may influence the achievement of the destination management activities as performed by the DMO. Seehan and Ritchie (2005) in Presenza (2005) have identified 32 tourism stakeholders and they have demonstrated how important it is to understand the stakeholders for the DMO to achieve its objectives. While all of their stakeholders were identified (by Seehan and Ritchie), the most important ones according to DMO executives were: hotels, government (at different level), attractions, board of directors (of the DMO), convention centers, DMO members, residents, restaurants, Universities and college, local chambers of commerce, and sponsors.

Coordinating tourism stakeholders represents a core competency of the DMOs in achieving their success. The number and quality of relationships between the DMOs and the tourism destinations stakeholders can mobilize the necessary resources to be effective.

The destination crisis management is an emerging research field within the tourism literature. Every DMO should consider the possibility of a disaster at some stage in the future and it is crucial for them to build up the capability to anticipate and address the board range of crises that could threaten the destination.

The primary purpose of a stewardship management activity involves the adoption of best practices those corrective measures or improvements that are implemented in each and every one of administration, management and

operation of all tourism business. The goal of these actions is to guarantee the least impact possible, improve tourism product quality and client image, and to make entrepreneurial development and, therefore, their socio-economic performance more efficient.

Effective and efficient finance assistance and access venture capital politics play an important role in the development of the destination. DMO may provide valuable insight into the future growth of tourism demand in the destination and the specific tourism product and superstructure needs. This activity attempts to assist the private sector operators with regards to sources of capital and to promote potential investments in the local tourism industry to venture capitalists.

Information/ Research supports all activities of the DMO and specifically fulfils an intelligence function that allows the DMO to understand market demands, current industry supply, and the gaps that need to be addressed through planning and development. Information / research is necessary to support the decisions and actions taken within all of the other activities.

The Human Resources Development activity consists of achieving all of the possibilities that can improve the skills of the employees in all visitor facilities, at all levels within tourism organizations (from front line service providers to senior executives), and for all demographic groups (from school children to career changers). While it is rare that a DMO would have any direct control over the provision of education and training services, it may certainly exert political influence through its stakeholder network to ensure the provision of such services and, perhaps, the quality (Ritchie and Crouch, 2003 in Presenza, 2005).

A wide spectrum of destination marketing tools provides plentiful references for researchers who would like to study each technique in-depth. These tools are: trade shows, advertising, familiarization tours, publication and brochures, events and festivals, cooperative programs direct mail, direct sales, sales blitzes and web marketing. These operational marketing activities are put in place after the strategic marketing activities of image definition, branding, and positioning have been completed. Advertising utilizes various forms of media. Consumer advertising utilizes print, television, radio, outdoor,

and, now, internet media while trade advertising occurs in specific trade magazines and newspaper (Dore and Crouch, 2003 in Presenza, 2005).

This research focuses on media advertising done in newspapers conducted by stakeholders from the tourism industry. Within this is a travel agency. Together with other stakeholders such as restaurants, hotels, and travel industry, travel agencies offer products to the tourist attractions that will make the trip.

METHODOLOGY

This study is a descriptive, aiming to describe the mapping of tourist destinations advertised by travel agents for 2009 in the newspaper Kompas. Newspapers were selected to represent the newspaper that the national distribution areas.

The sample data used is one year i.e. 2009. One year represents a period in which there are peak and low season of tourism industry. These conditions make travel planning on a tour package which will be offered and will be advertised in the newspaper media. Data collected by researching the newspapers every day to get the ads travel package offered. Ads offering travel packages in the form of text ads is not included.

RESULT AND DISCUSSIONS

Based on data from an ad that offers travel packages in the newspaper Kompas during 2009, it was found that the advertisement of a travel package is not always done by a travel agency. Advertising can be done by a consortium offered by various travel agents, a combination of various travel agencies, organized by certain parties and offered through various travel agencies, airlines are working with travel agencies, tourist destinations (such as Hong Kong Disneyland or Taman Mini Indonesia Indah), or the Board of tourism a country (such as Hong Kong Tourism Board, or Tourism Malaysia).

Based on data in table 1, most travel agencies advertise throughout 2009, is the Ritz tour with 48 times the ad. Specialization of this travel agency is a service of pilgrimage tourism. While for the travel package that is not specific

on pilgrimage tours, Vacations ATS advertise as much as 43 times. ATS Vacation offers travel packages through travel agents listed in the ad.

If viewed according to ad data travel packages a month, the highest number of ads found in November as many as 120 ad. Number of travel packages offered on this month's event because of approaching Christmas and New year. To that end, travel packages offered tour dominated by pilgrimages, celebration of Christmas and New Year celebrations.

Table 1
Travel Agents, Corporate and Government Advertise (2009)

Travel Agents, Corporate and Government	Jan	Feb	Mar	Apr	Mei	Jun	Jul	Aug	Sep	Oct	No	Des	Total
Air Asia - Anisa	0	0	0	0	0	0	0	0	0	0	0	2	2
Amerthis holiday	0	0	0	0	1	0	0	0	0	0	0	0	1
Antatour	1	3	2	6	2	1	4	2	1	2	3	0	27
Asia Holiday	0	0	0	0	0	0	0	0	0	0	1	0	1
Asian Link travel service	1	0	0	1	0	1	0	0	0	1	0	0	4
Astrindo tours and travel	0	0	0	1	0	0	0	0	0	0	0	0	1
ATS vacation(vt)	2	2	2	3	4	4	6	4	1	5	5	5	43
Avia tour	1	3	2	1	2	2	6	3	2	3	4	2	31
Bali Shalom Holiday	0	1	1	0	0	0	0	0	0	0	0	0	2
BJ Holiday (Bonito Tour, Jade Tour, Jualan Tour)	0	1	0	0	0	0	0	0	0	0	0	0	1
Bayu Buana Travel Services	0	1	1	2	2	3	2	4	1	3	3	0	22
Best tour	0	1	1	3	2	0	0	2	0	0	2	1	12
Various tour	0	0	1	0	0	0	0	0	0	0	0	1	2
Bless tour	0	0	0	0	0	1	1	0	0	0	0	3	5
Cathay Pacific(vt)	0	0	0	1	0	0	0	0	0	0	0	0	1
Chan Brothers travel	0	2	1	2	3	1	2	2	0	1	3	0	17
China Airlines(v.t)	0	0	0	0	0	0	0	0	0	1	0	0	1
Christour	0	1	0	0	0	0	0	0	0	0	0	0	1

Crystal cruise	0	0	0	0	0	0	3	0	0	0	0	3
de Cruise	1	1	0	0	0	0	1	0	1	0	0	4
Discover the world marketing	0	0	0	0	0	0	0	0	0	0	1	1
Dwidaya tour	0	1	1	3	2	4	5	5	1	1	5	29
Emerald holiday	0	0	0	0	0	0	0	0	1	0	0	1
Emirates Turk Hava Yolari	0	0	0	0	0	0	0	0	0	0	1	1
Galaxy holiday	0	0	0	0	0	0	1	0	0	0	1	2
Galileo holy journey	0	0	0	0	0	0	1	2	0	0	0	3
Garuda Holiday	0	0	1	0	0	0	0	0	0	0	0	1
Garuda Indonesia dan Experience												
Tours Australia	0	0	0	1	1	0	0	0	0	0	0	2
Garuda Indonesia, Korean Tourism												
Org, Airrang tour service Co.Ltd	0	0	0	0	2	2	1	0	0	0	0	5
Graha Wisata Gemm travel	0	0	0	0	1	0	0	0	0	0	0	1
(holyland center)	0	0	0	0	0	0	0	2	0	0	0	2
Genta tours	0	0	0	0	0	0	1	1	0	0	2	4
Genting City of Entertainment (v.t.) 1	2	1	0	0	0	0	0	0	0	0	0	4
Gloria Gemilang												
Ziarah Wisata	0	1	0	1	0	0	0	2	1	2	1	8
Go Holiday (v.t.)	0	0	0	0	0	0	3	3	0	0	4	12
Golden Rama	1	1	3	4	3		4	6	2	1	7	34
Golden Vacations	0	0	0	0	0	0	0	3	0	0	3	7
Happy tour	0	0	0	0	0	0	0	0	0	0	1	1
Harvest tour	0	0	0	0	0	0	0	0	0	0	1	1
Hongkong												
Disneyland (v.t.)	0	0	0	0	2	1	2	0	0	0	0	5
Hongkong tourism board	1	0	0	0	0	2	1	0	1	1	1	7
Ivand travel	0	0	0	3	2	4	5	2	2	4	4	30
Jalan tour	1	2	0	1	0	0	1	0	0	1	1	7
Jamur Group tour	0	0	0	0	0	0	0	0	0	1	1	2
Japan Airlines-HSBC	0	0	0	0	0	0	0	0	0	1	0	1
Japan Airlines (consortium tour)	0	1	0	0	0	0	0	0	0	0	0	1
Japan travel bureau	0	0	0	0	0	0	0	0	0	0	2	3

Jaya Ancol	0	0	0	0	0	1	0	0	0	0	0	0	1
Jualan tour	0	1	0	0	0	0	0	0	0	0	0	0	1
Kemuning Indah													
tour and travel	0	1	0	0	0	0	0	0	0	0	0	0	1
KIA tour and travel	1	4	2	3	2	2	3	5	2	3	4	2	33
Consortium various													
pilgrimage tour	0	0	0	0	0	0	0	0	1	0	0	0	1
Let's travel (v.t.)	0	0	0	0	0	0	0	3	1	0	2	1	7
Mahaloka Holyland													
tour	1	1	2	0	1	1	1	1	1	2	4	3	18
Malaca Tour and													
Travel	1	0	0	0	0	0	0	0	0	0	0	0	1
Merrys tour Bali	1	3	2	3	2	4	4	4	2	4	5	4	38
Mission tour	1	1	1	1	1	1	2	1	0	1	1	1	12
Mitha tours	1	1	1	1	1	1	1	0	1	2	1	2	13
Mutiara Indah													
Tour and Travel													
service	0	0	0	1	1	0	0	1	0	0	0	0	3
Nature tour and													
travel	0	0	1	0	0	0	0	0	0	0	0	0	1
Obaja tour	0	1	0	0	0	1	1	3	2	1	2	1	12
Our holidays tour(vt.)	0	0	2	1	1	1	1	0	0	1	0	0	7
Panca Wisata tour													
and travel	0	0	0	0	0	0	2	1	0	0	0	0	3
Panen tour	2	1	1	2	1	0	2	4	1	1	4	0	19
Panorama tours	0	3	1	6	5	5	5	7	0	3	3	2	40
Phoenix travel	0	1	0	0	0	0	0	0	0	0	0	0	1
Ramantha tours													
and travel	0	0	0	1	0	0	0	0	1	0	0	0	2
Ranata tour and													
travel	0	0	0	0	0	0	0	0	0	0	0	1	1
Ratuwisata													
(pilgrimage)	0	0	0	0	0	0	0	0	0	0	1	0	1
Redlink tour	0	3	0	3	4	0	2	6	1	0	2	0	21
Ritz tour	1	7	5	6	4	5	4	4	3	2	6	1	48
Rotama tours and													
travel	0	1	0	1	1	2	3	3	1	3	3	2	20
Royal caribbean	0	1	1	0	0	0	0	0	0	1	0	0	3
Samudra tour	0	0	0	0	0	0	0	0	0	0	2	0	2
Sapping International													
Circuit	0	1	1	0	0	0	0	0	0	0	0	0	2
Shenzhen Airlines(v.t.)	0	0	0	0	0	0	0	0	0	0	0	1	1
Shilla tours	2	2	1	4	2	0	1	3	0	0	1	0	16

packages offered to one country or a combination such as: Malaysia - Singapore, China - Taiwan, China - Hong Kong, and others.

Table 2 describes the tourist destinations of travel packages offered on the advertised during 2009. Most destinations are offered to China (512 times) and Hong Kong (511 times). This shows that in 2020 tourism forecast that the Asia Pacific region, especially China will experience the fastest growth DTW already proven.

If seen from the number of tourist destinations are offered per month, the highest number there in November. This is consistent with the highest number of ads found in November.

Table 2

International Tourism Destinations Offered By Ad Package Travel (2009)

Destination	2009												Total
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Ok	Nov	Des	
Singapore	10	26	9	32	41	30	46	70	16	35	72	24	411
Malaysia	16	29	14	35	41	30	45	75	15	36	77	26	439
Thailand	13	27	14	35	39	28	47	83	17	37	77	29	446
Philippine	0	0	0	0	0	0	0	2	0	0	0	0	2
Brunei	0	0	0	0	0	0	0	1	0	0	0	0	1
Vietnam	1	0	2	0	5	0	5	27	3	14	28	11	96
Cambodia	0	0	0	0	1	0	2	12	1	7	23	2	48
India	0	0	0	0	1	0	2	12	1	7	23	2	48
China	11	33	20	51	55	33	52	89	23	38	80	30	512
Taiwan	4	10	6	38	47	29	36	58	8	28	56	18	338
Japan	10	22	12	42	51	27	45	66	15	34	74	25	423
Korea	8	19	14	42	51	28	44	76	17	31	74	26	430
Hong Kong	10	34	20	53	53	38	56	79	23	31	82	32	511
Australia and													
New Zealand	8	22	9	44	45	26	43	61	10	28	55	10	361
Europe and													
Mediterranean	7	26	15	43	44	23	48	66	12	33	69	17	403
America and													
Canada	3	12	10	31	37	25	41	47	8	24	55	17	310
Africa	0	1	0	5	14	2	19	33	3	8	27	1	113
Total	101	261	145	451	525	319	531	857	169	391	872	270	4892

Singapore Airlines(v.t)	0	0	1	0	0	0	0	0	0	0	0	0	1
Singapore Airlines,													
India Holidays	0	0	0	0	0	0	1	1	0	0	0	0	2
Singapore stopover													
holidays	0	0	0	0	0	0	0	0	0	0	1	1	2
Smalling tour	0	0	0	2	2	1	3	4	0	2	4	0	18
Star Cruises	0	1	1	0	0	0	0	0	0	0	0	0	
Stela Kwarta Wisata	1	2	0	0	0	0	0	0	0	0	0	0	3
Sutera tour	0	1	0	0	0	0	0	0	0	0	0	0	1
Take holiday (v.t.)	0	0	0	0	0	0	0	0	0	0	1	0	1
Tara tour	0	0	0	1	2	1	1	4	0	1	3	0	13
The summer of all													
summer (v.t.)	0	0	0	0	0	0	1	0	0	0	0	0	1
The Venetian Macao													
Winter package	0	0	0	0	0	0	0	0	0	0	0	1	1
TIS tour	0	0	0	0	0	0	0	2	0	0	1	1	4
TMI	0	0	0	0	0	0	0	0	0	0	0	1	1
Tour Taiwan (v.t.)	0	0	0	0	0	0	0	0	0	3	0	0	3
Tourism Malaysia	2	0	0	0	0	0	0	0	0	0	0	0	2
Travindo multi													
express tour	0	0	0	0	0	0	2	1	0	0	0	0	3
TX travel	2	0	1	1	1	0	0	0	0	1	2	0	8
Vaya tours	1	3	2	6	2	3	7	3	0	3	5	1	36
Wahana tour	0	0	0	0	0	0	0	0	0	0	2	0	2
WITA tour	0	2	1	4	3	1	2	2	1	2	4	1	23
168 tour	0	0	1	1	0	0	0	1	0	1	0	0	4
Total	27	65	45	81	65	56	99	107	32	65	120	52	814

Note: v.t. = various tour

Based on the data offered in the ad destination travel packages during 2009, shows that this type of travel packages offered options are: to offer travel packages to some countries, two or more countries, regions (such as Indochina, the Mediterranean) or continents such as Australia, America, Europe, or Africa. Australia is usually offered in packages with the state of New Zealand, the EU and the Mediterranean, and the United States with Canada. Travel package on the American continent are usually offered in a package west coast and east coast. While in Europe, travel packages offered by West Europe and East Europe, where in the package is already included in the destination countries included in the region. For countries in Asia, travel

packages offered to one country or a combination such as: Malaysia - Singapore, China - Taiwan, China - Hong Kong, and others.

Table 2 describes the tourist destinations of travel packages offered on the advertised during 2009. Most destinations are offered to China (512 times) and Hong Kong (511 times). This shows that in 2020 tourism forecast that the Asia Pacific region, especially China will experience the fastest growth DTW already proven.

If seen from the number of tourist destinations are offered per month, the highest number there in November. This is consistent with the highest number of ads found in November.

Table 2
International Tourism Destinations Offered By Ad Package Travel (2009)

2009													
Destination	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Ok	Nov	Des	Total
Singapore	10	26	9	32	41	30	46	70	16	35	72	24	411
Malaysia	16	29	14	35	41	30	45	75	15	36	77	26	439
Thailand	13	27	14	35	39	28	47	83	17	37	77	29	446
Philippine	0	0	0	0	0	0	0	2	0	0	0	0	2
Brunei	0	0	0	0	0	0	0	1	0	0	0	0	1
Vietnam	1	0	2	0	5	0	5	27	3	14	28	11	96
Cambodia	0	0	0	0	1	0	2	12	1	7	23	2	48
India	0	0	0	0	1	0	2	12	1	7	23	2	48
China	11	33	20	51	55	33	52	89	20	38	80	30	512
Taiwan	4	10	6	38	47	29	36	58	8	28	56	18	338
Japan	10	22	12	42	51	27	45	66	15	34	74	25	423
Korea	8	19	14	42	51	28	44	76	17	31	74	26	430
Hong Kong	10	34	20	53	53	38	56	79	23	31	82	32	511
Australia and													
New Zealand	8	22	9	44	45	26	43	61	10	28	55	10	361
Europe and													
Mediterranean	7	26	15	43	44	23	48	66	12	33	69	17	403
America and													
Canada	3	12	10	31	37	25	41	47	8	24	55	17	310
Africa	0	1	0	5	14	2	19	33	3	8	27	1	113
Total	101	261	145	451	525	319	531	857	169	391	872	270	4892

Table 3 shows the tourist destinations in Indonesia, which is offered through advertising during 2009. Data for the domestic tourist destinations which are advertised during the year 2009 show that Bali is a destination of the most widely offered. Also a lot of destinations offered are Lombok, Sulawesi: Manado, Bunaken and Minahasa, North Sumatra: Lake Toba, and Jogjakarta. This condition is in sharp contrast with the bidding package of international travel, domestic travel package where a small part of a travel package ads. From a variety of travel packages such ads, only one travel agency that consistently offers special packages and domestic travel (Bali), namely Merrys Tour.

Table 3
Tourism Destinations in Indonesia Offered in Domestic Travel Packages
Ads (2009)

2009													
Destination	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Ok	Nov	Des	Total
Jogjakarta	1	8	2	8	2	4	5	2	0	5	8	2	47
Central Java	1	2	0	0	0	0	5	2	0	5	8	2	25
West Java	0	1	0	0	1	0	0	0	0	0	0	0	2
East Java	0	5	0	0	2	1	3	0	0	0	0	0	11
Jakarta	0	2	0	0	1	1	0	0	0	0	0	1	5
North Sumatera	1	2	2	3	1	1	7	15	0	5	13	6	56
West Sumatera	1	0	2	3	0	1	4	10	0	0	0	0	21
South Sumatera	0	1	0	1	0	0	0	2	0	0	0	0	4
Nusa Tenggara	2	3	0	7	7	8	18	20	0	0	21	10	96
Sulawesi	0	4	2	6	6	2	5	20	4	13	14	4	80
Java	0	0	0	0	0	0	2	4	0	6	0	2	14
Bali	4	17	14	26	19	14	28	45	11	19	38	19	254
Kalimantan	0	0	1	0	0	0	0	0	0	0	0	0	1
Bangka Belitung	0	1	0	2	0	3	0	1	0	0	1	0	8
Bintan	0	0	0	0	0	0	0	0	0	0	2	0	2
Total	0	46	23	56	39	35	77	121	15	53	105	46	626

Table 4 shows the destinations and attractions offered in advertisements during 2009. This data does not reflect all tourist destinations and attractions on offer. This is because the large number of destinations and tourist attractions on offer in specific countries such as China and Japan. The data showed very minimal domestic tourist destinations and attractions on offer. This is certainly in sharp contrast to conditions in Indonesia are extremely rich with a beautiful island and culture extremely diverse. These data indicate, that other countries may not have a lot of resources like those of Indonesia. However, other countries able to package a better tour packages with nature which is owned by combining attractive tourist attraction. Visitor attractions offered by other countries for example: sheep shearing in Australia, Travel to the garden strawberry in Korea, shopping tour in Japan and China, Carnivore dining in Africa, and others. Tourist destinations in Indonesia not yet developed, making domestic tourism is less known, even in our own country.

Table 4
Destinations and Attractions in Domestic and International Tourism
Offered through Ads (2009)

Country	Tour destination and attraction
Indonesia	<p>Bangka Belitung (Laskar Pelangi); Batam; Bintan: Bintan Golf; Bali: Jimbaran, Tari Barong, Celuk Mas and Perak, Tampaksiring, Kintamani, Sukawati, Garuda Wisnu Kencana (GWK), Bajra Sandi, Taman Ayun, Bedugul, Alas Kedaton, Tanah Lot, Kintamani, Uluwatu, Tirta Empul, Bedugul, Ulun Danu, Furama Ubud villa, Dreamland, Anahata Villa, and Spa ubud Jakarta, Pulau Bidadari, TMII; Java, Java kuliner ; West Java: Bandung; Central Java: Semarang; East Java: Bromo, Malang, Surabaya; JogjakartaKalimantan: Pontianak, Wisata Orang Utan; Lombok: Gili Nanggu IslandSulawesi: Manado, Minahasa, Makasar Trans Studio Theme), Bunaken, TorajaWest Sumatera: Minangkabau, Padang ; South Sumatera: PalembangNorth Sumatera: Medan, Samosir, Danau TobaOthers: Javana Spa, Losari Coffe Plantation, Labuan Bajo</p>

Malaysia	Cameron Highland, Genting, Grand Prix Petronas, Kuala Lumpur, Malacca, Port Klang, Pulau Langkawi, Sirkuit Sepang, Pangkor Island, Penang, Sun Way Lagoon
Singapore	Singapore
Thailand	Bangkok, Chiang Mai, Chiang Rai, Golden Triangle, Pattaya, Phuket
Vietnam	Cu Chi Tunnel, Da Nang, Dongxing, Halong, Hanoi, Hoi An, Hue, My Tho, Saigon
Cambodia	Cambodia
Japan	Ainu Village, Asahikawa, Asakusa Kannon Temple, Ashinoko Lake, Beppu, Bullet Train, Chitose, Fukuoka, Furano, Geisha Show, Ginza, Glass Factory, Gotemba Premium Factory Outlet, Hakodate, Hakone, Hamamatsu, Haneda, Harajuku, Hello Kitty Land, Huis ten Bosch, Hida Takayama, Ibusuki,
Korea	Apple Wine Factory, ATV Bike Ride, Boys Before Flower Shooting Place, Dongdaemun, Fashion Model Experience, Jeju Island, Kimchi Making and Hanbok Wearing, Mt Sorak, Nami Island, Seoul, Ski Lesson, Strawberry Farm, Yongpyong resort
Hong Kong	Disneyland, Harbin, Hongkong, Lantau Island, Macau, Madame Tussaud, Panyu, Pearl Delta, Shenzhen, Xi'an, Zhuhai
China	Beijing, Chang Chun, Chazhou, Chengdu, Chongqing, Dali, Dalian, Detian, Dunhuang, Emeisan, Fuzhou, Guangzhou, Guilin, Guiyang, Gulang Islet, Haikou, Hai Lou Gou, Hangzhou, Harbin, Hegui Hakka House, Huangshan, Huanglong, Huangguoshu, Ice Carving, Jiayuguan, Jilin, Jinan, Jingyuetan,
Taiwan	101 Deck, Fukuanshan, High Speed Train, Hualien, Kaohsiung, Leo Foo Park, Sun Moon Lake, Taichung, Taipei, Taitung, Taroko gorge, Yilan, Yehliu
Tibet	Qinghai, Tibet train
India	Agra, Jaipur
Europe	West Europe: Austria, Brno, Nederland, Belgian, Italia, Liechtenstein, French, Swiss, Vatican East Europe: Bratislava, Berlin, Budapest, Dresden, Frankfurt, Innsbruck, Interlaken, Lugano, Munich, Neuschwanstein, Nuremberg, Neuschwanstein, Poznan, Prague, Europe Lourdes: Amsterdam, Cannes, Dubrovnik, Frankfurt, Innsbruck, Koln, London,

	Lucerne, Milan, Monte Carlo, Mt Titlis, Mykonos, Nevers, Nice, Paris, Pisa, Prato,
England, Ireland, Scotland	Belfast, Bristol, Edinburgh, Glasgow, Iverness, Jedburgh, Lochness, London, Manchester, Manchester United Museum, Minster, Oxford,
Spain, Portugal, Morocco	Casablanca, Rabat, Tangier, Algeciras, Granada, Cordoba, Seville, Lisbon, Madrid, Zaragosa, Barcelona, Marseille, Nice, Monte Carlo
Italia, Sicily, and Santorini	Rome, napoli, Pompeii, Palermo, Agrigento, Mt Etna, Taormina, messina, Sorrento, Capri, Igoumenitas, Kalambaka, Athena, Santorini
Greece	Athena, Santorini, Kalambaka
Soviet Union	Baltic, Belarus, Ukraine
Turkey and Dubai	Ankara, Bosphorus Cruise, Canakkale, Cappadocia, Dubai, Desert Safari, Ephesus, Istanbul, Izmir, Kusadasi, Konya, Pamukkale, Pergamon,
Egypt	Cairo, Jerusalem, Luxor, Pyramids and Sphinx, St. Chaterine, Tiberias
Israel	Betlehem, Bukit Zaitun, Bukit Zion, Danau Galilea, Gunung Tabor, Nazareth
French and Milan	Annecy, Avignon, Cannes, Charmonix, Paris, St Malo, Mt St Michel, Milan, Monte Carlo, Nice, Loire Valley, Marseille, St Tropez,
Russia and Scandinavia	Bergen, Bergen, Copenhagen, Flam, Geilo, Gudvangen, Hamar, Helsinki, Karistad, Moscow, North Zealand, Oslo, St Petersburg, Stockholm, Voss
Mediterranean	Argolis, Athens, Bosphorus, Cairo, Canakkale, Cape Sounion, Cappadocia, Dubai, Ephesus, Istanbul, Luxor, Kayseri, Konya, Kusadasi, Pamukkale
Australia	Blue Mountain, Brisbane, Canberra, Dolphin Feeding, Gold Coast, Sydney, Melbourne, Moreton Island, Pencukuran Bulu Domba, Kanguru and Koala
New Zealand	Auckland, Christchurch, Dunedin, Huka Falls, Milford Sound (Fjord) Cruise, Rotorua, Taupo Lake, Te Anau, Queenstown, Waitomo, Wellington

America	East coast: Boston, Harrisburg, New York, Niagara falls, Philadelphia, Washington DC West coast: Anaheim, Arch National Park, Barstow, Denver, Disneyland, Disney California Adventure, Factory Outlet, Fresno, Gillete, Grand Canyon Tour,
Canadian and Alaska	Banff National Park, Calgary, Columbia Icefield, Jasper National Park, Kamloop, Lake Louise, Montreal, Okanogan Lake, Ottawa, Quebec city,
South Africa	Congo Wildlife Park, Capetown, Carnivore Dinning, Johannesburg, Knysna, Lion Ranch, Oudtshroom, Ostrich Dinning, Ptetoria, Safari Tour
Antarctica Cruise	Buenos aeries, Cape Horn, Elephant Island, Faikland Island, Gerlache Straight, Iguacu Falls, Montedivo, Paradise Bay, Puerto Madryn, Rio De Janeiro

CONCLUSION AND RECOMENDATION

The results of this study indicate that based on the travel package offering advertising in the newspaper Kompas during 2009 indicates that international travel is more dominant than domestic travel packages. Meanwhile, if the views of parties who advertise, there are travel agents who advertise throughout the year is quite dominant, but some are only advertise in certain months with very little amount of one or two times a year.

Meanwhile, if the views of tourist destinations, travel packages advertising is dominated by the two countries in Asia namely China and Hong Kong. While for domestic packages is dominated by the Balinese, followed Lombok, Manado / Bunaken, Lake Toba and Jogjakarta. Based on tourist destinations and attractions in each country, the country that offers a variety of destinations and attractions with a very much are: China, and Japan.

This study is a beginning, in which researchers can continue this research by investigating other things such as departure from a travel package to describe the peak and low season of tourism activity, prices, or researching the same thing on a local newspaper. In addition, subsequent research could also examine other topics such as destination marketing, destination image, and other topics relevant.

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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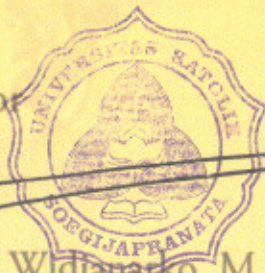
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