



Effective Instructions in Tourism English: **Strategies for Success**

Kresna Ningsih Manik, S.S., M. Hum., C. Ed
Indra Jayanti Damanik, S. Pd., M. Hum.



A COURSE TEXTBOOK

EFFECTIVE INSTRUCTIONS IN TOURISM ENGLISH:
STRATEGIES FOR SUCCESS

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Penulis:

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Hak Cipta dilindungi Undang Undang
Dilarang memperbanyak Karya Tulis ini dalam bentuk apapun.

PREFACE

It is with great pleasure and enthusiasm that we present to you "Effective Instructions in Tourism English: Strategies for Success." This book has been a labor of love, born from a deep passion for both language and the transformative power of the tourism experience.

In the bustling landscape of the global tourism industry, effective communication stands as the linchpin that can turn a simple interaction into a memorable encounter. This book is crafted with the belief that clear, precise, and culturally sensitive instructions can elevate the tourism journey, creating a lasting impact on the traveler's experience.

Having spent years immersed in the world of tourism and language education, we recognized a significant gap in resources that specifically addressed the nuanced communication skills required in this field. "Effective Instructions in Tourism English" aims to fill this void, providing a comprehensive guide that combines linguistic expertise with practical strategies tailored to the unique demands of the tourism industry.

Throughout these pages, readers will find a wealth of insights, examples, and exercises designed to sharpen their communication skills. Whether you are a tour guide, student, or industry professional, the goal is to equip you with the tools needed to navigate linguistic challenges and create memorable interactions with travelers from diverse backgrounds.

As the author, our hope is that this book serves as a valuable resource for anyone seeking to excel in the dynamic world of tourism. May the strategies outlined within empower you to communicate effectively, foster cultural understanding, and ultimately contribute to the enrichment of the tourism experience for both hosts and visitors.

We extend our sincere gratitude to all those who have supported and inspired us throughout this journey. May "Effective Instructions in Tourism English: Strategies for Success" be a guiding light for your own adventures in the realm of tourism communication.

Wishing you success and fulfillment in your endeavors,

Kresna Ningsih Manik & Indra Jayanti Damanik,

Author, "Effective Instructions in Tourism English: Strategies for Success"

January, 2024

OPENING SPEECH

DEAN OF TEACHER TRAINING AND EDUCATION FACULTY OF UNIVERSITAS PRIMA INDONESIA (UNPRI) AND DEAN OF TEACHER TRAINING AND EDUCATION FACULTY OF UNIVERSITAS SIMALUNGUN (USI)

Peace be upon you, and Allah's mercy and blessings,


Praise be to God Almighty, for His Grace and Grace, Effective Instructions in Tourism English textbook has been published as deepening of English material for Specific Purposes at the Faculty of Faculty of Teacher Training and Education of Universitas Prima Indonesia and Universitas Simalungun. We welcome the publication of this textbook. We hope it will be useful not only for students at English Department of Faculty of Teacher Training and Education of Universitas Prima Indonesia and Universitas Simalungun, but also used as reference material for teachers, lecturers and other students.

With the publication of this Effective Instructions in Tourism English textbook, English Department of Faculty of Teacher Training and Education of Universitas Prima Indonesia and Universitas Simalungun especially English Education Study Program' book collection has become a source of pride because it has added to the collection of books published by lecturers at Faculty of Teacher Training and Education of Universitas Prima Indonesia and Universitas Simalungun. This is of course very good for the atmosphere of legal education in Indonesia, because we welcome it with joy. This book contains the use of English for Tourism in which as a course that aims to equip students with English language skills, especially those related to tourism industry.

We congratulate you on the publication of this Effective Instructions in Tourism English textbook. Hopefully this is useful. We hope that the writers will not stop working, so that books are created that are in line with current developments to complement the existing literature.

Medan, January 2024

Dean of Teacher Training and Education Faculty of Universitas Prima Indonesia & Dean of Teacher Training and Education Faculty of Universitas Simalungun


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INTRODUCTION

I. ANALYSIS OF LEARNING OUTCOMES

Map (Learning Outcomes)

After students have attended 14 meetings of this course, students are able to understand theories of tourism in English, practice guiding techniques of effective instructions using English with expressions, terms, sentences, as well as vocabulary that is often used in the tourism industry, have an understanding and appreciation for cultural nuances in the tourism sector (Cultural Competence), have expertise in understanding written and spoken English in tourism-related materials and have communication and interpersonal skills when dealing with tourists in various situations.

II. IDENTITY OF SUBJECT

Study Program	: Pendidikan Bahasa Inggris
Credit	2
Semester	7
Subject	: Compulsory
Lecturer	: Kresna Ningsih Manik, S.S., M. Hum. & Indra Jayanti Damanik, S. Pd., M.Hum.

III. BENEFITS OF THE COURSE

To improve students' ability to understand, practice guiding techniques and effective instructions using English with expressions, terms, sentences, as well as vocabulary that is often used in the tourism industry, have an understanding and appreciation for cultural nuances in the tourism sector (Cultural Competence), have expertise in understanding written and spoken English in tourism-related materials and have communication and interpersonal skills when dealing with tourists in various situations.

IV. LEARNING OUTCOMES

Students are able to understand and practice guiding techniques and effective instructions using English with expressions, terms, sentences, as well as vocabulary that is often used in the tourism industry.

V. COURSE DESCRIPTION

1. Students are trained to have good communication skills in which students are able to effectively

- communicate in English within tourism contexts, and have understanding of specific vocabulary and terminology related to the tourism industry,
2. Cultural Competence, understanding and appreciation of cultural nuances within the tourism sector.
 3. Customer Service Skills, the students will have ability to provide excellent customer service in English.
 4. Reading and Listening Comprehension, the students will have proficiency in understanding written and spoken English in tourism-related materials.
 5. Role-Play and Simulations, students can apply their English language skills in practical tourism situations.
 6. Employability and Career Readiness, prepare students for employment in the tourism industry where English proficiency is crucial.
 7. Language Proficiency Tests: this subject administers standardized language proficiency tests to objectively measure students' English language skills, providing a benchmark for their performance.
 8. Long-Term Impact: this subject will give the long-term impact of the English for Tourism program on students' language proficiency and career trajectories.

VI. ACHIEVEMENTS/COMPETENCIES

1. English Skills: speaking, listening, reading and writing abilities.
2. Mastery of tourism specific vocabulary: tourism vocabulary and skills in explaining tourism elements.
3. Cross Cultural Communication: communication skills in cross-cultural situations.
4. Able to make Tourism Promotional Materials: the ability to prepare tourism promotional materials using English.
5. Simulation and Interaction with Tourists: simulations in the tourism industry and skills in interacting with tourists.

VII. REQUIREMENTS FOR TAKING THE COURSE

The English for Specific Purpose (Tourism) course is an institutional (University/Faculty) compulsory course which can be described in semester 7.

VIII. ORGANIZATION OF MATERIAL

The lecture material consists of several topics, which can be described as follows:

1. TOURISM

COURSE LEARNING ACHIEVEMENTS

SUBJECT MATTERS

A. DEFINITION OF TOURISM

B. TYPES OF TOURISM

C. JOB PROSPECTS IN TOURISM INDUSTRY

D. CAREER QUALIFICATIONS IN THE TOURISM INDUSTRY

E. RESUME

F. EXERCISES AND EVALUATION

G. IMPORTANT TERMINOLOGIES

H. REFERENCES

2. TRAVELING TO INDONESIA

COURSE LEARNING ACHIEVEMENTS

SUBJECT MATTERS

A. INDONESIA IS A WORLD TOURIST DESTINATION

B. HISTORICAL CONTEXT OF INDONESIA

C. THE IMPACTS OF TRAVELING TO INDONESIA

D. RESUME

E. EXERCISES AND EVALUATION OF CHAPTER II

F. IMPORTANT TERMINOLOGIES

G. REFERENCES

3. ARRIVAL IN JAKARTA

COURSE LEARNING ACHIEVEMENTS

SUBJECT MATTERS

A. THE ARRIVAL IN JAKARTA

B. VOCABULARY FOCUS

- C. STRUCTURE FOCUS
- D. COMMUNICATIVE FOCUS
- E. VOCABULARY FOCUS AND ITS USE IN SENTENCES
- F. EXERCISES AND EVALUATION OF CHAPTER III
- G. REFERENCES

4. TOUR OPERATOR AND TRAVEL AGENT

COURSE LEARNING ACHIEVEMENTS

SUBJECT MATTERS

A. TOUR OPERATOR

B. TRAVEL AGENT

C. THE DIFFERENCE BETWEEN TOUR OPERATORS AND TRAVEL AGENCIES

D. HOLIDAY PACKAGE

E. DIALOGUE

F. RESUME

G. EXERCISES AND EVALUATION OF CHAPTER IV

H. IMPORTANT TERMINOLOGIES

I. REFERENCES

5. CONVENTIONAL AND SUSTAINABLE TOURISMS

COURSE LEARNING ACHIEVEMENTS

SUBJECT MATTERS

A. CONVENTIONAL TOURISM

B. SUSTAINABLE TOURISM

C. THE DIFFERENCES OF CONVENTIONAL AND SUSTAINABLE TOURISMS

D. RESUME

E. EXERCISES AND EVALUATION OF CHAPTER V

F. IMPORTANT TERMINOLOGIES

G. REFERENCES

6. TOURIST, CHARACTERISTICS AND MOTIVATION OF TOURIST, ADVANTAGES OF HOLIDAY

COURSE LEARNING ACHIEVEMENTS

SUBJECT MATTERS

A. TOURIST

B. TOURIST' MOTIVATION

C. BENEFITS OF HOLIDAY

D. DIALOGUE: Motivation for Going on Holiday and The Advantages of Going on Holiday

E. RESUME

F. EXERCISES AND EVALUATION OF CHAPTER VI

G. IMPORTANT TERMINOLOGIES

H. REFERENCES

7. TOURISM TRANSPORTATIONS

COURSE LEARNING ACHIEVEMENTS

SUBJECT MATTERS

A. TOURISM TRANSPORTATION

B. THE ROLES OF TRANSPORTATION IN TOURISM INDUSTRY

C. THE ELEMENTS OF TOURIST TRANSPORTATION

D. FORMS OF TOURISM TRANSPORTATIONS

E. TRANSPORTATION MODES MOST USED BY LOCAL TOURISTS

F. TRANSPORTATION MODES MOST USED BY INTERNATIONAL TOURISTS

G. RESUME

H. EXERCISES AND EVALUATION OF CHAPTER VII

I. IMPORTANT TERMINOLOGIES

J. REFERENCES

8. ACCOMMODATIONS OF TOURISM

COURSE LEARNING ACHIEVEMENTS

SUBJECT MATTER

A. ACCOMODATION

B. TYPES OF ACCOMMODATION

COMMERCIAL ACCOMODATION

SEMI COMMERCIAL ACCOMODATIONS

NON-COMMERCIAL ACCOMODATIONS

C. RESUME

D. EXERCISES AND EVALUATION OF CHAPTER VIII

E. IMPORTANT TERMINOLOGIES

F. REFERENCES

9. ACCOMODATION MANAGEMENT AND CUSTOMER CARE

COURSE LEARNING ACHIEVEMENTS

SUBJECT MATTERS

A. ACCOMMODATION MANAGEMENT

B. THE BENEFITS OF ACCOMODATION MANAGEMENT

C. STRATEGIC PLANNING OF SUCCESSFUL ACCOMODATION MANAGEMENT

D. CUSTOMER CARE

E. THE STRATEGIES OF SUCCESSFUL CUSTOMER CARE

F. RESUME

G. EXERCISES AND EVALUATION OF CHAPTER IX

H. IMPORTANT TERMINOLOGIES

I. REFERENCES

10. MARKETING STRATEGY IN TOURISM

COURSE LEARNING ACHIEVEMENTS

SUBJECT MATTERS

- A. MARKETING
- B. STRATEGIES OF MARKETING
- C. KEY COMPONENTS OF MARKETING STRATEGIES
- D. STRATEGIES OF MARKETING IN TOURISM
- E. RESUME
- F. EXERCISES AND EVALUATION OF CHAPTER X
- G. IMPORTANT TERMINOLOGIES
- H. REFERENCES

11. PROMOTING TOURIST RESSORT

COURSE LEARNING ACHIEVEMENTS

SUBJECT MATTERS

- A. PROMOTION
- B. TYPES OF PROMOTION
- C. THE STRATEGIES TO PROMOTE TOURISM INDUSTRY
- D. MEDIAS USED TO PROMOTE TOURIM INDUSTRY
- E. RESUME
- F. EXERCISE AND EVALUATION OF CHAPTER XI
- G. IMPORTANT TERMINOLOGIES
- H. REFERENCES

12. RESERVATION AND TICKETING

COURSE LEARNING ACHIEVEMENTS

SUBJECT MATTERS

A. RESERVATION

B. TICKETING

C. DUTIES AND RESPONSIBILITIES OF TICKETING AND RESERVATION OFFICERS

D. VARIOUS RESERVATION PROCESS IN CERTAIN INDUSTRIES The Hotel

Reservation Process

The Reservation Processes for Airlines

Venue Reservation Process (e.g., Event Venue, Conference Room)

E. RESUME

F. EXERCISES AND EVALUATION OF CHAPTER XII

G. IMPORTANT TERMINOLOGIES

H. REFERENCES

13. CULTURAL ATTRACTIONS

COURSE LEARNING ACHIEVEMENTS

SUBJECT MATTERS

A. CULTURAL ATTRACTION

B. FORMS OF CULTURAL ATTRACTIONS

C. RESUME

D. EXERCISES AND EVALUATION OF CHAPTER XIII

E. IMPORTANT TERMINOLOGIES

F. REFERENCES

IX. METHODS, STRATEGIES AND IMPLEMENTATION OF THE LEARNING PROCESS

1. Learning Method

The learning method is Problem and Project Based Learning (PBL and PjBL), the Learning Center is for students. The method applied is "Learning" (learning) not "Teaching". Lecturers facilitate students to learn. Students will be given a problem and freed to find a solution based on the knowledge and skills they have learned.

2. Learning strategies

A combination of online (3x synchronous meeting, virtual face to face, question and answer lecture, discussion a month) and offline (1x face to face synchronous meeting, lecture, question and answer discussion a month) one meeting for a college contract. One meeting for the mid-semester exam and one meeting for the final semester exam. Total 16 meetings.

3. Implementation of the Learning Process

A. Learning Strategies and Techniques

Lectures on sub-subjects are presented using zoom media tools, power points and certain reading materials which are considered difficult for students to access. Before attending lectures, students have prepared themselves (self-study), reading material, reading and understanding the main discussion points that will be lectured in accordance with the guidance in the lecture technique textbook, presenting question and answer material and discussions (two-way learning process).

B. Tutorial Strategy

1. Students work on assignments (discussion task, study task and problem task) as part of self-study, discussions and PowerPoint presentation tutorials
2. In lectures, students are required to submit assignments given in the tutorial in the form of summarizing and analyzing paragraphs, answering questions.

X. TASKS

Students are required to work on, prepare and discuss the assignments specified in the Textbook. The tasks that must be collected include making a summary, analyzing paragraphs, and answering questions.

XI. TESTS AND ASSESSMENTS

A. TEST

The exam is carried out twice in written form, namely, the Mid-Semester Exam (UTS) and the Final Semester Exam (UAS).

B. ASSESSMENT

The final assessment and learning process is based on the final score according to the faculty guidelines at Prima Indonesia University and Simalungun University as follows:

(MIDTERM+TASK) + (2 X FINAL TEST)

2

FINAL SCORE

SCORE SCALE		MASTERY OF COMPETENCIES	DESCRIPTION WITH SCORE SCALE	
Letter	Number		0-10	0-100
A	4	Very Good	08,10-10,00	80-100
B	3	Good	6,6-7,2	66-72
C	2	Quite good	5,2-5.8	5.25.8
D	1	Very poor	4.0-4.4	40-44
E	0	Fail	0.0-3.9	10-39

MEETING I: COLLEGE CONTRACT

MEETING II: TOURISM

MEETING III: TRAVELING TO INDONESIA

MEETING IV: ARRIVAL IN JAKARTA

MEETING V: TOUR OPERATOR AND TRAVEL AGENT

MEETING VI: CONVENTIONAL AND SUSTAINABLE TOURISMS

MEETING VII: TOURIST, CHARACTERISTICS AND MOTIVATION OF TOURIST, ADVANTAGES OF HOLIDAY

MEETING VIII: MIDTERM EXAM

MEETING IX: TOURISM TRANSPORTATIONS

MEETING X: ACCOMMODATIONS OF TOURISM

MEETING XI: ACCOMODATION MANAGEMENT AND CUSTOMER CARE

MEETING XII: MARKETING STRATEGY IN TOURISM

MEETING XIII: PROMOTING TOURIST RESSORT

MEETING XIV: RESERVATION AND TICKETING

MEETING XV: CULTURAL ATTRACTIONS

MEETING XVI: FINAL EXAM

CHAPTER I

TOURISM



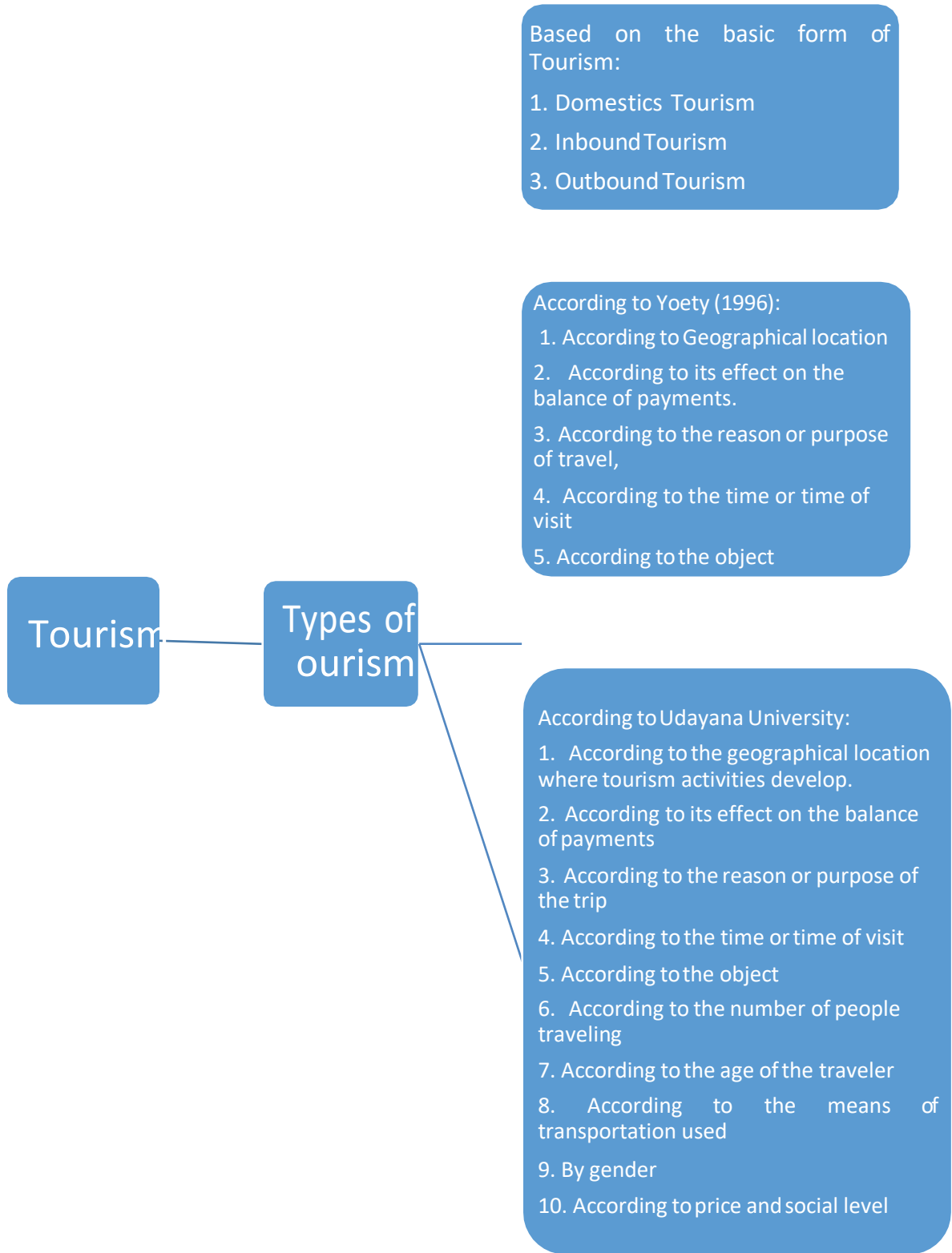
COURSE LEARNING ACHIEVEMENTS

After finishing the learning process in chapter I, it is expected that the students are able to:

1. Explain the definition of tourism (tourism industry)
2. Elaborate the types of tourism
3. Outline Job Prospects in Tourism Industry

Subject Matter:

1. The definition of tourism (tourism industry)
2. Types of tourism
3. Job Prospects in Tourism Industry



Based on the basic form of Tourism:

1. Domestic Tourism
2. Inbound Tourism
3. Outbound Tourism

According to Yoety (1996):

1. According to Geographical location
2. According to its effect on the balance of payments.
3. According to the reason or purpose of travel,
4. According to the time or time of visit
5. According to the object

According to Udayana University:

1. According to the geographical location where tourism activities develop.
2. According to its effect on the balance of payments
3. According to the reason or purpose of the trip
4. According to the time or time of visit
5. According to the object
6. According to the number of people traveling
7. According to the age of the traveler
8. According to the means of transportation used
9. By gender
10. According to price and social level

A. TOURISM

There are a number of ways tourism can be defined, and for this reason, the United Nations World Tourism Organization (UNWTO) embarked on a project from 2005 to 2007 to create a common glossary of terms for tourism. Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008).

Generally speaking, a visitor is classified as a (same-) day visitor if their trip does not include an overnight stay and a tourist if it does include an overnight stay. The purpose of their trip can be for business, leisure or personal reasons, other than to be employed by a resident entity in the country or place visited.

Using this definition, we can see that tourism is not just the movement of people for a number of purposes (whether business or pleasure), but the overall agglomeration of activities, services, and involved sectors that make up the unique tourist experience.

If a trip's main purpose is business/professional, it is often subdivided into two further categories 'attending meetings, conferences or congresses, trade fairs and exhibitions' and 'other business and professional purposes'.

B. TYPES OF TOURISM

There are three basic forms of tourism: domestic tourism, inbound tourism, and outbound tourism.

1. Domestic tourism refers to activities of a visitor within their country of residence and outside of their home (e.g. a Brit visiting other parts of Britain).
2. Inbound tourism refers to the activities of a visitor from outside of country of residence (e.g. a Spaniard visiting Britain).
3. Outbound tourism refers to the activities of a resident visitor outside of their country of residence (e.g. a Brit visiting an overseas country).

The tourism industry in Britain is primarily a private sector industry, consisting of around 200,000 businesses, some very large including international hotel groups and airlines, as well as small and medium sized businesses, industry groups and bodies.

Domestic tourism is the core of businesses revenue (generally at least 80%, particularly outside of London), with demand peaking during the school holidays, particular Easter and Summer. Dealing with the demands of international visitors requires specialist knowledge, cultural understanding and investment.

Most UK statistics separate spending and volume of day visitors from overnight tourists. Visit Britain's statistics and research reports focus on overseas visitors who come to Britain.

For domestic statistics (i.e. data on people from within Britain who visit another location in Britain) get in touch with the tourism organizations for England, Scotland, Wales, Northern Ireland and London.

Types of Tourism according to Pendit (1994). In his book, types of tourism are classified based on tourists' motives for traveling. The types of tourism are as follows.

1. Cultural Tourism

Cultural tourism is one form of tourism that attracts the attention of tourists, both domestic and foreign. In cultural tourism, activities are carried out through experience and understanding of the rich culture and history of a place. The purpose of cultural tourism is to preserve and introduce local culture and history to tourists.

Indonesia, as a country that has cultural diversity, has many examples of interesting cultural tourism destinations. Quoting from the cultural.kemdikbud.go.id page, cultural tourism is for the preservation of cultural heritage. So, sustainable cultural preservation is needed so that all parties are able to explore every value attached to the history and development of the nation.

For example, Borobudur Temple, Prambanan Temple, Luhur Uluwatu Temple, and Bali's Tanah Lot Temple.



DIY cultural tourism is promoted to the German market (Photo: Kemenparekraf)

2. Maritime or Marine Tourism

Maritime or marine tourism means all kinds of tourism or recreational activities carried out in the sea area, whether on the beach, island or under the sea. Marine tourism activities can be carried out in seascapes dominated by waters both on the surface and in the water. These activities like diving, surfing, fishing and many more.

According to Sarwono, marine tourism is a tourism activity that utilizes the natural potential of the sea as a tourist attraction as well as a forum for tourism activities both carried out above the surface in the sea which cannot be separated from the existence of its ecosystem which is rich in various types of marine biota.

The example maritime or marine tourism are Raja Ampat, Bunaken National Park, and Karimun Jawa.



Photo of Misool, Raja Ampat

3. Nature Reserve Tourism (Conservation)

Nature reserve tourism is travel activities carried out by a person or group of people by visiting a nature reserve area consisting of unique flora and fauna, as well as certain ecosystems that require protection and develop naturally.

According to Law no. 5 of 1999 concerning the Conservation of Living Natural Resources and their Ecosystems, a nature reserve area which due to its natural conditions has unique animals, plants and ecosystems or is in the form of certain ecosystems that need to be protected and their development takes place naturally.

Protection of this unique ecosystem is what then makes the nature reserve not open for tourism, but may only be visited by those who intend to do research and add knowledge.

The example of nature reserve tourism is Bogor Botanical Gardens, Cibodas Botanical Gardens, and Baluran National Park.



Photo of Kebun Raya Bogor

4. Conventional Tourism

Convention tourism is a form of tourism that combines business activities with tourism. According to Webster's New Collegiate Dictionary, it formulates the term Convention (Convention), "An assembly, often periodic, of members or delegates, as of a political, social, professional or religious group". (Pendit, 1999:23).

Meanwhile, according to the decision of the Minister of Tourism, Post and Telecommunications No. KM 108/HM.703/MPPT-91 formulates: Congress, conference or convention is an activity in the form of a meeting of a group of people (statesmen, businessmen, intellectuals, and so on) to discuss issues relating to common interests.

In organizing a convention, it is not only meeting activities, but also other activities such as travel, shopping or other activities. For this reason, organizing a convention requires not only a venue and convention facilities, but also transportation facilities for traveling, entertainment facilities, sports, shopping centers, accommodation facilities, and other supporting infrastructure. Seeing the infrastructure needed in one convention activity is quite a lot, of course it will involve a large number of workers in its implementation. Therefore, it is said that the convention is a big business (big business).

A form of tourism that combines business and leisure activities. Convention tourism is usually held directly by the government through the Ministry of Tourism.



5. Agricultural Tourism

Agricultural tourism or which is better known *agro tourism* is a combination of tourism and agriculture or plantations combined to become an attractive destination for people to do activities in a plantation environment.

Quoted from the writings by Ahmad Zidan Rizqi in the book *Tourism Village and its Frenzy* (2023), agro-tourism is a tourist attraction that is built with a theme or concept by combining agricultural activities and tourism activities.

Agricultural activity in this case includes a broad sense, namely all activities in human survival related to conventional farming to sophisticated or modern agricultural models.

In the Joint Decree of the Minister of Agriculture and the Minister of Tourism, Post and Telecommunications Number: 204/KPTS/30HK/050/4/1989 and Number KM. 47/PW.DOW/MPPT/89 Concerning Coordination of Agro Tourism Development also explains that agro-tourism is a form of tourism activity that utilizes agro-business as a

tourist object with the aim of expanding knowledge, travel, recreation and business relations in agriculture.

The example of agricultural tourism is Cepoko Gardens UPTD Semarang City Seed Center, East Selopajang Agro Tourism, and Jollong Dua Agro Tourism.

5.1. Agro-tourism Aims and Benefits

The following are the objectives and benefits of agro-tourism quoted from the official website of the Ministry of Agriculture.

1. As an effort to protect and preserve the environment
2. Providing agricultural education to the community
3. As a place of recreation and vacation
4. Increase the income of the local community

Here are some examples of agro-tourism in Indonesia.

1. Agrowisata Bhumi Merapi, Yogyakarta
2. Agrowisata Kopeng Gunungsari, Semarang
3. Kusuma Agrowisata Batu, Malang
4. Agrowisata Taman Suruh, Banyuwangi
5. Narmada Botanic Garden, Lombok
6. Udjo Ecoland, Bandung
7. Bagus Agro Pelaga, Bali
8. Agrowisata Kebun Teh Rancabali, Bandung
9. Agrowisata Taman Anggrek Indonesia Permai, Jakarta
10. Agrowisata Kebun Strawberry Ciwidey, Bandung



Photo of Agrowisata Bhumi Merapi, Yogyakarta

6. Hunting tourism

Hunting tourism is travel activities carried out by a person or group of people for the purpose of hunting or hunting tours, which only allow certain animals to be hunted and prohibit hunting of rare animals and must specifically obtain permission from the relevant government authorities.

Indonesia has a large hunting area. Apart from Sumatra and Java, there are Sulawesi and Papua which have high potential for hunting. Hunting, in addition to controlling pests, also generates foreign exchange for the people at hunting locations, such as providing transportation, accommodation, guides, trackers, and various other supporting professions. This is a hunting tourism destination in Indonesia.

The example of hunting tourism is Cikidang Hunting Ressor, tourists can hunt with animals that have been provided by the manager. The animals are deliberately raised for hunting, chickens, rabbits, ducks, wild goats, turkeys, wild boars to deer. For rifles and hunting vehicles, the manager has provided them with a rental system. Meanwhile, for animals that have been successfully hunted, managers charge Rp. 300,000-2 million per head.



Photo of Cikidang Hunting Ressor

7. Pilgrimage Tourism

Religious tourism is interpreted as a tourism activity to a place that is has a special meaning for religious people, usually several places of worship which has advantages. This, for example, is seen from the side of history, the existence of myths and legends about the place, or the uniqueness and excellence of architecture the building.

Substantially, religious tourism is a religious trip that is show it to satisfy spiritual thirst, so that a dry soul becomes wet again by religious wisdom. Thus, religious tourism objects have very broad scope, covering every place that can excite the mind the sense of religiosity concerned, with religious tourism, is concerned by enriching insight and religious experience and deepening spiritual sense.



Photo of Madinah, Saudi Arabia



Photo of Cristo Redentor, in Rio de Jenerio, Brazil



Photo of Prambanan Castle, Central Java – Indonesia



Photo of Borobudur Castle, Magelang, Central Java – Indonesia



Photo of Kong Miao Temple (adzaniah) - Cipayung DKI Jakarta, East Jakarta - Indonesia

The examples pilgrimage tourism in domestics and abroad are:

1. Masjid Istiqlal, Maha Vihara Majapahit,
2. Kelenteng Kwan Sing Bo,
3. Maha Vihara Maitreya,
4. Kelenteng Sam Po Kong,
5. Candi Borobudur
6. Pura Tanah Lot,
7. Pura Besakih,
8. Tirta Empul,
9. Pura Uluwatu,
10. Pura Agung Giri Natha
11. Goa Maria Laudres,
12. Bukit Doa Tomohon,
13. Patung Tuhan Yesus Memberkati
14. Graha Maria Annai Velangkanni

15. In abroad such as Vatican and Bethlehem Regencies.

C. JOB PROSPECTS IN TOURISM INDUSTRY

Jobs in tourism are one of the most promising and attractive fields for many people. The tourism industry is currently growing again after being hit by the Covid-19 pandemic some time ago. Central Bureau of Statistics data for August 2022 shows a very significant increase in the number of foreign tourist arrivals compared to the same month in 2021, reaching 28,727.46%.

Along with the increasing number of people who are interested in traveling to various destinations around the world, of course, this will also have an impact on the revival of the tourism industry in various countries, including Indonesia. Therefore, it is not surprising that many people are interested in working in this industry.

Types of Jobs in Tourism

The tourism industry has a fairly broad scope, so the types of jobs available in this industry are also very diverse.

a. Chefs

Chefs are culinary professionals who are responsible for leading and managing the kitchen in a restaurant or hotel. The chef's main duties include compiling the menu, managing food stocks, cooking food, arranging the layout of the kitchen, and ensuring the quality and presentation of the food served.

To become a professional chef, you need strong culinary skills and creativity to create attractive new menus for customers. In addition, chefs must also know food safety and sanitation standards to ensure that the food served is safe for consumption.

b. Hotel Concierge

Hotel concierges are hotel service professionals who are responsible for providing the best assistance and service to hotel guests. The main duties of a hotel concierge include providing information about attractions and restaurants, helping guests make ticket reservations, and providing luggage delivery services.

A hotel concierge must have knowledge of the area around the hotel, the ability to communicate in a foreign language, and good customer service skills.

c. Receptionist

Surely you are no stranger to the receptionist profession, right? A receptionist is an administrative professional who helps hotel guests' check-in and check-out, answer phone calls, and receive requests or complaints from hotel guests which are then forwarded to the relevant division.

To become a receptionist, you need to have good communication skills, multitasking skills, and knowledge of hotel reservation systems.

d. Barista

Barista is a professional who usually serves coffee and other beverages in coffee shops or restaurants. The main duties of the barista include dispensing coffee, serving drinks and cleaning equipment.

If you want to become a barista, then you need skills in making coffee, the ability to adapt quickly, and the ability to interact well with customers.

e. Event Planner

An event planner is a professional who is responsible for planning and organizing various types of events such as conferences, exhibitions, weddings and other events. His main tasks range from creating event concepts, finding locations, managing schedules, to managing budgets.

Working as an event planner requires creativity, organizational skills, the ability to work under pressure, and the ability to communicate well with vendors and clients.

f. Public Relations

Public relations (PR) are responsible for building good relations between the company and customers or the public. A PR officer handles several important tasks, including using social media, organizing promotional events and maintaining media relations.

g. Travel sales agency

Travel sales agencies are sales professionals who are responsible for offering tour packages and selling flight or hotel tickets to potential customers. Its main tasks include finding new customers, maintaining relationships with existing customers, and achieving sales targets.

h. Tour guide

Tour guides have main duties which include providing information about tourist attractions, assisting guests in planning trips, and maintaining the safety and comfort of customers. To become a tour guide, you must have extensive knowledge of tourist attractions, good communication skills, and the ability to speak several foreign languages.

i. Entrepreneur

Entrepreneurs or entrepreneurs are people who have a business vision and choose to open their own business. An entrepreneur can start a business in various fields, such as food, fashion, technology, or other fields. Examples of businesses include vehicle rental, restaurants, tour guide services, and souvenir sales.

To be able to run a business well, an entrepreneur must have good business knowledge, creativity, the ability to take risks, and the ability to adapt quickly. A business that is successfully run properly will provide benefits, even though an entrepreneur's income cannot be predicted every month.

j. Restaurant Manager

The restaurant manager is the person responsible for managing the day-to-day operations of the restaurant as a whole. The main duties of a restaurant manager include managing staff schedules, ensuring the availability of food and beverages, and ensuring that the quality of service and food meets specified standards.

Being a restaurant manager is not an easy job. Therefore, you need leadership skills, the ability to work under pressure, good communication skills, and the ability to make quick decisions.

k. Food and Beverage Manager

Food and beverage manager is responsible for managing daily operations in the food and beverage department at a hotel or restaurant. His main duties are managing staff schedules, managing food and beverage supplies, planning menus, and ensuring food and service quality.

For those of you who want to become a food and beverage manager, you really need to have leadership skills, the ability to work under pressure, knowledge of the food and beverage industry as a whole, and the ability to make quick decisions.

l. Hospitality

With the increasing number of tourists coming to a place, of course the hospitality section will also become crowded. For those of you who graduate from a tourism school with a hospitality major, you will have high career opportunities.

Working in the hospitality sector, of course, what is needed is a jobseeker with hospitality education. Be more specific so that your rivals will also be few and the chances of entry will be high.

m. Cruise

The next most promising job prospect in tourism is working as a sailor or cruise ship crew. However, tourism graduates usually excel in the selection of cruise ship vacancies. The reason is, sailing or cruising is generally one of the materials taught at tourism schools/colleges.

n. Government agencies

Many government agencies need tourism graduates, such as the Ministry of Tourism, the Ministry of Education and Culture, to BUMN. For BUMN, several companies that open up career opportunities in tourism are Garuda Indonesia to PT Kereta Api Indonesia.

o. Wedding Planner

Someone from tourism graduates, of course, is used to making plans for an activity. Therefore, the job of a wedding organizer or wedding planner would be very suitable for testing. Apart from needing accuracy, you also need the ability to be able to negotiate with various vendors so that clients can be satisfied with your services.

p. Air hostess

Anyone can do the position of flight attendant as long as they have good communication skills. So, for those of you who are interested in the tourism sector, you can try career opportunities to become a flight attendant. Later you will undergo education at a flight attendant school to be taught how to serve passengers, dress up, get to know the parts of the plane and safety on the plane.

q. Airline Staff

The next career opportunity in tourism is to become an airline staff. This role is different from a flight attendant because it does not directly interact with passengers. However, you will still have to be good at communicating and alert during the trip.

r. Transport Conductor

Transportation conductors include bus to train conductors. This position is interesting because you will continue to travel. Usually, you can apply at KAI to every office that has trans buses, such as the Jakarta trans bus, the Semarang trans bus, to the Yogyakarta trans bus.

s. Hotel Sales

Being a hotel salesperson is not just asking to promote a hotel so that someone wants to stay at that hotel. However, you have to know the details of the hotel and even the hotel environment.

t. Tourism Consultant

The next tourism career opportunity is perfect for those of you who are interested in this career field. Tourism Consultants do not only have to know an area that someone can visit. However, it must also provide recommendations for tourist attractions that match the conditions of the prospective traveler. These conditions are usually about finances, health, up to the current season.

u. Travel Writer

Do you want to travel, take pictures, then write about your travel experiences to earn income? Becoming a travel writer is the key. Usually, novice travel writers will write about their travel

experiences on their personal blogs or on their social media. Experienced travel writers can even write books and even be endorsed by a hotel to promote the hotel during the trip.

v. Tourism Area Manager

If you are interested in career opportunities in tourism, becoming a manager of a tourist area can be a very suitable career field. Because not all areas can be managed by the government, you can manage a tourist area personally. This opportunity is very promising because when a tourist area is famous, many visitors will come. That way, the income will be high.

D. CAREER QUALIFICATIONS IN THE TOURISM INDUSTRY

The career qualification in the tourism sector generally depends on the position being opened. However, there are several requirements that you will generally encounter in every type of job in the tourism sector, including:

1. Education

Almost all positions in tourism require a formal education, such as a degree in tourism, hotel management or business administration. Even so, there are also several positions that can be filled by Senior High School (SMA) or Vocational School (SMK) graduates.

Educational background really helps you in developing a career in the future. For this reason, it is highly recommended that you have a minimum D3 or S1 education to support your future career development.

2. Skills

Some of the skills highly valued in tourism are good communication skills, skills in using technology, ability to work in teams, and foreign language skills.

3. Experience

Work experience in the tourism sector can provide added value for those of you who are aiming for a more senior position.

4. Customer orientation

The tourism industry relies heavily on customer satisfaction. For this reason, customer orientation and the ability to provide quality services are very important.

5. Willing to work flexibly

Some positions in the tourism sector require you to work nights, weekends, and even national holidays.

E. RESUME

- **Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008).**
- **There are three basic forms of tourism: domestic tourism, inbound tourism, and outbound tourism.**
- **Types of Tourism according to Pendit (1994). In his book, types of tourism are classified based on tourists' motives for traveling. The types of tourism such as Cultural Tourism, Maritime or Marine Tourism, Nature Reserve Tourism (Conservation), Conventional Tourism, Agricultural Tourism, Hunting tourism, Pilgrimage Tourism.**
- **Tourism industry offers brilliant career in the future. Job prospects in tourism industry which is meant such as Chefs, Hotel Concierge, Receptionist, Barista, Event Planner, Public Relations, Travel sales agency, Tour guide, Entrepreneur, Restaurant Manager, Food and Beverage Manager, Hospitality, Cruise, agencies, Wedding Planner, Air hostess, Airline Staff, Transport Conductor, Hotel Sales, Tourism Consultant, Travel Writer, Tourism Area Manager**
- **Pursuing career in tourism industry is also required being qualified. Career Qualification in the tourism sector generally depend on the position being opened. However, there are several requirements that we will generally encounter in every type of job in the tourism sector. Almost all positions in tourism require a formal education, such as a degree in tourism, hotel management or business administration. Educational background really helps us in developing a career in the future. For this reason, it is highly recommended that we have a minimum D3 or S1 education to support our future career development. Next, some of the skills highly valued in tourism are good communication skills, skills in using technology, ability to work in teams, and foreign language skills and of course supported with work experience in the tourism sector that can provide added value for those of you who are aiming for a more senior position, customer orientation and the ability to provide quality services are also very important as the tourism industry relies heavily on customer satisfaction. Next, some positions in the tourism sector require you to work nights, weekends, and even national holidays or willing to work flexibly.**

What are tourism products?

'Tourism product' covers a number of different categories including:

1. Accommodation, i.e., hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, camping, caravanning and home stay
2. Hospitality, i.e., food and beverage serving services, e.g., pubs, restaurants, cafes, private dining for groups/conferences
3. Transport services, e.g., rail, road, water, air networks and rental
4. Guided tours and tourist guides
5. Travel agencies and other reservation services, including tour operators and destination management companies (see travel trade section)
6. Cultural services, e.g., museums, attractions
7. Sports and recreational activities
8. Retail

F. EXERCISES AND EVALUATION OF CHAPTER ONE

1. What is definition of tourism according to United Nations World Tourism Organization (UNWTO)?
2. What is meant by Domestic tourism?
3. Indonesian visiting an overseas country. What types of tourism is this called? And why?
4. What is meant by Inbound tourism, and give an example!
5. Activities are carried out through experience and understanding of the rich culture and history of a place. What type of tourism is this called according to Pedit?
6. A tourism activity that utilizes the natural potential of the sea as a tourist attraction as well as a forum for tourism activities both carried out above the surface in the sea which cannot be separated from the existence of its ecosystem. What types of tourism is this called?
7. Why are the ecosystems in the Nature Reserve Tourism Conservation needed to be protected?

8. What is meant by Conventional Tourism?
9. Cepoko Gardens UPTD Semarang City Seed Center, East Selopajang Agro Tourism, and Jollong Dua Agro Tourism are the examples of
10. What are the objectives and benefits of agro-tourism?
11. Talking about hunting tourism. How is the management of hunting tourism?
12. From which side do the hunting tourism resort get permission?
13. From whole job prospects offered, which job attracts you the most? And why?
14. Should someone who would like to work in tourism industry have high education?
15. Why should someone working in tourism industry have customer orientation?

G. IMPORTANT TERMINOLOGIES:

Recreational purposes

Civilization

Pilgrimage

Commerce

Regional tourism

Regional-international tourism

National tourism

Local tourism

Active tourism

Passive tourism

Business tourism

Educational tourism

Familiarization tourism

Scientific tourism

Special Mission tourism

Hunting tourism

Seasonal tourism
Occasional tourism
Cultural tourism
Recuperational tourism
Commercial tourism
Sports tourism
Political tourism
Social tourism
Religion tourism
Religious ceremonies
Marine tourism
Individual tourism
Family group tourism
Group tourism
Youth tourism
Adult tourism
Land tourism
Sea tourism
Air tourism
Masculine tourism
Feminine tourism
Delux tourism
Middle class tourism
Social tourism

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CHAPTER II

TRAVELING TO INDONESIA



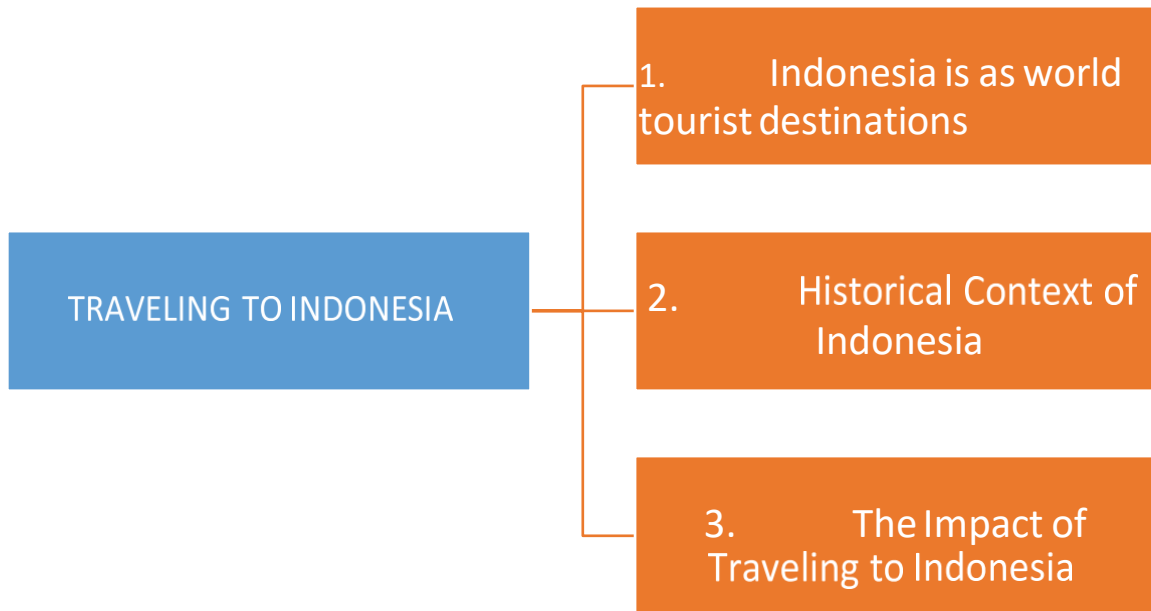
COURSE LEARNING ACHIEVEMENTS

After finishing the learning activity in chapter II, it is expected that the students are able to:

1. Understanding the reason of Indonesia is a world tourist destination
2. Understanding the Historical Context of Indonesia
3. Explaining The Impact of Traveling to Indonesia

Subject Matters:

1. Indonesia is as world tourist destinations
2. Historical Context of Indonesia
3. The Impact of Traveling to Indonesia



A. INDONESIA IS A WORLD TOURIST DESTINATION

Indonesia, a country comprising thousands of islands, is well-known for its natural beauty, stunning landscapes, and rich cultural heritage. With its diverse culture, rich history, and breathtaking natural attractions, Indonesia has positioned itself as one of the world's top tourist destinations. This essay aims to explore the historical context, key figures, and impact of Indonesia as a world tourist destination, as well as influential individuals who have contributed to the field. It will discuss various perspectives, provide a well-reasoned analysis covering both positive and negative aspects, and consider potential future developments related to Indonesia as a world tourist destination.

Indonesia is indeed a popular world tourist destination, known for its diverse landscapes, rich culture, and vibrant traditions. Here are some key aspects that contribute to Indonesia's appeal as a tourist destination:

1. Natural Beauty: Indonesia boasts stunning natural landscapes, including beautiful beaches, tropical islands, lush rainforests, active volcanoes, and unique biodiversity.

Famous destinations like Bali, Komodo Island, and Raja Ampat attract visitors seeking pristine nature and outdoor activities.

2. **Cultural Diversity:** Indonesia is home to a diverse array of cultures, each with its own traditions, art, and customs. Visitors can experience traditional dances, ceremonies, and local craftsmanship. The cultural richness is particularly evident in places like Java, Bali, Sumatra, and Sulawesi.
3. **Historical and Architectural Treasures:** Indonesia has a rich history, and its various regions showcase ancient temples, palaces, and historical sites. Borobudur and Prambanan in Java, for example, are UNESCO World Heritage Sites known for their historical and architectural significance.
4. **Adventure Tourism:** The country offers a wide range of adventure activities, including trekking, diving, snorkeling, surfing, and wildlife exploration. Komodo National Park is famous for its Komodo dragons, and Bali is renowned for its surf breaks.
5. **Culinary Delights:** Indonesian cuisine is diverse and flavorful, with regional specialties that appeal to a wide range of tastes. Popular dishes include nasi goreng, rendang, satay, and sambal.
6. **Warm Hospitality:** Indonesian people are known for their hospitality and friendliness, contributing to a positive and welcoming atmosphere for tourists.
7. **Affordability:** Indonesia is often considered an affordable destination, attracting budget-conscious travelers seeking value for their money.
8. **Unique Experiences:** From traditional ceremonies and festivals to unique cultural practices, Indonesia offers travelers a chance to engage in experiences that are distinct and memorable.

While Indonesia has enjoyed significant success as a tourist destination, it's important to note that the industry can be affected by various factors, including economic conditions, political stability, and global events. Nevertheless, Indonesia continues to be a favorite among travelers seeking a mix of cultural immersion, natural beauty, and adventure.

B. HISTORICAL CONTEXT OF INDONESIA

Indonesia's history dates back to ancient times, with evidence of human habitation dating back to at least 1.5 million years ago. The archipelago has been influenced by various cultures and

civilizations, including the Indian, Chinese, and Arab traders, as well as the Dutch colonial rule. The spread of Hinduism and Buddhism in the early centuries influenced the region, leading to the construction of magnificent temples such as Borobudur and Prambanan. The arrival of Islam in the 13th century further impacted the culture and traditions of Indonesia, leading to the establishment of Muslim kingdoms in the archipelago.

The Dutch East India Company (VOC) established its foothold in Indonesia in the 17th century and gradually expanded its control over the archipelago. Indonesia gained its independence from Dutch colonial rule in 1945 after years of struggle and resistance. The country has since become a thriving democracy and a keyplayer in the Southeast Asian region.

Indonesia, the largest archipelago in the world, is a land of rich cultural diversity, stunning natural beauty, and a vibrant history that spans centuries. Traveling to Indonesia offers an opportunity to explore its beautiful landscapes, learn about its unique traditions, and marvel at its breathtaking temples and historical sites. In this essay, we will explore the historical context of Indonesia, the impact of traveling to Indonesia, and the influential individuals who have contributed to the field. We will also discuss various perspectives, analyze the positive and negative aspects, and consider potential future developments related to traveling to Indonesia.

The history of Indonesia is complex and diverse, marked by the influences of various cultures, religions, and colonial powers. Here is a brief overview of the historical context of Indonesia:

1. Early Civilizations:

The Indonesian archipelago has been inhabited for tens of thousands of years. Early civilizations, such as the Srivijaya and Majapahit empires, thrived in the region. These empires played a significant role in trade and cultural exchange, connecting Indonesia with other parts of Asia.

2. Arrival of Islam:

The spread of Islam began in the 13th century, and by the 16th century, Islam had become the dominant religion in many parts of Indonesia. The sultanates of Aceh and Demak were among the early Islamic states.

3. European Colonization:

The Dutch East India Company (VOC) established trading posts in Indonesia in the early 17th century. Over time, the Dutch gradually gained control over the archipelago, and by the 19th century, Indonesia was a Dutch colony known as the Dutch East Indies.

4. Japanese Occupation:

During World War II, Indonesia was occupied by Japanese forces from 1942 to 1945. This period had a significant impact on the nationalist movements that would later strive for independence.

5. Struggle for Independence:

After the end of World War II, Indonesia declared its independence on August 17, 1945. However, the Dutch sought to reassert control, leading to a four-year war for independence. The international pressure, including from the United Nations, eventually forced the Dutch to recognize Indonesia's independence in 1949.

6. Post-Independence Period:

Following independence, Indonesia faced various challenges, including economic development, political stability, and the integration of a diverse population. Sukarno became the first president, adopting a policy of guided democracy. However, his leadership faced economic difficulties and political unrest.

7. New Order Era:

In 1965, General Suharto took power in a coup, leading to the establishment of the New Order regime. Suharto's rule lasted for over three decades and was marked by economic development but also by allegations of authoritarianism, corruption, and human rights abuses.

8. Reformasi:

In 1998, widespread protests and economic turmoil led to the resignation of Suharto. This marked the beginning of the Reformasi era, characterized by political reforms, decentralization, and a transition toward a more democratic system.

9. Contemporary Indonesia:

Indonesia has made significant progress in political and economic development since the late 20th century. It is now the world's fourth-most populous country and has a growing economy. The nation's challenges include issues related to governance, corruption, environmental conservation, and social inequality.

Throughout its history, Indonesia's diversity, both in terms of culture and geography has played a crucial role in shaping the nation. The country continues to evolve and face new challenges as it navigates its path in the 21st century.

C. THE IMPACTS OF TRAVELING TO INDONESIA

Traveling to Indonesia can have a profound impact on individuals and communities, influencing various aspects such as cultural exchange, economic development, environmental conservation, and personal growth. Here are some key impacts of traveling to Indonesia:

1. Cultural Exchange:

- **Mutual Understanding:** Travelers have the opportunity to engage with Indonesia's diverse cultures, fostering mutual understanding and appreciation between people of different backgrounds.
- **Preservation of Traditions:** Tourism can contribute to the preservation of traditional arts, crafts, and customs by creating a demand for cultural experiences.

2. Economic Development:

- **Job Creation:** The tourism industry generates employment opportunities for locals, ranging from hospitality and transportation to guided tours and handicraft production.
- **Income Generation:** Local businesses benefit from the influx of tourists, contributing to the economic well-being of communities and supporting small entrepreneurs.

3. Environmental Conservation:

- **Sustainable Practices:** Responsible tourism practices can promote environmental conservation by encouraging sustainable activities and raising awareness about the importance of preserving natural resources.
- **Funding Conservation Efforts:** Some tourist activities and fees contribute directly to conservation projects, helping protect Indonesia's diverse ecosystems and wildlife.

4. Infrastructure Development:

- Investment in Infrastructure: The tourism industry often leads to improvements in transportation, accommodation, and other infrastructure, benefiting both tourists and local residents.
- Urban and Rural Development: Popular tourist destinations often experience urban development, while lesser-known regions may receive attention and investment, helping to balance economic development.

5. Interpersonal Connections:

- Cross-Cultural Relationships: Interactions between locals and travelers can foster cross-cultural friendships and understanding, breaking down stereotypes and promoting a sense of global community.
- Educational Experiences: Travelers gain insights into different ways of life, historical backgrounds, and social structures, contributing to personal growth and a broader worldview.

6. Challenges and Considerations:

- Over-Tourism: Popular destinations may face challenges related to over-tourism, including environmental degradation, overcrowding, and strain on local resources.
- Cultural Sensitivity: It is crucial for travelers to respect local customs, traditions, and the environment to minimize negative impacts on communities and their way of life.
- Balancing Economic Benefits: Ensuring that economic benefits are distributed equitably among local communities is essential for sustainable tourism.

Overall, the impact of traveling to Indonesia is multifaceted, and it largely depends on the nature of tourism, the behavior of travelers, and the efforts made by both the government and the local communities to manage and guide the tourism industry in a sustainable and responsible manner. Responsible and mindful travel practices can contribute positively to the well-being of both visitors and the host communities.

D. RESUME

Indonesia is a country comprising thousands of islands, is well-known for its natural beauty, stunning landscapes, and rich cultural heritage. With its diverse culture, rich history, and breathtaking natural attractions, Indonesia has positioned itself as one of the world's top tourist destinations

Indonesia is indeed a popular world tourist destination, known for its diverse landscapes, rich culture, and vibrant traditions

Indonesia's history spans ancient times, with human habitation dating back 1.5 million years. Influences from Indian, Chinese, and Arab traders, as well as Dutch colonial rule, have shaped the archipelago. Hinduism and Buddhism left a mark, seen in temples like Borobudur and Prambanan. In the 13th century, Islam arrived, impacting culture and establishing Muslim kingdoms. The Dutch East India Company (VOC) gained control in the 17th century. After a struggle, Indonesia gained independence from Dutch rule in 1945. Today, it is a thriving democracy in Southeast Asia.

Traveling to Indonesia offers an opportunity to explore its beautiful landscapes, learn about its unique traditions, and marvel at its breathtaking temples and historical sites

The impact of traveling to Indonesia is multifaceted, and it largely depends on the nature of tourism, the behavior of travelers, and the efforts made by both the government and the local communities to manage and guide the tourism industry in a sustainable and responsible manner. Responsible and mindful travel practices can contribute positively to the well-being of both visitors and the host communities.

E. EXERCISES AND EVALUATION OF CHAPTER II

1. Why is Indonesia categorized as the world tourist destination?
2. Describe the historical context of Indonesia in simple description!
3. How do you promote Indonesia to tourist or foreigners after reading the material in chapter II?
4. What are the impacts of traveling to Indonesia?
5. What are challenges faced as the impact of tourism?

F. IMPORTANT TERMINOLOGIES

Natural Beauty Cultural

Diversity

Historical and Architectural Treasures

Adventure Tourism

Culinary Delights

Warm Hospitality

Affordability

Immersion

Cultural Exchange

Mutual Understanding

Preservation of Traditions

Economic Development

Job Creation

Income Generation

Environmental Conservation

Sustainable Practices Funding

Conservation Efforts

Infrastructure Development

Investment

Infrastructure

Urban and Rural Development

Interpersonal Connections

Cross-Cultural Relationships

Educational Experiences

Challenges and Considerations

Over-Tourism

Cultural Sensitivity

Balancing Economic Benefit

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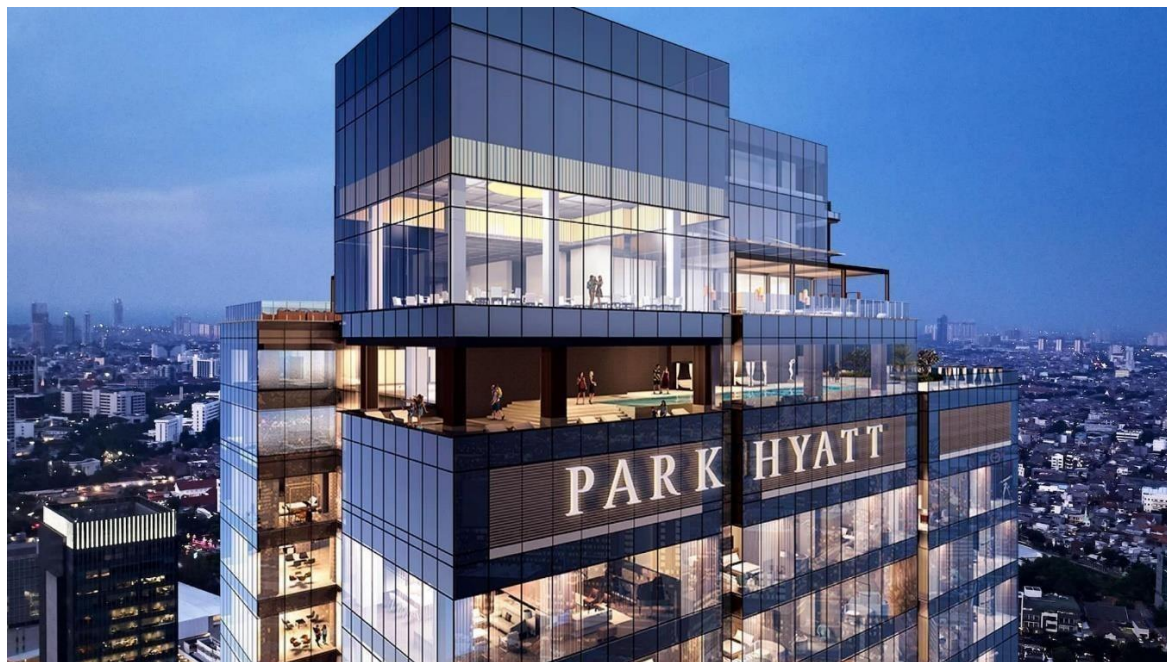
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CHAPTER III

ARRIVAL IN JAKARTA



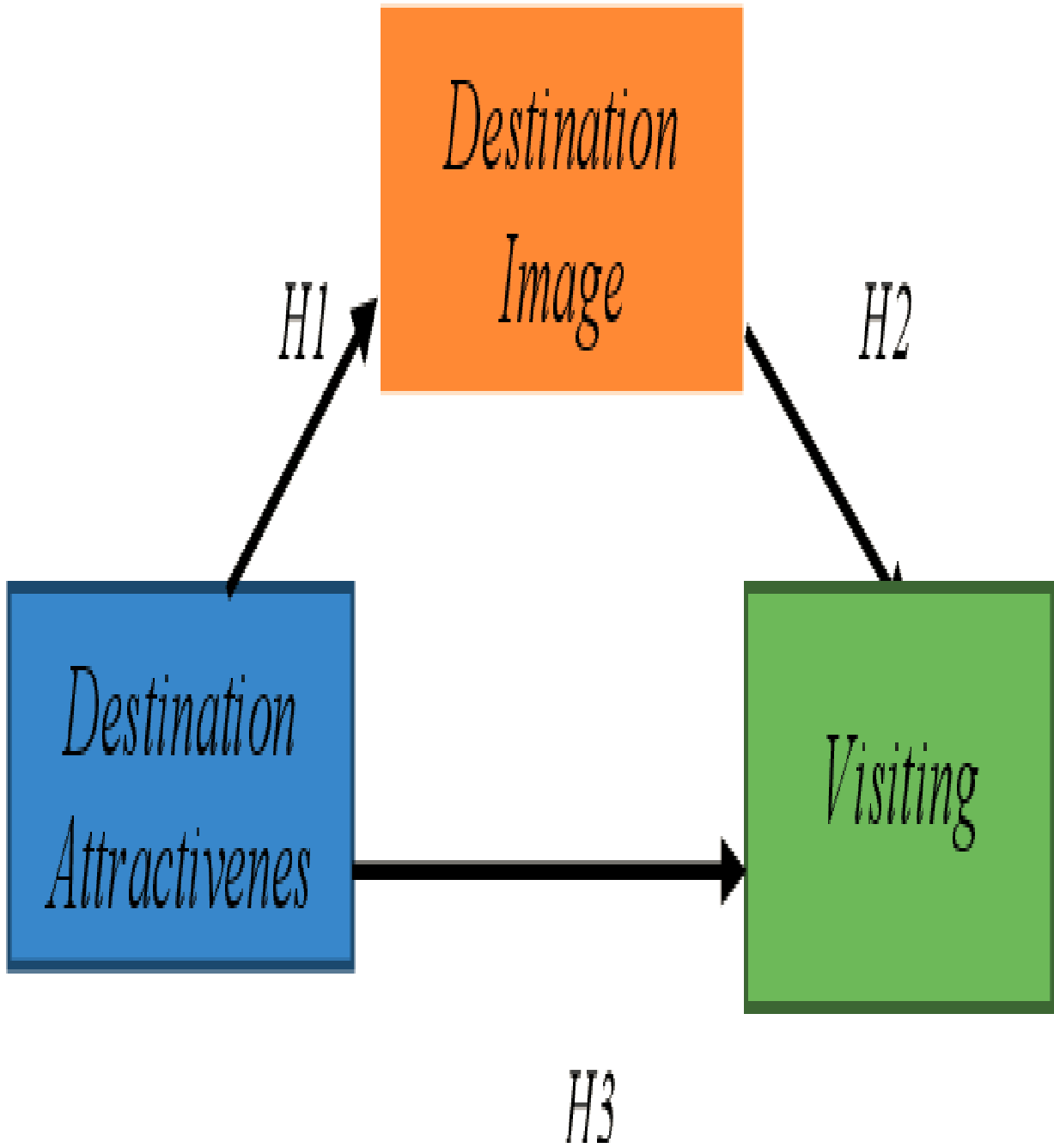
COURSE LEARNING ACHIEVEMENTS

After learning chapter III, the students are expected to be able to:

1. Understanding the content of the conversation
2. Understanding the content of the passages
3. Understanding Vocabulary Focus, Structure Focus, Communicative Focus, Vocabulary Focus and Its Use in Sentences
4. Answer the questions given at the last session of this chapter

Subject Matters:

1. Dialogue “The Arrival in Indonesia”
2. Vocabulary Focus
3. Structure Focus
4. Communicative Focus
5. Vocabulary Focus and Its Use in Sentences



A. THE ARRIVAL IN JAKARTA

Megan Lopez and her husband Brian Affleck arrives at Soekarno Hatta Airport from Los Angeles (CA) (LAX) Airport, America. A travel agent Sergio (S) comes and meet them at the airport. Jennifer Lopez, her husband and the travel agent are taking part of this conversation.

In order to increase the absorption capability of the students, the reading comprehension in this chapter is presented in the dialogue form.

Dialogue:

Sergio: Hello Mrs. Lopez and Mr. Affleck. I'm from "Napitupulu Travel". My friend and I are here to pick you up from Soekarno Hatta Airport.

Lopez: I'm glad to meet you. Are you taking us to Park Hyatt Jakarta Hotel?

Sergio: Yes mam. Did you have a pleasant flight?

Lopez: Yes, indeed. Our landing was smooth. Of course, we had some rough weather. I think it was over the Pacific Ocean from Los Angeles to Tokyo.

Sergio: Have you been to Indonesia before?

Lopez: Yes, I'm. I was here in 2015 conducted a study tour from campus I work for in Yogyakarta province.

Sergio: wow, it's nice mam. May I know what do you do for life?

Lopez: Well, I'm a lecturer in University of Southern California and my husband is a professor of political science.

Sergio: Wow, it is fantastic mam, you both are really inspiring.

Lopez: Thank you.

Sergio: So, for what purpose to visit Indonesia for the time being?

Lopez: I and my husband are now spending our vacation during the summer holidays because we like Indonesia a lot.

Sergio: Thanks mam. Here comes your baggage. Would you please come this way? We will take you to the bus with the other tourist. This way please mam.

(In the bus)

Sergio: Ladies and gentlemen, right now we are going to Park Hyatt Jakarta hotel in the business area of Jakarta city. Park Hyatt Jakarta hotel is a six-star hotel. You will enjoy stay there, I'm sure. The journey to Park Hyatt Jakarta hotel will take about 30 minutes and if you have something to ask, I will be glad to answer.

Mr. Affleck: Is Park Hyatt Jakarta hotel a new hotel? In 2015 I and my wife visited Jakarta I didn't hear the name of Park Hyatt Jakarta hotel.

Sergio: You're right sir. The hotel was launched in Jakarta which was launched on Friday (8/7/2022). It has great testimonies from public figures and officials in Indonesia. They say that Park Hyatt Jakarta hotel is amazing as is has luxuries food. Besides that, the hotel is near government centers. And now we are in the intersection of Jalan M. H. Thamrin with Jalan Imam Bonjol, Jalan Sutan Syahrir, and Jalan Kebon Kacang and in the middle of the Hotel Indonesia Roundabout and This statue which is called Welcome Statue and in about ten minutes we will arrive at Park Hyatt Jakarta hotel. The specific location of at Park Hyatt Jakarta hotel is at Jl. Kebon Sirih No.17-19, Kb. Sirih, Kec. Menteng, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta.

(At Park Hyatt Jakarta hotel)

Sergio: Finally, we have arrived at Park Hyatt Jakarta hotel. Well, ladies and gentlemen, you can take a seat please, while we take your baggage to the Hotel lobby.

Mrs. Lopez: : Thank you sir. But, where can I get aspirin?

Sergio: Come this way, mam. There is a drugstore over there near Alfamart super market. You can get some medicine there.

Lopez: Thank you, sir. After checking in to the room, I will go there.

Sergio: Mrs. Lopez and Mr. Affleck, your room number 250. The room boy will help you.
It's on the second floor. Here is your key.

Mr. Affleck: I'll just wait here a while; my wife is going to toilet in the lobby.

Sergio: Ok, Mr. Affleck.

Mr. Affleck: Thanks, abundant Mr. Sergio. We'll see you tomorrow. Today our trip was so amazing. Nice to meet you.

Sergio: Thank you very much, Mr. Affleck.

Questions Leading to Discussion:

1. Where Mrs. Lopez and Mr. Affleck from?
2. What does Mrs. Lopez do?
3. Who came to pick Mrs. Lopez and Mr. Affleck up at Soekarno Hatta airport?
4. Where do the visitors stay in Jakarta?
5. What kind of hotel is Park Hyatt Jakarta hotel?
6. Where is Park Hyatt Jakarta hotel located?
7. Where is Welcome Statue situated?
8. How far the Welcome Statue from Park Hyatt Jakarta hotel?
9. Why doesn't Mr. Affleck just go straight to the room?
10. Which floor do Mrs. Lopez and Mr. Affleck stay at the hotel?
11. What was asked by Mr. Affleck on the bus to Mr. Sergio?

B. VOCABULARY FOCUS

Please observe the vocabulary items from the above dialogue are applied in sentences related to tourism!

1. Pleasant (adjective/adj.): giving a sense of happy satisfaction or enjoyment.

Question: *Did you have a pleasant stay at Park Hyatt Jakarta hotel?*

Respond: *Yes, I think the service is perfect.*

2. Travel agent

Travel agent is a person whose job it is to arrange travel for end clients (individuals, groups, corporations) on behalf of suppliers (hotels, airlines, car rentals, cruise lines, railways, travel insurance, package tours).

Sentence: *Using a Travel Agent is beneficial for customers who plan multi-destination and/ or international trips.*

3. Business area

Business area means any part of an adjacent (control) area which is zoned for business, commercial or industrial activities under the authority of any law of this state, or not zoned, but which constitutes an unzoned commercial or industrial area as herein defined.

Sentence: *Jakarta is one of the busiest city and the most congested city in the world, besides a capital city of Indonesia, it is also city center of government.*

4. Rough water

Rough water is turbulent, agitated, vigorous, and apparently rapidly flowing.

Sentence: *In the rough weather we have been having, more great northern divers have been seen just offshore.*

5. Conduct/conducted

Conduct/conducted is to organize and perform a particular activity.

Sentence: *How you choose to conduct your private life is your own business!*

6. Political science is the scientific study of politics which is a social science dealing with the analysis and implementation of systems of governance and its impact on societies.

Sentence: *Mr. Ben Affleck is professor of Political Science in United States of America. He is so influenced in politics and has written many articles related to law and politics.*

7. Launch

Launch is to introduce (a new product or publication) to the public for the first time.

Sentence: *the company has launched a software package specifically for the legal sector.*

8. Public figure

Public figure is a person who has achieved fame, prominence or notoriety within a society, whether through achievement, luck, action, or in some cases through no purposeful action of their own.

Sentence: *As a public figure, you have to keep your attitude in front of many people, don't show that you're bad tempered to anyone.*

9. Testimony is a declaration of truth or fact.

Sentence: *It means sharing and sustaining the testimonies of witnesses so that they can endure.*

10. An intersection

An intersection is a point where two lines or streets cross

Sentence: *There are two places you're most likely to find intersections: in math class and in traffic.*

11. Luxurious

Luxurious is an inessential, desirable item which is expensive or difficult to obtain.

Sentence: *The officials have luxurious house but with low tax. Sometimes, I confuse why the usual house of citizen but with expensive enough tax.*

12. Roundabout

Roundabout is a circular intersection where drivers travel counterclockwise around a center island.

Sentence: *Welcome statue is located in roundabout of Jalan Halat, Jalan Bahagia by pas, Jalan HM. Joni and Jalan Menteng Dua.*

C. STRUCTURE FOCUS

Simple Present, Simple Past, Present Continuous, Present Perfect Tense and Modal will and can (future and capability). It is important to study the use of simple present, simple past,

present continuous, present perfect tense and modal will and can (future and capability) in the English language. The use auxiliary verbs such as *is, am, are* which means *merupakan, adalah, or ialah* in simple present tense and the use of *was, were* in simple past tense, the use of main verbs both regular and irregular verbs, the use of *is, am, are + v-ing* in present continuous tense, the use of *has/have V-3/been* in present perfect tense, and the use of modal such as *can, will + be/V-1*.

In the dialogue, it is found many uses of simple present, simple past, present continuous, present perfect tense and modal will and can (future and capability), namely:

1. My friend and I *are* here to pick you up from Soekarno Hatta Airport.
2. Our landing *was* smooth
3. Of course, we *had* some rough weather.
4. I think it *was* over the Pacific Ocean from Los Angeles to Tokyo.
5. I *was* here in 2015 conducted a studytour from campus I *work* for in Yogyakarta province.
6. I'm a lecturer in University of Southern California and
7. My husband *is* a professor of political science
8. It *is* fantastic mam,
9. You both *are* really inspiring.
10. We *like* Indonesia a lot.
11. Here *comes* your baggage
12. We *will* take you to the bus with the other tourist.
13. Right now, we *are going* to Park Hyatt Jakarta hotel in the business area of Jakarta city.
14. Park Hyatt Jakarta hotel *is* a six-star hotel.
15. You *will* enjoy stay there, I'm sure.
16. The journey to Park Hyatt Jakarta hotel *will* take about 30 minutes and
17. If you *have* something to ask,

18. I *will* be glad to answer
19. *Is* Park Hyatt Jakarta hotel a new hotel?
20. In 2015 I and my wife *visited* Jakarta
21. I *didn't* hear the name of Park Hyatt Jakarta hotel.
22. You *'re* right sir.
23. The hotel *was* launched in Jakarta
24. Which *was* launched on Friday(8/7/2022).
25. It *has* great testimonies from public figures and officials in Indonesia.
26. They *say* that Park Hyatt Jakarta hotel is amazing as is has luxuries food.
27. Besides that, the hotel *is* near government centers.
28. And now we *are* in the intersection ofM. H. Thamrin street with Imam Bonjol street, Sutan Syahrir street, and Kebon Kacang street and in the middle of the Hotel Indonesia Roundabout,
29. It *is* found a statue and this statue which is called Welcome Statue
30. And in about ten minutes we *will* arrive at Park Hyatt Jakarta hotel.
31. The specific location of at Park Hyatt Jakarta hotel *is* at Jl. Kebon Sirih No.17-19, Kb. Sirih, Kec. Menteng, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta.
32. Finally, we *have arrived* at Park Hyatt Jakarta hotel.
33. Well, ladies and gentlemen, you *can* take a seat please,
34. While we *take* your baggage to the Hotel lobby.
35. There *is* a drugstore over there near Alfamart super market.
36. You *can* get some medicine there.
37. After checking in to the room, I *will* go there.

38. The room boy *will* help you.
39. It 's on the second floor.
40. Here *is* your key.
41. *Did* you have a pleasant flight?
42. I' *ll* just wait here a while;
43. My wife *is going* to toilet in the lobby.
44. We ' *ll* see you tomorrow.
45. Today our trip *was* so amazing.

D. COMMUNICATIVE FOCUS

Giving information to tourist on bus heading to Park Hyatt Jakarta hotel.

The Welcome (Selamat Datang) Monument is located in the center of the Hotel Indonesia roundabout or HI roundabout. So named because of its location close to the Hotel Indonesia. Another accepted spelling is Bunderan HI, which is a language closer to Javanese-Betawi, a dialect closer to Jakarta's identity. This roundabout is located in the middle of the intersection of Jalan M. H. Thamrin with Jalan Imam Bonjol, Jalan Sutan Syahrir and Jalan Kebon Kacang. In 2002, the Hotel Indonesia roundabout was restored by PT Jaya Construction Manggala Pratama with the addition of a new fountain, new pool design and lighting. After the reform era, the HI roundabout became a popular place for demonstrations. Every Sunday morning, when the Jakarta Car Free Day is held, this roundabout is filled with people exercising, cycling, and street vendors.

This monument is a statue of a pair of humans holding flowers and waving their hands. The statue faces north which means they welcome people coming from the direction of the National Monument. The history of Welcome statue is made ahead of the 1V Asian Games event in 1962. At that time, Indonesia was chosen as the host for the biggest sporting event in Asia. So that President Soekarno, who was still in office at that time, wanted to create a monument as a symbol of welcoming state guests including a contingent of athletes from various countries who

had come for the Asian Games competition.

At that time, the athletes and officials stayed at the Hotel Indonesia and competed at the Gelora Bung Karno Senayan complex. That way, this welcome monument was built right in the middle of the Hotel Indonesia roundabout to show welcome greetings. Until now, this monument is still a unique and interesting icon that characterizes the city of Jakarta.

This monument was designed with a statue as high as 5 meters, from the head to the feet of the statue. Meanwhile, the height of the statue as a whole, from the feet to the waving arms, is about 7 meters. This size is also considered proportional and looks suitable to be placed in the middle of the HI Roundabout and viewed from afar. Edhi Sunarso as the Leader of the Sculptor Team

Although the initial design was made by Henk Ngantung, the welcome monument statue was made by a team of sculptors from Karangwuni, Wates District, Kulon Progo, Yogyakarta. None other than the Arca Family sculptor team led by Edhi Sunarso. Construction of this statue takes about 1 year. During the manufacturing process, President Soekarno visited the Edhi Sunarso studio accompanied by the United States Ambassador, Howard P. Jones, and ministers. After completion, the Selamat Datang Monument was finally inaugurated by President Soekarno in 1962.

E. VOCABULARY FOCUS AND ITS USE IN SENTENCES

1. Construction also called building construction, the techniques and industry involved in the assembly and erection of structures, primarily those used to provide shelter.

Sentence: the construction of the welcome monument located in the middle of the Hotel Indonesia (HI) roundabout is said to be in the heart of the capital city.

2. A new *fountain* means an arrangement, usually made by man; in it, the water from a source is captured in some way.

Sentence: Here is an outside water fountain that I created with some friends of mine, but you can stop the water in drops and actually make all the drops levitate.

3. New pool *design* means a concept of either an object, a process, or a system that is specific

and, in most cases, detailed.

Sentence: *Jamila' wedding dress has incredible design as her wedding dress is designed by thriving designer from America.*

4. Lighting means the deliberate use of light to achieve practical or aesthetic effects.

Sentence: *The village does not get electricity from government so the villagers use torch for lighting all night.*

5. Demonstrations means a march or gathering which people take part in to show their opposition to something or their support for something

Sentence: *Organization of Pemuda Batak Bersatu (PBB) do demonstration in front of Medan Mayor' office Bobby Nasution to show their protest and deliver their aspiration related with case of the dissolution of Christian worship in Medan Belawan.*

6. Car Free Day means an opportunity for cities to highlight how congested roads can be used in different ways

Sentence: *Some cities, like Jakarta and Tehran, have weekly car-free days.*

7. Street vendors means a person who sells goods or services in public spaces, such as sidewalks, parks, and markets, without owning or renting a fixed commercial establishment.

Sentence: *Civil service police in Medan city forcibly expel the street vendors selling along Sukarame Street*

8. A contingent means a group of people united by some common feature, forming part of a larger group.

Sentence: *a contingent of Japanese businessmen attending a conference in Jakarta.*

9. Welcome greeting means can consist of an exchange of formal expression, kisses, handshakes, hugs, and various gestures in the beginning of meeting.

Sentence: *President Joko Widodo and First Lady Iriana Widodo give the welcome greeting to the participants from countries as G20 member countries.*

10. Proportional means corresponding in size or amount to something else
Sentence: the punishment of premeditated murder should be proportional to the criminal act of premeditated murder.
11. Suitable means right or appropriate for a particular person, purpose, or situation.
Sentence: these toys are not suitable for children under five because it contains much coloring matter
12. Leader of the Sculptor Team means someone who lead the other people in construction of statue in order to work well and get the maximal result so they can more easily achieve desired result.
Sentence: *Samosir Regent chooses leader of the sculptor team from Abroad for the construction of Tuhan Yesus statue in Sibeabea*
13. Initial design means includes a detailed general arrangement plan, an outline specification, a main frame drawing, and a design report.
Sentence: *The Initial Design Management Plan should also describe the Proposer's approach to design deliverables, including definition, packaging, submission, review, approval and release for construction, together with the names of the key individuals involved in the process.*
14. Team of sculptors means people who have specific skill in statue making and working in construction of statue or sculpture.
Sentence: *Jacob is included to one of the CV. Arya Mandiri team sculpture of the construction of Tuhan Yesus statue in Sibeabea*
15. Manufacturing process means a production method in which goods are created by combining supplies, ingredients or raw materials using a predetermined formula or "recipe." The approach is frequently employed in industries where goods are produced in bulk.
Sentence: *The two key aspects of process manufacturing namely bulk production and sequential steps are performed in a certain order.*
16. Ambassador means the president's highest-ranking representative to a specific nation or international organization abroad.

Sentence: *In the United States, ambassadors receive nominations from the president and must be confirmed by the Senate, although the president can appoint an ambassador to serve temporarily.*

17. Completion means the action or process of finishing something.

Sentence: *The completion of the new building is 3 left, so we have to prepare the honor of the builders.*

18. Inaugurated means to introduce (someone, such as a newly elected official) into a job or position with a formal ceremony

Sentence: *President Joko Widodo inaugurated Anjela Tanoeseodiby as the secretary of minister one week after his inauguration as a president.*

F. EXERCISES AND EVALUATION OF CHAPTER III

1. Where is the Welcome (Selamat Datang) Monument located?
2. How was the Hotel Indonesia roundabout restored by PT Jaya Construction Manggala Pratama?
3. What is held in this roundabout on every Sunday morning?
4. How is the form of the Welcome statute?
5. What does it mean the statue faces north?
6. How is the history of Welcome statue?
7. How tall is the welcome statue?
8. Why the statue is considered proportional and looks suitable?
9. Who is the leader of the Sculptor Team?
10. Who is the initial design of the statue?
11. How long the construction of this statue?
12. Who inaugurated the Welcome (selamat datang) statute?
13. When was the Welcome (selamat datang) statute inaugurated?

14. How is the height of the statue as a whole?
15. Why was the statue built right in the middle of the Hotel Indonesia roundabout?
16. What is the purpose the construction of the Welcome (Selamat datang) statue?
17. How is the restoration of Hotel Indonesia roundabout in 2002?
18. Who did restore Hotel Indonesia roundabout in 2022?

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CHAPTER IV

TOUR OPERATOR AND TRAVEL AGENT



COURSE LEARNING ACHIEVEMENTS:

After finishing the course in this chapter, it is expected that the students are able to:

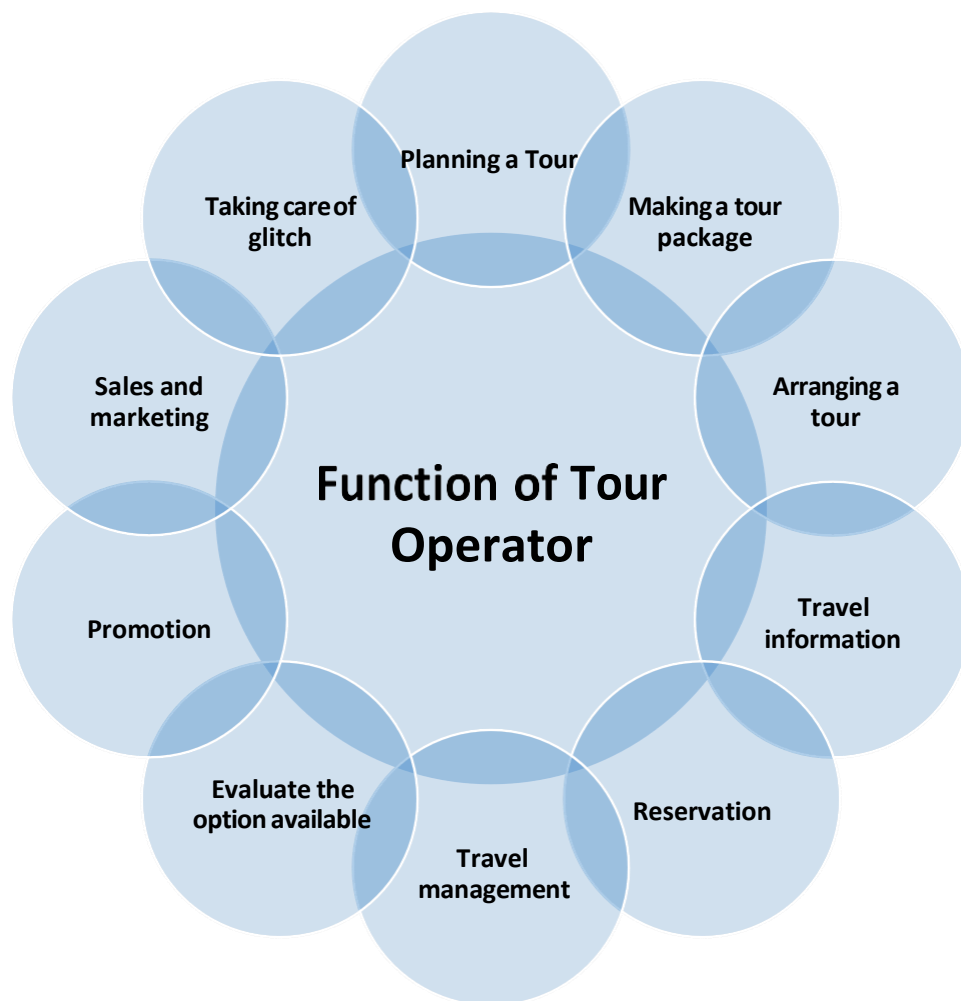
1. Explain the definition of tour operator and tour agent
2. Differ the tour operator and tour agent
3. Elaborate the differences of duties and responsibilities of tour operator and travel agent
4. Explain the definition holiday package
5. Elucidate type of holyday package
6. Outline the tourism components in the preparation of Holiday packages

Subject Matters:

1. Tour Operator and Tour Agent
2. The differences of duties and responsibilities of tour operator and travel agent
3. Holiday Package

A. TOUR OPERATOR

The tour operator is the one in charge of the actual itinerary planning. He is the one who books tickets, hotels, transportation, destinations and even food. Sometimes they even arrange tour guides to guide you through your destination. Some tour operators specialize in certain areas, i.e., specific to certain countries. Other tour operators offer tours around the world. While some tour operators are involved in planning, organizing, advertising, selling, and operating tours, some do not actively participate in sales. A tour operator is involved in your vacation from planning your trip until you return home. Poyther (1993) add that tour operator is “one who has the responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operation.”



B. TRAVEL AGENT

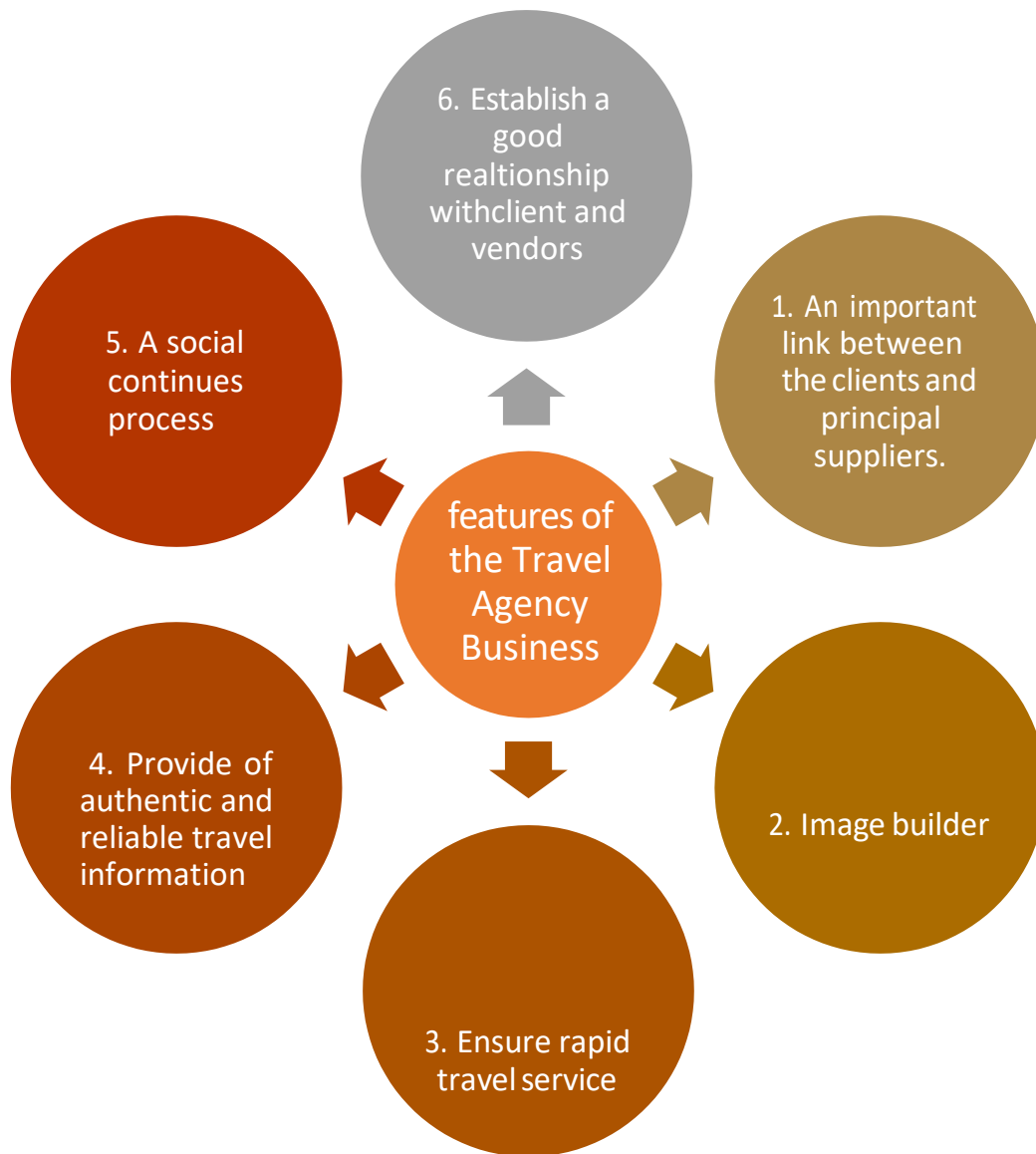
The term agent, in a travel agency, might give you a hint about the role played by a travel agent. A travel agent is a person, company, or organization that is also known as a travel agency. An agency is the location where all travel-related goods and services are organized and coordinated for the efficient operation of the travel agency business. Travel agent is also a person who is fully knowledgeable about the tourist product, including travel options, climate, lodging, and other service-related topics. He represents the principals or product providers on whose behalf he works in exchange for a commission. The owner or manager of an agency is technically a travel agent, but other staff members are in charge of giving tourists recommendations and selling travel packages, tours, and other travel-related products.

One of the most prominent companies in the tourism industry's private sector, travel agencies are essential to the process of fostering and advancing travel inside a nation or to a particular location. It is a travel agency that gathers, organizes, and presents to travelers all of a country's tourist attractions, access points, amenities, and supplementary services. Therefore, a travel agency is referred to as a nation's "image builder."

A potential travel agency is one that arranges for lodging, entertainment, and other travel-related services from major providers, as well as travel tickets (air, rail, road, and sea), travel documents (passports, visas, and other paperwork required to travel), and travel. Additionally, it might provide travelers with foreign cash and travel insurance.

Features and Importance of the Travel Agency

Travel agency plays an important role in the travel sector business. Some most important features and importance of the travel agency business are following as:



Functions and Services of Travel Agency



C. THE DIFFERENCE BETWEEN TOUR OPERATORS AND TRAVEL AGENCIES

The main difference between tour operator and travel agent is that the tour operator is the person who is actually in charge of planning the packages/tours whereas the travel agent is the one involved in selling tour packages. The travel agent's job is to help you choose a package that suits the client's needs while the operator will plan your trip, arrange lodging, transportation and view minor job details. Tour operators have a lot more responsibility regarding your tour, as their work starts from the moment you start preparing for your trip until you return safely from your trip. In addition, today many people prefer to work directly with tour operators without the interference of travel agents.

The infographic is divided into two horizontal sections. The top section, titled 'Tour Operator', has a light beige background and includes icons for an airplane, a suitcase, a hotel building, a passport, a plate of food, and a person relaxing on a lounge chair. The bottom section, titled 'Travel Agent', has a teal background and includes icons for a passport and a map. The text in each section describes the respective roles and responsibilities of each profession.

Tour Operator

Tour operators plan, arrange, sell, advertise, and operate tours.

They deal with finer details of the trip like lodgings, meals, tickets etc.

Their job ends when you return home from the vacation.

Travel Agent

Travel agents sell and administrate tour packages.

They help you to choose a suitable package.

Their job ends when you start your vacation.

They have less responsibility than tour operators.

Pediaa.com

Duties of Travel agent / Tour agent

1. Promoting and marketing business (especially travel/ tour packages)
2. Providing assistance with visiting services, tourist attractions and travel
3. Provide advice on travel/tour data equipment such as visas or passports
4. Recruitment, training and supervision of staff
5. Manage travel/ tour budgets
6. Maintain statistical and financial records
7. Planning
8. Offers vacation and travel insurance
9. Prepare promotional materials and displays

Businesses that need a travel agent

1. Tour operators
2. Holiday package operators
3. Cruise line
4. Independent travel agency
5. Travel agents, tours, holidays and visits

Required education

To become a travel agent/tour agent, usually companies will need people with an educational background in tourism, languages, recreation, business studies or holders of a management degree. Other skills needed:

1. Commercial budgeting skills
2. Good interpersonal skills
3. Numerical ability
4. Verbal communication skills

For certain companies, it requires someone who has extensive knowledge and is active verbally in several foreign languages, especially the international language, namely English.

Job description for Tour Operator / Tour Planner

1. Planning and offering tour packages, open trips and follow up with customers.
2. Serving request orders and questions from customers.
3. Provide information about company products to customers properly and clearly.
4. Make Accommodation Reservations, Transportation, Restaurants, Tickets for tourists.

Skills Required of Tour Operator

1. Has good customer service
Has good customer service capability to communicate to customers, both oral and written.
2. Has capability in marketing communications
Marketing communication is a form of communication used to promote products by providing information and invitations to use these products. The purpose of the promotion is to increase sales and multiply the company's profits.
3. Project Planning,
Has the ability to create special formal documents made to direct the control and also the execution of a project, generally a business project.
4. Event Planning,
Have the ability to organize and manage projects such as launches, ceremonies, parties, team building activities, meetings, etc.
5. Telemarketing
Has a marketing strategy by offering products or services to customers by telephone
6. Good brain ware capability
Has capability to use, use or operate computer devices.
7. Good Communication Skills
Good communication must be able to convey the essence of the conversation clearly and effectively.
8. Production Planning
Has the ability to strategic planning carried out by a manufacturer or company when it will produce a product or service.
9. Business Planning
Have the ability to make a strategy to run a business. This strategy acts as an action plan and business roadmap from start to finish.
10. Marketing Planning

Has a written plan which contains several marketing components which include analysis, targets, marketing activities and budget.

11. Strategic Planning

Has capability to set priorities, focus, and resources, strengthening operations.

D. HOLIDAY PACKAGE

A Holiday package (package tour) is a travel product sold by a travel agency company or a transport company that works with it where the price of the tour package includes travel costs, hotels or other facilities (Suwantoro: 1997). Meanwhile, according to Yoeti (1997), a tour package is a tour trip that is planned and organized by a travel agent or travel agency at its own risk and responsibility both for the event, the length of time to travel and the places to be visited, accommodation, transportation, food and drink has been determined by the travel agency in a price that has been determined in amount.

From the above understanding, it can be concluded that tour packages are package tours arranged at a certain price. Tour package prices generally include all components included in the tour, such as transportation, meals, accommodation, guides, and others. Package tour programs are prepared in full, so that if tourists cannot join the program as a whole, they can claim compensation for programs that are not followed, except under certain agreements. Package tours usually have a certain period of time, for example Legu Gam in Ternate which is only held on the birthday of the Sultan of Ternate.

Tourism components in the preparation of Holiday packages

The tourism component includes the facilities involved in organizing tourism, where tourism occurs because of the integration between various facilities that are mutually supportive and sustainable. The tourism components include the following:

1. Means of transportation

Means of transportation are related to the mobilization of tourists, but transportation is not only used as a means of bringing tourists from one place to another, but also as an attractive tourist

attraction.

2. Accommodation facilities

Accommodation facilities are needed if the tour is held within more than 24 hours and it is planned to use certain accommodation facilities as a place to stay.

3. Food and beverage facilities

Judging from the location, there are restaurants that are in the hotel and are part of facilities of the hotel concerned, there are also restaurants that stand alone independently.

4. Objects and tourist attractions

Tourist objects and attractions can be distinguished on the basis of their origin which is the characteristic of the object or attraction, namely nature tourism, historical tourism, cultural tourism, pilgrimage tourism and entertainment tourism.

5. Entertainment facilities

Entertainment is essentially one of the tourist attractions. Entertainment is mass in nature, held for the general public and even involves the public directly and there is no charge for those who enjoy it, where this kind of entertainment is called amusement.

6. Gift shop

Souvenir shops are closely related to souvenirs or mementos in the form of certain goods.

7. Tour guides and tour organizers (guide and tour manager)

Tour guides and tour organizers are after-sales officers who act as representatives of companies that manage tours to bring, lead, provide information and other services to tourists according to the agreed program.

Several Types of Holiday Packages

The need for holidays is an important thing to fulfill because of the good benefits for physical and mental health.

1. Convention Tourism

This type of vacation package is intended for those of you who want a vacation with the aim of recreation while doing a comparative study. Usually carried out in order to attend seminars, conferences, exhibitions, professional and political scientific meetings.

Meeting facilities are required to be complete, modern and sophisticated. Both the venue, equipment, lodging and others related to organizing the tour.

2. Sport Tourism

This vacation package aims for recreation while doing sports activities. Previously, tour packages for sports were in great demand by athletes.

But recently, sport tourism has become increasingly popular and has become one of the driving trends of the tourism sector in Indonesia. Indonesia is even considered an icon of world sport tourism because of the variety of natural and cultural beauty it has.

Based on the United Nations World Tourism Organizations (UNWTO), its growth is in the sports sector the fastest. This is because many tourists are interested in sports activities.

Sport tourism is a tourism trend that has a sizeable market in Indonesia, especially with local wisdom that attracts tourists. This can revive the economy as well as create jobs.

3. Cultural Tourism

Tours to visit places full of cultural and historical values or you are interested in knowing the customs and lifestyle of the local community. There are many things that you can get when you travel to different historical and cultural places. With this vacation package, you will get lessons about art objects that you can find during your vacation trip. While studying the history of an area, you will also experience the local experience when communicating with the local community. Experience different traditions and customs as you know in general.

4. Adventure Tourism.

This package is filled with tourism activities related to risks that are full of challenges. Adventure tourism is made for those of you who like adventure in places that stimulate adrenaline. Not only does it offer a stressful experience, this type of tourism also prioritizes safety protection.

In maintaining the safety of tourists in order that tourists feel comfortable and safe, several natural facilities such as mountains, hills, lakes, rivers, seas or beaches are served.

Adventure Tourism consists of two categories, namely real tourism full of challenges and the second is just for fun. The first category does not really need infrastructure because it is readily available in nature. Those of you who claim to have an adventurous spirit can choose this type of tourism such as mountain climbing and camping.

The second category requires infrastructure and equipment that meet safety and comfort standards. Examples include rafting, tubing, cycling, and water sports.

5. Business Tourism.

Business tourism is intended for business or business affairs. This type of tour is carried out by businessmen or industrialists, in order to see exhibitions. Usually filled with conducting a business feasibility study in the area visited. After your business affairs are done, you can enjoy the entertainment and recreational areas in the nearest location or surroundings.

6. Recreation Tourism

As the name implies, this tour is intended only for recreation, in short, purely for rest. Usually this holiday package is done with family, relatives, or close friends. In the tourism sector, this type of tourism is the most common and massive. This tourist destination is actually not just for fun. Tourists can also participate in sports, cultural, adventure activities.

But back to the name, the main purpose of this tour is for recreation. So, even though several places have facilities for sports, adventure, and historical places. Tourists come only for the sake of relaxation.

E. DIALOGUE

Conversation: What is your dream vacation?

Sergio and Caroline arrive earlier than other students, while waiting the first subject begun, they are discussing their final project in the classroom 30 minutes before English for specific purposes subject begun by Mrs. Kresna.

Sergio : Morning, Caroline.

Caroline : Morning Sergio. How're the things?

Sergio : All is ok. By the way, Caroline. Tryto guess, where will we go next week?

Caroline : Seriously, where you want to go?

Sergio : I and my family are going to Lombok next week. We're going to spend our holiday there.

Caroline : Nice. It sounds pleasant. IfI were you, I must be verypleased? You know Lombok is one of my dream vacations in our country.

Sergio : Why do you want to visit this place?

Caroline : To be honest, going to Lombok just like a dream come true. I heard a lot about this place and in fact, my female cousin also lived there. after watching the beauty ofthis city, I just love this and my curiosity to be going there is on peak now.

Sergio : Yeah, it is nice, but I went there last year with my uncle. What do you know about this place?

Caroline : I have heard Hamparan Padang Savanna on the edge of a cliff: Lingkoq Datu, Penyisok Beach. My female cousin tells me much about it. She also sends me some photographs of Hamparan Padang Savanna on the edge of a cliff: Lingkoq Datu, Penyisok Beach. It is incredible God creature. What about you, Sergio. What place do you want to visit as your dream vacation?

Sergio : Well, I love traveling and always ready for it whenever get free time. According to me, a dream vacation would be a vacation that would thoroughly enjoy and refreshing. I really feel glad to share my dreamplace Cappadocia that I have chosen for vacation. I want to staythere for some days.

Caroline : Why do you want to visit this place?

Sergio : I prefer this place for my dream vacation because of its beauty, its giant blimps, it is known as the most popular hot air balloon tourist spot in the world. Cappadocia

seems to be a tourist icon in Turkey because of its beauty and uniqueness.

Caroline : Wow, that must be amazing. I think living for one week there will be very fantastic. Let me imagine I and my family go on vacation there. I want to go all attractive and famous places there, take photos, take part in the activities offered there.

Sergio : We are same. I want to try the variety of beverages, food items, walk beside the open space and in the morning. I would go explore the area to know about the people, their custom and culture.

Caroline : May our dream vacation will be true, Sergio. Look at that, Mrs. Kresna is coming.

Sergio : Ok, I come back to my chair.

F. RESUME

RESUME

- The tour operator is the one in charge of the actual itinerary planning. He is the one who books tickets, hotels, transportation, destinations and even food. A tour operator is involved in your vacation from planning your trip until you return home, he/she responsible of putting the tour ingredients together, marketing it, making reservations and handling actual operation.
- A travel agent is a person, company, or organization that is also known as a travel agency. An agency is the location where all travel-related goods and services are organized and coordinated for the efficient operation of the travel agency business.
- Travel agency gathers, organizes, and presents to travelers all of a country's tourist attractions, access points, amenities, and supplementary services. That is why a travel agency is referred to as a nation's "image builder."
- A potential travel agency is one that arranges for lodging, entertainment, and other travel-related services from major providers, as well as travel tickets (air, rail, road, and sea), travel documents (passports, visas, and other paperwork required to travel), and travel.
- The main difference between tour operator and travel agent is that the tour operator is the person who is actually in charge of planning the packages/tours whereas the travel agent is the one involved in selling tour packages.
- A tour package is a tour trip that is planned and organized by a travel agent or travel agency at its own risk and responsibility both for the event, the length of time to travel and the places to be visited, accommodation, transportation, and food and drink has been determined by the travel agency in a price that has been determined in amount.

G. EXERCISES AND EVALUATION OF CHAPTER IV

A. Long Response

1. Who is involved in your vacation from planning your trip until you return home? explain it?
2. Who is fully knowledgeable about the tourist product, including travel options, climate, lodging, and other service-related topics, why?
3. Why a travel agency is referred to as a nation's "image builder."?
4. Who might provide travelers with foreign cash and travel insurance?
5. What is the main difference between tour operator and travel agent?
6. Who is planned and organized a tour package? Explain!
7. What can you get when you travel to different historical and cultural places?

B. Observation

Find out the travel agency in your dwelling, do the data collection of five travel agencies such as specific address of the travel agencies, the tour package offered, the service served, trips offered, the totals of tourists who books tour package and trips offered. You work in a group, one group consist of 3 students, the member of group will be informed later.

No.	Travel Agency	Location	Tour Package	The Service	The Trips (Origin – Destination)		
					One way	Round Trip	Multi City
1							
2							
3							
4							
5							

1. In a week, how many Tour Packages how many holiday packages can be sold?
2. How many flights ticket sold in a week (one-way, round trip, or multi city)?

3. How many guests book hotels in a week (Indonesian guest or international guests)?
4. How many guests book train ticket in a week (one-way, round trip)?

H. IMPORTANT TERMINOLOGIES

19. Itinerary
20. Reservation
21. Travel agency
22. Prominent
23. Fostering
24. Amenities
25. Supplementary services
26. Image builder
27. Paperwork
28. Tour packages
29. Lodging
30. Project planning
31. Event planning
32. Telemarketing
33. Production planning
34. Business planning
35. Marketing planning
36. Strategic planning
37. Adventure tourism.
38. Business tourism.

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Travel Update Magazine

CHAPTER V
CONVENTIONAL AND SUSTAINABLE TOURISMS



Image of conventional (mass) tourism, source: <http://mstyslav-chernov.com/>



Desa Pujon Kidul, Malang, <https://mediaedukasi.id/5-desawisata-indonesia-dengan-konsep-sustainable-tourism/>



COURSE LEARNING ACHIEVEMENTS

After learning this chapter, it is expected that the students are able to:

1. Explain the definition of conventional and sustainable tourism
2. Explain the Objective of Sustainable Tourism
3. Clarify the difference between conventional tourism and sustainable tourism
4. Explain components of sustainable tourism in the implementation process
5. Elaborate the benefits of sustainable tourism

The Subject Matters:

1. Conventional Tourism

2. Sustainable Tourism
3. The differences of Conventional and Sustainable Tourisms
4. The Benefits of Sustainable Tourisms

Conventional
tourism

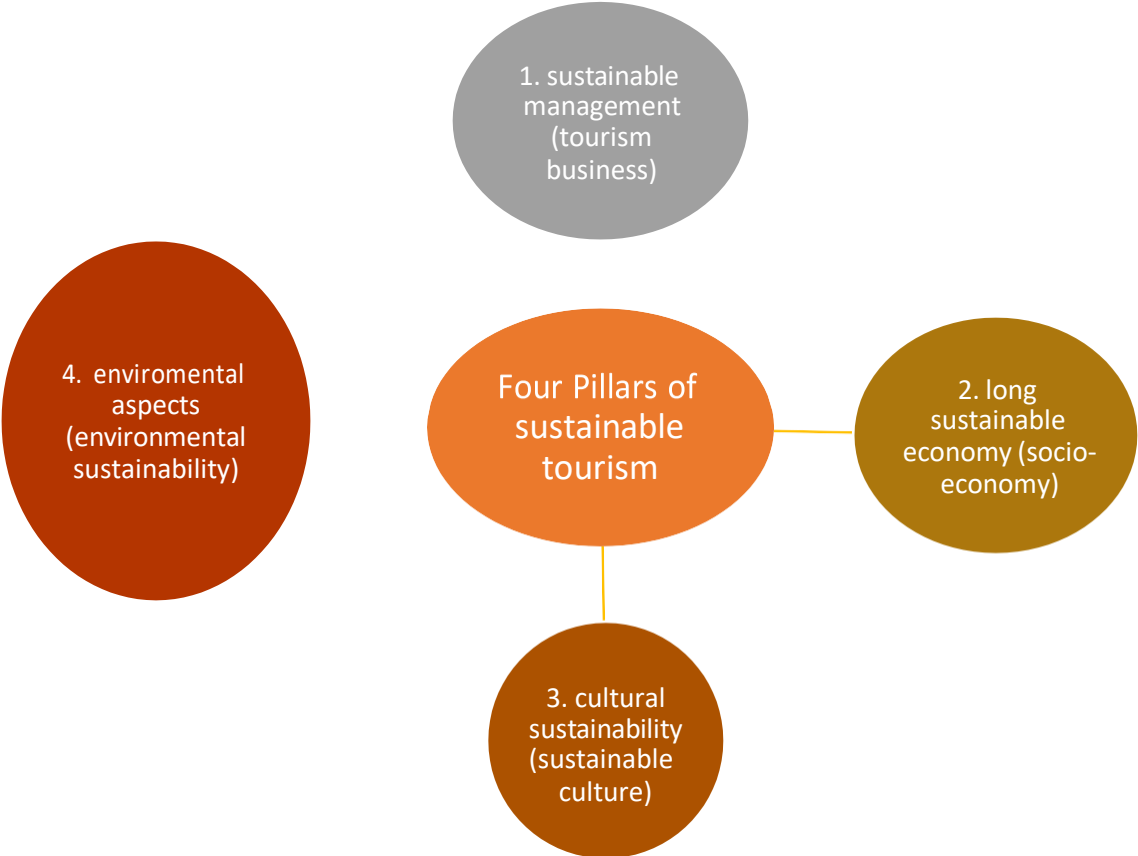
Activities related to travel for general recreation and only for the purpose of enjoying natural beauty or tourism only

The characteristics of conventional tourism are:

1. The tourism activity has a large number (mass tourism).
2. Partly packaged in a tour package unit (package tour).
3. Development of large-scale and luxury tourism facilities and amenities.
4. Requires a place that is considered strategic with a large enough land.

**SUSTAINABLE
TOURISM**

A tourism concept that can have a long-term impact on the environment, social, culture and economy for the present and the future for all local communities and visiting tourists.



A. CONVENTIONAL TOURISM

Types or forms of tourism activities packaged in tour packages previously referred to as modern tourism. However, with the emergence of various forms of alternative tourism, what was once referred to as modern tourism is now referred to as conventional tourism. This tourism does not provide great benefits for the surrounding community and its impact damages the environment quickly.

The characteristics of conventional tourism are:

1. The tourism activity has a large number (mass tourism).
2. Partly packaged in a tour package unit (package tour).
3. Development of large-scale and luxury tourism facilities and amenities.
4. Requires a place that is considered strategic with a large enough land.

B. SUSTAINABLE TOURISM

Sustainable tourism is the development of a tourism concept that can have a long-term impact on the environment, social, culture and economy for the present and the future for all local communities and visiting tourists.

In an effort to develop sustainable tourism, the Ministry of Tourism and Creative Economy has developed four focus pillars namely sustainable management (tourism business), long-term sustainable economy (socio-economy), cultural sustainability (sustainable culture) which must always be developed and maintained, as well as environmental aspects (environmental sustainability).

Sustainable management (tourism business) has concept for managing the tourism sector which is directed at meeting the needs in achieving the welfare and prosperity of the surrounding community in the present and in the future. The management and utilization in this case means responsible management and utilization of the tourism sector. This management is carried out continuously by considering the sustainability of the tourism sector for the long term.

Sustainable economy (socio-economy) refers to ensuring long-term economic viability, providing well-distributed socio-economic benefits for all stakeholders, including stable (permanent) employment. Besides that, it will grow income opportunities or sources of livelihood from tourism, social services for local communities and help reduce poverty.

Cultural sustainability (sustainable culture) intends to respect the cultural authenticity of the local community. At the same time also trying to preserve the original local community heritage forms, whether residential or whatever. Preserving indigenous cultural heritage and traditional values. Maintain tolerance of the local community and also contribute to understanding intercultural tolerance.

Environmental aspects (environmental sustainability) refer to optimizing environmental resources which is a key element in tourism development. Then always maintain the importance of ecological processes and help preserve natural heritage and biodiversity.

Objective of Sustainable Tourism

1. The ultimate goal, to reduce the impact of tourism on local communities and the environment. This means making optimal use of resources to avoid over-consumption, assisting nature conservation and making conscious efforts to respect local traditions and heritage, and contribute to their preservation.
2. The main goal is to make the long-term future of tourism more viable and this is achieved through education and behavior change. In addition, the main objective of sustainable tourism is to provide economic and social benefits to local communities, resulting in more mutually beneficial 'give and take' relationships.

The following are 5 tourist destinations based on sustainable tourism in Indonesia complete with natural beauty presented:

1. Baluran National Park

One form of ecotourism that is developing sustainable tourism in Indonesia is Baluran National Park because Baluran National Park is an environmentally friendly tourist spot that prioritizes nature conservation as a supporter of animal and environmental preservation, as well as the welfare of the local community.

This national park located in Situbondo, East Java is also known as "Little Africa" in Java, because it has a distinctive savanna atmosphere. In addition, according to the Domestic Case Study Scientific Journal, quoted from Katadata, Baluran National Park contains 444 species of plants, 28 species of mammals, and 196 birds, fish and reptiles.

Interestingly, besides the National Park which is interesting to visit, around Baluran there are also various tourist objects that are no less beautiful, such as Bilik Sijile Beach, Mount Baluran, and Savana Bekol.

2. Ujung Kulon National Park

Not only known as a World Heritage Site and home to the Java Rhino, Ujung Kulon National Park is also known as a tourist destination that is developing sustainable tourism in Indonesia.

This is because Ujung Kulon National Park does not only preserve nature and the increasingly rare Java Rhino. However, at the same time empowering the surrounding community to improve economic welfare.

There are many tourist attractions that can be visited in Ujung Kulon National Park. Starting from snorkeling and diving on Peucang Island, enjoying the natural wealth on the Handeuleum Islands, or playing canoeing and canoeing on Pamanggalan Island.

3. Sangeh Monkey Forest

Located in Bali, in the Sangeh Monkey Forest, tourists can see the natural habitat of hundreds of long-tailed monkeys, as well as get to know the natural environment that is included in the protected forest area of Bali.

Sanggeh Monkey Forest has an area of about 10 hectares with cool air, in the Sangeh Forest there are various types of flora that are quite rare such as sandpaper, pule, nutmeg, buni, cempaka kuning, and many more.

Apart from being a "home" for hundreds of long-tailed monkeys, Sangeh Monkey Forest is also a sacred place for the Hindu community in Bali. There are two temples in the middle of a sacred forest, namely Melanting Temple and Bukit Sari Temple.

4. Umbul Ponggok

The concept of sustainable tourism in Umbul Ponggok, Klaten, Central Java is sustainable management or tourism business. Since the beginning, this tourist spot which is located in Ponggok Village has the potential for abundant water sources. This encourages the community to utilize water resources which are usually only used as rice field irrigation to become tourist attractions, in the form of diving exercises, taking selfies in the water, to snorkeling.

Local people who are directly involved in managing Umbul Ponggok are the key to the success of this tourist destination. With the full support of the people who are involved in exploiting its natural potential, Umbul Ponggok is now a tourist destination with high income, reaching IDR 4 billion/year.

C. THE DIFFERENCES OF CONVENTIONAL AND SUSTAINABLE TOURISMS

Conventional tourism typically focuses on mass tourism, where large numbers of visitor's flock to popular tourist destinations, often resulting in overcrowding, environmental degradation, and cultural commodification. In contrast, sustainable tourism, also known as eco-tourism or responsible tourism, aims to minimize the negative impacts of tourism by promoting environmental conservation, cultural preservation, and community empowerment.

One of the main differences between conventional and sustainable tourism lies in their respective approaches to environmental conservation. Conventional tourism often leads to the overexploitation of natural resources, pollution, and habitat destruction. In contrast, sustainable tourism seeks to minimize the environmental footprint of tourism activities by promoting responsible practices such as waste reduction, energy conservation, and wildlife protection (UNWTO, 2019).

Furthermore, conventional tourism can often result in the exploitation of local communities and cultural commodification. This is evident in the construction of large resort complexes, where local communities may be displaced to make way for tourism infrastructure, and in the commercialization of traditional crafts and practices for tourist consumption. Sustainable tourism,

on the other hand, aims to empower local communities by providing economic opportunities, preserving cultural heritage, and promoting authentic and respectful interactions between tourists and locals (Mowforth & Munt, 2008).

Moreover, sustainable tourism places a strong emphasis on the involvement and participation of local communities in the decision-making process, ensuring that they benefit from tourism development and have a say in how their cultural and natural resources are managed. This stands in contrast to conventional tourism, which often prioritizes the interests of large tour operators and hotel chains at the expense of local communities (Hall, 2010).

In conclusion, the differences between conventional and sustainable tourism are evident in their respective approaches to environmental conservation, cultural preservation, and community empowerment. While conventional tourism has been associated with negative impacts on the environment and local communities, sustainable tourism offers a more responsible and ethical alternative that seeks to minimize these issues. It is crucial for travelers, tour operators, and destination management organizations to recognize the importance of sustainable tourism and work towards its widespread adoption in order to ensure the long-term viability and integrity of the tourism industry.

The difference between conventional tourism and sustainable tourism can be seen in the table below:

Table 5.1. The difference between conventional tourism and sustainable tourism

No	Conventional Tourism	Sustainable Tourism
1	Has one target: profit	Planned with 3 goals: profit, environment, community
2	Not planned from the start	Planned from the start involving stakeholders
3	Oriented to tourists	Oriented to local people
4	Control by parties outside the area	Control by local parties
5	Conservation is not a priority	Conservation is a priority

6	Society is not a priority	Appreciation of local culture is a priority
7	Most of the income is taken by investors from outside the area.	The most income is received by the community
8	Focus on entertainment	Focus on educative

Benefits of Sustainable Tourism

1. Employment

Increasing tourist visits to tourist areas has a good effect on opening new jobs for the surrounding community. Tourists who visit directly will need facilities and services from local residents, such as: tour guides, lodging, food houses, drivers, souvenir shops and others. Local residents who have lived in tourist areas for a long time certainly have a lot of knowledge about the natural and cultural conditions in the area.

2. Revenue for the region

Revenue obtained from tourist visits can be managed for conservation activities, protecting sensitive and vital objects and providing education/campaigns about the importance of preserving the environment. This income can be collected through area entrance tickets, the use of additional equipment such as boats, fees for snorkelers and divers, and foreign tourists who are charged more than local tourists. The application of taxes to businesses located in the area such as lodging, restaurants, souvenir shops, and tourist tour managers which are generally managed by individuals with some profits also given to tourist areas.

3. Improvement of environmental education

Improving environmental education for visitors, the first thing that must be addressed is the ability and knowledge of tour guides about conservation. This is important because tour guides are people who interact directly and have a lot of time with visitors. So that with such conditions guides and visitors can interact more deeply. So, when this interaction occurs the guide can insert conservation education to visitors who come for a tour. In order for these tips to work well, a guide must also be equipped with knowledge about conservation, especially conservation in the tourist environment they are guiding.

D. RESUME

- Conventional tourism is activities related to travel for general recreation and only for the purpose of enjoying natural beauty or tourism only
- The characteristics of conventional tourism are:
 1. The tourism activity has a large number (mass tourism).
 2. Partly packaged in a tour package unit (package tour).
 3. Development of large-scale and luxury tourism facilities and amenities.
 4. Requires a place that is considered strategic with a large enough land.
- Sustainable Tourism is a tourism concept that can have a long-term impact on the environment, social, culture and economy for the present and the future for all local communities and visiting tourists.
- Four focus pillars of sustainable tourism are
 1. sustainable management (tourism business),
 2. long-term sustainable economy (socio-economy),
 3. cultural sustainability (sustainable culture)
 4. environmental aspects (environmental sustainability).
- Objective of Sustainable Tourism
 1. to stimulate village economic development by increasing community capacity to manage tourism businesses and increasing income through the introduction of creative and productive activities in the tourism sector.
 2. to help build a prosperous and independent society.
- Benefit of sustainable tourism:
 1. Employment
 2. Revenue for the region
 3. Improvement of environmental education

E. EXERCISES AND EVALUATION OF CHAPTER V

1. Conventional and sustainable tourisms, which tourism intends to maintain environmental sustainability? Explain!
2. Conventional Tourism does not provide great benefits for the surrounding community and its impact damages the environment quickly, why?
3. What is the importance of sustainable management (tourism business)?
4. What is the importance of sustainable economy (socio-economy)?
5. What is the importance of cultural sustainability (sustainable culture)?
6. Why is Ujung Kulon National Park also known as a tourist destination categorized as sustainable tourism in Indonesia?
7. One of the differences between conventional tourism and sustainable tourism is profit target, could you explain the difference of profit target of conventional tourism and sustainable tourism?
8. How is the management of conventional tourism and sustainable tourisms?
9. What is benefit of sustainable tourism in education?
10. From 5 tourist destinations based sustainable tourism in Indonesia. Which sustainable tourism destination preserves fauna the most? Explain, please!

F. IMPORTANT TERMINOLOGIES

Conventional Tourism

Modern Tourism

Alternative Tourism

Sustainable Tourism

Sustainable management

Cultural sustainability (sustainable culture)

Environmental sustainability

Sustainable economy (socio-economy)

Economic viability

Cultural authenticity

Indigenous cultural heritage

Traditional values

Intercultural tolerance

Ecological processes

Natural heritage

Biodiversity

Environmental preservation

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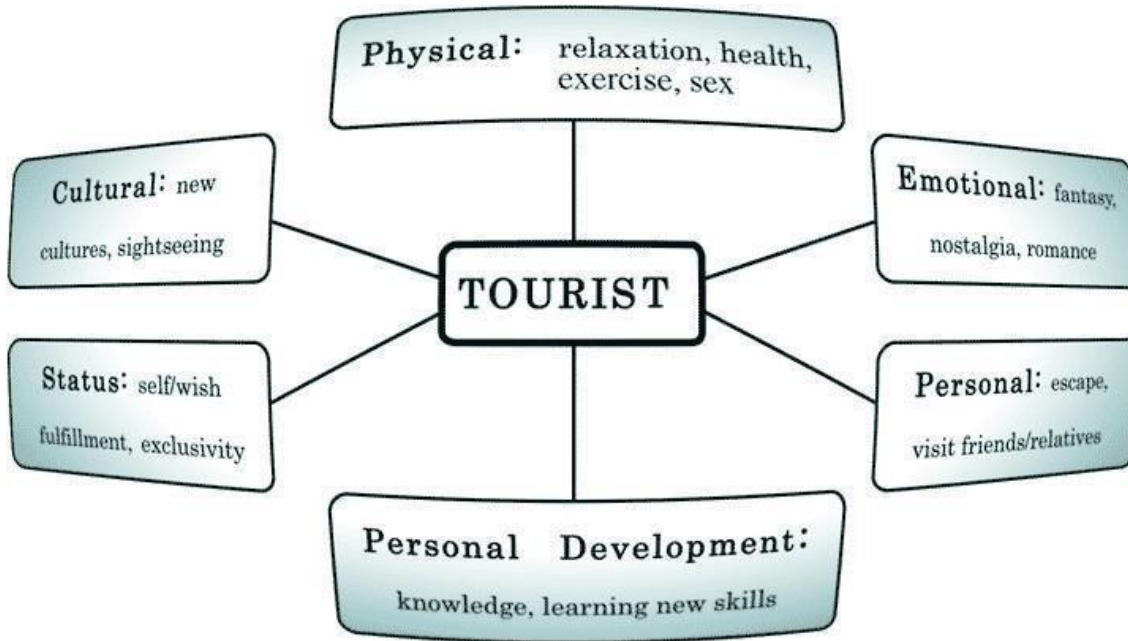
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CHAPTER VI

TOURIST, CHARACTERISTICS AND MOTIVATION OF TOURIST, ADVANTAGES OF HOLIDAY



COURSE LEARNING ACHIEVEMENTS

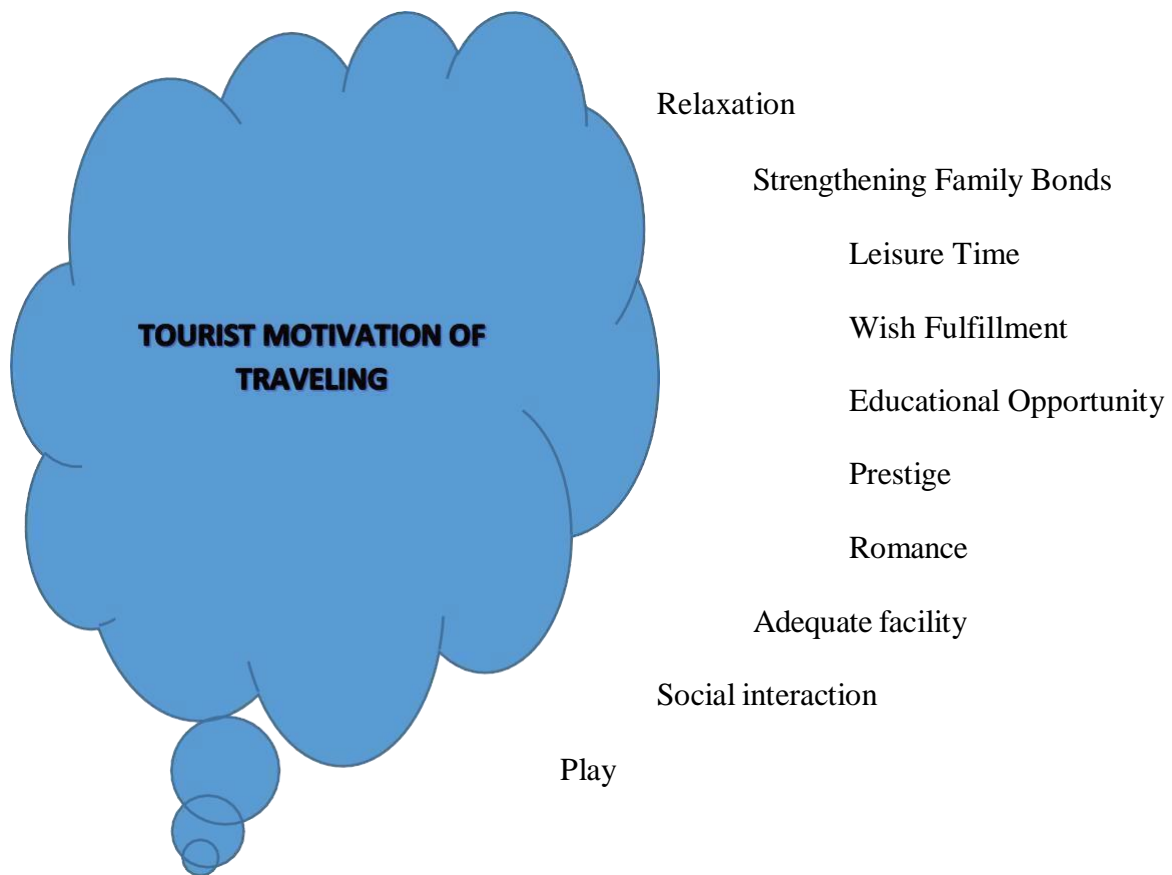
After learning chapter five, it is expected that the students are able to:

1. Explain the definition of tourist
2. Spell out the characteristics of tourist
3. Explain the tourist motivation
4. Explain the advantages of holiday
5. Practice using English in conversation about Holiday Motivation
6. Show curious, critical and creative attitudes

Subject Matters:

1. The definition and characteristics of tourist
2. The tourist motivation

3. Advantages of holiday



A. TOURIST

According to Richardson (2004) tourists are someone or behavior related to visiting out of his or her residence for a period of approximately one night, to get a pleasant experience in the interaction with uniqueness in the places they visit. Next, according to Cooper (2008) tourists are consumers where they are in a situation voluntarily temporarily changing place in relation to place stay them. In addition, Charles (2002) states that tourist is someone who stays in a place for at least one night. Someone called a tourist has 4 aspects (Pitana and Diarta, 2009) from the definition of Leiper (1990), namely:

1. Carryout a trip that is far from their daily location
2. Done at least one night but not done regularly permanent
3. Done when not doing tasks and work or activities everyday but on the grounds of seeking a memorable experience from interaction
4. Place/location is one of the recommended places selected for visited with some of the characteristics of the place chosen for visited.

Medlik and Burkart (1981), divide tourists into four main characteristics, namely:

1. The place which the traveler goes to has a different place from the place where he resides and differs from the place of everyday life; because resident activities that are not similar to tourist activities live and work in tourist destinations.
2. Because the journey is temporary and short term, tourists intend to return home within a certain period of time long either months or days.
3. The purpose of the journey is just travel not because of work to find a living is not to settle in the destination.

According to Smith (1998), tourists can be divided into 5 sections namely:

1. Domestic Tourists are tourists who live in a country, in which case, the location of the tourist destination is in the same country as the tourist's country.
2. Inbound Tourism are people from other countries who visit a tourist location

3. Outbound tourism is a visit by residents of a country to another country
4. Internal tourism, namely a mixture of outbound tourism and domestic tourism
5. Foreign tourists, namely a combination of outbound tourism, tourists who travel outside their country, and domestic tourists. In general, tourists are part of travelers or visitors (Pitana and Diarta (2009)).

B. TOURIST' MOTIVATIONS

Working all day long has become a routine that almost everyone does. Whether we realize it or not, the fact is that most people tend to spend their time doing monotonous activities from week to week even month to month. Many of them ignore the nice little things that can provide a different atmosphere than usual, such as holidays.

The most enjoyable thing that workers look forward to besides payday is holidays. Even though it's only one day a week, holidays are always eagerly awaited. Especially if there is a national holiday next to Sunday, there must be too much happiness. On the other hand, they often get annoyed when a national holiday coincides with Sunday.

Whether we realize it or not, in fact most of us tend to spend our time from week to week just doing activities that are monotonous and ignore the little things that are fun and can give us a different atmosphere than usual, such as going on vacation. There are many things that can be done during the holidays and what is equally important are the many benefits that will be obtained after doing them.

Vacation is a time for a person or group of people to take time off from certain tasks such as work or school for a certain period of time, for the purpose of relaxation, traveling or taking recreational trips or doing hobbies. Holidays are often people do at a time of celebration and certain holidays or weekends. However, holidays are usually carried out depending on the opportunity and intention to take a vacation, holidays can be taken with the closest people, friends or family.

Before deciding to travel or visit a tourist destination, of course a tourist has motivation in thought before realizing it. Tourism motivation is a factor that encourages tourists who come from

within or from outside which influences their decision making to travel. Motivation itself is divided into 2, namely the driving factor and the pull factor. The push factor is a driving factor which is the motivation of a person. While the pull factor is an environmental factor that attracts someone in traveling. So that there are different motivations that tourists have before coming to visit a destination,

Ryan (1991), from his literature review found someone during take a tour as below. The driving factor for someone takes a trip are:

- a. Relaxation. Craving for relaxation/refreshment
- b. Escape. Want to escape from the environment that is felt dullness or boredom from daily work.
- c. Play. Want to enjoy the fun, through a variety of games that is a reemergence of childishness and break away for a moment from various serious matters, namely taste want to enjoy the fun.
- d. Strengthening family bonds. strengthens kinship ties wishes especially in the context of VFR (Visiting Friends and Relations). The familiarity of this kinship relationship also occurs between family members who travel together, because togetherness is very difficult to obtain in an everyday work atmosphere in industrial country.
- e. Prestige. Visiting destinations shows class and lifestyle, showing existence or prestige which is also an encouragement that can increase status or social status. For in many societies, outbound travel is one form 'initiation'.
- f. Social interactions. Can do social relations with visited local people and with friends.
- g. A sense of desire to meet people who can fulfill it sexual needs especially in sex tourism and people which gives a romantic atmosphere called romance
- h. Desire to study other people or other areas, or know other ethnic cultures. This is the dominant driver in tourism, it is called an educational opportunity because it can see something new.
- i. The desire to find oneself (self-discovery), usually self himself can be found when looking for or new people or the new area is called Self-fulfillment.
- j. Wish-fulfillment. This is also very clear in tourist trips religious, as part of a strong desire or encouragement from is the dominant driver in tourism. Learning and knowing other ethnic cultures

something new, studying other people or other areas. Desire to realize long dreamed dreams, to the point of self-sacrifice in a thrifty way to be able to travel. It is too very clear on a religious tour trip, as part of desire knows a strong urge from within.

According to Jackson in Pitana (2005) tourists have motivation namely push and pull/driving factors, the driving factors are: internal inversion, pilgrimage, visiting friends, visiting relatives, tourist attractions, culture, and the natural environment man-made environment, ego enhancement, national promotions, retail advertising, wholesale marketing, special events, religion, health, education, perceived authenticity, and convention/confess and the pull factor that climate location, incentive schemes.

Yoon and Uysal (in Woodside, 2008) mention that there are several push factors (push factors) of tourists visiting a tourist destination area, namely:

1. Rest and Relaxation
2. Prestige
3. Social Interaction
4. The desire to escape
5. Adventure
6. Health and Fitness

Uysal and Hagan (in Zeng, 2015) five factors that can attract tourists to come to tourist destinations, namely:

1. Food
2. Natural and historic attractions
3. Recreational facilities
4. People
5. Marketing a destination image

McIntosh (2002) suggests four tourist motivations takes a tour, as follows:

1. Physiological Motivation. This can be done such participate in sports activities, relaxing, and so on, comfort, relaxation, health.
2. Cultural Motivation. This describes a desire to know the culture, customs, traditions, and arts of other regions. Including also interest in various cultural heritage objects (monuments historic).
3. Social Motivation (Interpersonal Motivation). Social nature, do things that are considered to bring prestige (value of prestige), making pilgrimages, escaping from situations boring activities, such as visiting friends and family, meet partners.
4. Fantasy Motivation. The existence of fantasy that in other areas outside of the area one lives in would be able to escape from boring daily routine.

According to Pitana and Gayatri (2005) one's travel motivation influenced by two factors, namely the internal factors of tourists themselves (intrinsic motivation and external factors (extrinsic motivation). Motivation intrinsic is formed from the human itself, in accordance with the theory of hierarchy Maslow's needs, namely:

1. Basic needs, physiological needs the needs of human life such as food, shelter, clothing, and other basic needs
2. Security needs such as loss of job, loss of rights property, accident of necessity regardless of danger or concern.
3. Social needs, namely the need to interact with each other
4. The need for status, self-esteem, prestige, where people feel need to get recognition from others is called a need prestige or the need for esteem.
5. The need for self-actualization or what is called self-actualization needs show different and more potential better than the others. Family influences or pressures, and work situations, are internalized, and then develop into psychological needs. Extrinsic needs are formed influenced by external factors, such as social norms. With the driving factor someone becomes wanted made a tourist trip.

According to Yoeti (1996) People's motivation or tourists' motivation take a trip as follows:

1. Because of culture and education. i.e., Desire to see how the people of the countries he visited were like (the way of life), the progress made by the places visited, the gains new thoughts, the result of new searches, follow within event, want to witness historical places, events.
2. Due to relaxation, excitement and adventure. This case is done for avoiding from routine obligations and from busyness. Seeing new areas get the experience, get the excitement, get the atmosphere romantic
3. Reasons for health, sports, recreation for the purpose of resting refreshing, training yourself and participating in competitions, curing illnesses, do recreation with the excuse of a vacation.
4. Family reasons, country of origin, place of residence. With the intention of visiting relatives, meeting with friends and family
5. Business, social, political, and conference reasons. Take part in meetings politics, social activities
6. Reasons for prize competition. The goal is that concerned also able to travel long distances, to show to others, in order to say people are not outdated, to realize gifts are given and told to others at the time certain.

From the explanation above that have been put forward by the theories, so it can be concluded that tourist motivation to take a tour is someone's encouragement to travel tourism, which is influenced by some encouragement in doing something travel namely physical motivation, cultural motivation, social and fantasy.

C. BENEFITS OF HOLIDAY

Holidays are beneficial for the physical and mental health of all people, especially for workers. Because people who are constantly working their brain function will decrease. Even according to research working continuously can cause stress, depression to mental illness. So, here are some advantages of holiday.

- Sensitivity Training

When someone is too busy working, as if he does not feel no matter how good the food is. Maybe someone used to love eating delicious curry or steak, but because of the many jobs she/he need to get done quickly, food doesn't taste as good as it used to.

➤ Improving bedtime for better sleep quality

How many hours do you sleep in a day? If you are the type of person who sleeps little due to piles of work to be done, then you really need a vacation. Holidays free you from the pressures of work, bring you a calm and relaxed atmosphere, and increase feelings of pleasure. These things will have an impact on sleeping more soundly, the quality of sleep will also be better.

A much lower stress level than work also allows you to sleep better while on vacation. Maybe every day you have to go through traffic jams, long boring meetings, annoying neighbors, customers who are super grumpy, or arrogant bosses who make you experience stress. Find a comfortable place to listen to music and start relaxing.

➤ Relieves anxiety

In addition to reducing stress, vacations and recreation can also benefit mental health by reducing anxiety. Anxiety also should not be excessive because it can make a person's life so uneasy. Someone will become more relaxed and you will feel calmer.

➤ Increase productivity

During the holidays, you can spend time doing various activities that you like, maybe go to the beach to enjoy the view and bask in the morning sun, go up to the mountains to relax or visit historical sites that can increase knowledge. All of these activities make your brain forget for a moment the work or other tiring tasks. The brain that was originally tangled, can return clear. Excitement will also increase. The combination of the two, can make you more excited to return to work after returning from vacation.

➤ Meet new people.

Going on vacation to a new place allows us to meet new people. We can get to know each other and share experiences. For example, when we are on vacation at the beach, we meet hawkers offering souvenirs. Then we are involved in the conversation. Of course, we get new knowledge

and increase knowledge.

➤ Strengthen the Bonds of Family and Friends (Quality Time with Friends or Family)

Working all week would of course limit interactions with family and friends. You can fix all of this by going on vacation with them. Plan and find the right time to spend together, this will really help to maintain good relations and intimacy with loved ones.

➤ Widening knowledge

Visiting new places and meeting lots of new people outside of the everyday environment will of course provide a lot of new knowledge and insights as well. Discovering lots of new and fun things during the holidays, this will give room to refresh your mind that has been busy all week with work matters.

➤ Happier Life

Various studies reveal the positive impact of vacation activities, one of which is the journal Psychosomatic Medicine in 2009 which says that holidays and other relaxing activities lead to a more positive outlook and reduce the risk of depression. This is of course very reasonable, considering the many positive benefits one gets from vacationing. According to a study published in 2009 in the journal Psychosomatic Medicine, vacations and other relaxing activities lead to a more positive outlook and reduce the risk of depression

➤ Adding Insights

Vacation is fun, vacation can refresh the mind. However, vacationing can also broaden your horizons. Visiting a new place has a great potential that you will meet new people too. There you can find out new things, things that you couldn't learn if you just shut yourself up at home during your time off.

➤ Make you stay young

Day by day, we are getting older. So, what should be done to look younger? Holidays are the answer. According to research from The Global Commission on Aging and Transamerica Center in the United States, vacations can keep you young. Holidays relieve stress and increase feelings of happiness, thereby delaying skin problems and preventing premature aging.

➤ Evaluation Event

Holidays can be used as days to fix deficiencies and increase success. From the previous few days, in which the work was carried out successfully, it's time to evaluate the results. It is hoped that in the future we can work better and get greater results.

➤ Enjoy free time with yourself

Work that is full of pressure and constraints sometimes seems to make us long for the freedom to do whatever we like, right? That's why holidays are important. Because that's when we can pamper ourselves whether it's by going to the salon, sleeping all day, reading books, traveling, playing games as much as we want, or going on a date.

➤ Enjoy life and grow new enthusiasm.

For example, buying something with the aim of enjoying the fruits of one's own hard work, meeting parents, sharing with others, or something else. By making yourself happy, you will find new enthusiasm and feel more challenged to live your day ahead. If you have a lot of money, there's nothing wrong with enjoying a vacation by traveling the world. However, if there are still many needs that must be prioritized, there are also many ways to enjoy a vacation without making you lose money.

➤ Maintain a healthy body

Going on vacation makes you do activities that you don't do every day. Vacationing requires you to move more, because you need to walk just to see the existing tourist attractions. It's different from holidays that involve nature activities, holidays like that make your body fitter because you breathe fresh air and do lots of physical activities. Vacation is your time to move, especially for those of you who have a routine of working in an office. Sitting 9 hours a day causes your body to slowly weaken.

➤ Replenish Energy

Holidays are far from monotonous and boring. Vacations make you interested in life because they make you see new things. There are many other aspects of life besides work. Vacations will make your body's energy recharged because you see the other side of life, life that is not chased by

deadlines and piles of work.

D. DIALOGUE: Motivation for Going on Holiday and The Advantages of Going on Holiday

Cindy : Next week, it will be duty off and we will come back to campus on September. It must be boring if we just stay at home. Do you have a plan to go to some place?

Andrew : I and my parents are going to my grandparents' hometown in Balige. My parents said that we are going there for a month.

Cindy : It sounds interesting. Actually, why are you on vacation for up to 1 month there?

Andrew : Many things will be done there by my parents, one of is my uncle and my aunt is going to throw a party.

Cindy : What about you, what is your reasons for going on vacation?

Andrew : For me, the reason of going on vacation is quality time with my family. Our togetherness is the right way to maintain our relationship. What about you?

Cindy : Maintain a healthy body is the reason of going on vacation for me. Holidays involve nature activities and make my body fitter because I breathe fresh air in the beach or in a village and do lots of physical activities.

Andrew : So, what is benefit of going on vacation for you?

Cindy : Widening knowledge as visiting new place and meeting lots of new people will provide a lot of new knowledge and insights as well. What about you?

Andrew : For happier life. Holidays lead to a more positive outlook and reduce the risk of depression, you must be happier in enjoying your days during holidays.

Cindy : it's so true, Sergio. Well, I am going to meet Prof. Effendy right now. So, see you later.

Andrew : Alright, Cindy. See you too. I wish you a successful meeting with Prof. Effendy.

Cindy : Thank you.

E. RESUME

- Tourists are someone or behavior related to visiting out of his or her residence for a period of approximately one night, to get a pleasant experience in the interaction with uniqueness in the places they visit
- Medlik and Burkart (1981) divide four main characteristics of a tourist namely the tourist destination must be different with the residence of the tourist, the journey is temporary and short term, the purpose of the journey is just travel not because of work to find a living is not to settle in the destination.
- Smith (1998) divides tourists into 5 sections namely Domestic Tourists, Inbound Tourism, Outbound tourism is a visit by residents of a country to another country, Internal tourism, foreign tourists
- Tourism motivation is a factor that encourages tourists who come from within or from outside which influences their decision making to travel. Motivation itself is divided into 2, namely the driving factor and the pull factor
- Ryan (1991) mentioned that the driving factor for someone takes a trip are relaxation, escape, play, prestige, social interactions, a sense of desire to meet people who can fulfill it sexual needs, desire to study other people or other areas, desire to find oneself (self-discovery), wish-fulfillment.
- Jackson in Pitana (2005) states that tourists have motivation namely push and pull/driving factors, the driving factors are: internal inversion, pilgrimage, visiting friends, visiting relatives, tourist attractions, culture, and the natural environment man-made environment, ego enhancement, national promotions, retail advertising, wholesale marketing, special events, religion, health, education, perceived authenticity, and convention/confess and the pull factor that climate location, incentive schemes.
- Yoon and Uysal (in Woodside, 2008) mention that there are several push factors (push factors) of tourists visiting a tourist destination area, namely Rest and Relaxation, Prestige, Social Interaction, the desire to escape, Adventure, Health and Fitness
- Uysal and Hagan (in Zeng, 2015) five factors that can attract tourists to come to tourist destinations, namely Food, Natural and historic attractions, Recreational facilities, People, Marketing a destination image

- McIntosh (2002) suggests four tourist motivations takes a tour, as follows Physiological Motivation, Cultural Motivation, Social Motivation (Interpersonal Motivation), Fantasy Motivation.
- According to Pitana and Gayatri (2005) one's travel motivation influenced by internal factors oftourists themselves (intrinsic motivation) and external factors (extrinsic motivation).
- According to Yoeti (1996) tourists' motivation take a trip as follows:
 1. culture and education
 2. relaxation, excitement and adventure.
 3. Reasons for health, sports, recreation for the purpose of resting refreshing, training yourself and participating in competitions, curing illnesses, do recreation with the excuse of a vacation.
 4. Family reasons, country of origin, place of residence.
 5. Business, social, political, and conference reasons.
 6. Reasons for prize competition.
- From the explanation above that have been put forward by the theories, so it can be concluded that tourist motivation to take a tour is someone's encouragement to travel tourism, which is influenced by some encouragement in doing something travel namely physical motivation, cultural motivation, social and fantasy.
- Holidays are beneficial for the physical and mental health of all people, especially for workers some advantages of holiday such as sensitivity training, improving bedtime for better sleep quality, relieves anxiety, increase productivity, meet new people, strengthen the Bonds of Family and Friends (Quality Time with Friends or Family), widening knowledge, happier life, adding insights, make you stay young, evaluation event, enjoy free time with yourself, enjoy life and grow new enthusiasm, maintain a healthy body, replenish energy

F. EXERCISES AND EVALUATION OF CHAPTER VI

1. Why is taking a tour said as one of way to show prestige?
2. How can taking a tour Strengthening family bonds? Explain!

3. According to Jackson in Pitana (2005) tourists have motivation namely push and pull/driving factors, could you explain it!
4. What does it mean by “taking a tour is basic needs”?
5. Why is taking a tour very important?
6. How can take a tour improve bedtime for better sleep quality?
7. How does take a tour increase productivity?
8. Taking a tour can be evaluation event, how can it be?
9. According to McIntosh (2002) there are four tourist motivations takes a tour, such as Physiological Motivation, Cultural Motivation, Social Motivation (Interpersonal Motivation) and Fantasy Motivation. If someone goes to Mekkah to worship, what motivation does she/he have and why?
10. Someone goes on tour to Balige - Toba with intention to do research about the history of Sonak Malela. What motivation does she/he have and why?
11. Foreign tourists, namely a combination of outbound tourism, tourists who travel outside their country, and domestic tourists. Give the real example for foreign tourist!
12. The categories of tourist according to Smith (1998) are Domestic Tourists, Inbound Tourism, Outbound tourism, Internal tourism, foreign tourists. Have you ever been one of these categories, explain it!
13. From the whole categories of tourist according to Smith (1998), which categories is most profitable for the country? Explain it!

G. IMPORTANT TERMINOLOGIES

- Domestic Tourists
- Inbound Tourism
- Outbound tourism
- Internal tourism
- Foreign tourists
- Relaxation/refreshment
- Strengthening family bonds
- Strengthens kinship

- Prestige
- Wish-fulfillment
- Internal inversion
- Pilgrimage
- Ego enhancement
- National promotion
- Retail advertising
- Wholesale marketing
- Perceived authenticity
- Incentive schemes
- Physiological Motivation
- Cultural Motivation
- Social Motivation
- Interpersonal Motivation
- Fantasy Motivation
- Self-actualization
- Sensitivity Training
- Relieves anxiety
- Strengthen the Bonds of Family and Friends (Quality Time with Friends or Family)
- Adding Insights
- Evaluation Event
- Replenish Energy

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CHAPTER VII

TOURISM TRANSPORTATIONS



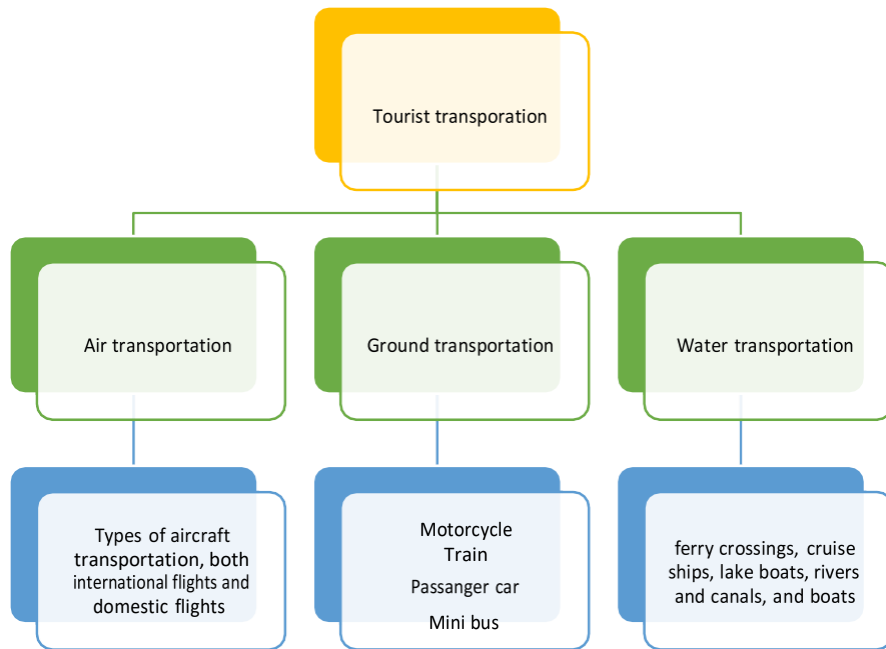
COURSE LEARNING ACHIEVEMENTS

After learning chapter five, it is expected that the students are able to:

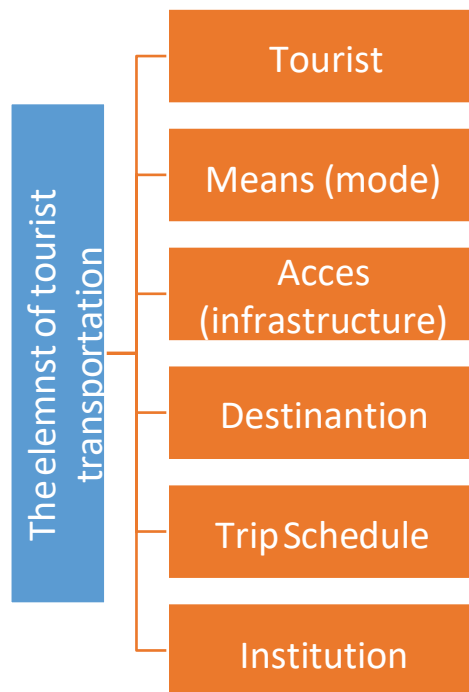
1. Explain the development of transportation facilities and infrastructure
2. Spell out the tourism transportation

Subject Matters:

1. Tourism Transportation
2. The Elements of Transportation
3. The Roles of Transportation in Tourism Industry
4. Transportation Modes Most Used in Tourism Industry



The Elements of Tourist Transportation



A. TOURISM TRANSPORTATION

Tourism transportations play a crucial role in facilitating the movement of travelers and enhancing the overall tourism experience. Various modes of transportation are employed to connect tourists to their destinations, ranging from local attractions to international travel.

The government has launched an initiative to create a framework for expediting strategic projects aimed at boosting economic growth through improved regional connectivity and infrastructure development in Indonesia. One of the National Strategic Projects identified under Presidential Regulation No. 3 of 2016 focuses on accelerating transportation, electricity, and clean water infrastructure within 10 designated National Strategic Tourism Areas (KSPN). These areas include Lake Toba, Thousand Islands, Tanjung Lesung, Bromo Tengger Semeru, Labuan Bajo, Lombok, Morotai, Borobudur, Wakatobi, and Tanjung Kelayang.

Recognizing the pivotal role of the tourism sector in the national economy, efforts are being made to sustain its growth and development. The transportation sector plays a crucial role in supporting tourism by facilitating the movement of tourists from their places of origin to the tourist attractions and back. Consequently, the government places significant emphasis on the development of transportation facilities and infrastructure tailored to the unique characteristics of each region. A study has been conducted to explore the concept of minimum service standard integration for transportation in tourism areas, serving as a guiding framework for the development of these regions.

B. THE ROLES OF TRANSPORTATION IN TOURISM INDUSTRY

Facilitating the connection between tourists and attractions is a crucial aspect of accelerating tourism development, and transportation plays a pivotal role in this endeavor. Proper transportation is a key factor influencing the development of the tourism sector, serving as a strategy to make tourist areas globally competitive destinations. This involves enhancing accessibility by land, sea, and air, accompanied by the provision of supportive facilities. Improved accessibility rates indirectly contribute to heightened interest from both local and international tourists, making specific tour areas more attractive.

In the context of tourism, transportation serves as both a means to reach tourist destinations and a mode of movement within these destinations. Generally, transportation refers to the conveyance of people or goods from one place to another, utilizing vehicles powered by humans or machines. Its primary purpose is to facilitate daily activities for individuals.

Considering the definition of tourism as the temporary movement of people from one place to another, the significance of the transportation industry becomes evident. Given that tourism involves the mobility of individuals, transportation plays a crucial role. Over time, the function of transportation has evolved beyond mere mobilization; it is now regarded as an integral part of the tourism experience, providing both practicality and leisure.

Tourists can utilize various modes of transportation, including air transport, land transport, and water transport, to enhance their travel experiences:

1. **Air Transport:** Ideal for those seeking convenience and speed, air transportation covers long distances efficiently. This includes international and domestic flights, which can be scheduled or chartered.
2. **Land Transport:** Ground transportation, such as private or rented cars, buses, taxis, and trains, offers flexibility by providing door-to-door services. It is adaptable to various terrains and can reach remote areas, serving as a means of transportation, recreation, and accommodation.
3. **Water Transport:** Water transportation, comprising ferry crossings, cruise ships, lake boats, and river/canal vessels, provides unique experiences. It is particularly effective in reaching small islands and utilizing natural water resources. Water transport accommodates various vessels, from small boats to large cruise ships, both for international and domestic travel.

Understanding the diverse transportation options available enhances the overall tourism experience, meeting the varied needs and preferences of tourists.

C. THE ELEMENTS OF TOURIST TRANSPORTATION

The key components of tourist transportation encompass the tourist, transportation mode, infrastructure (access), destination, trip schedule, and institutions. These elements serve as crucial factors for analysis, guiding decisions related to transportation mode, infrastructure development, and specific tourism activities. Evaluating the significance of each element contributes theoretical insights for the planning and management of tourism services.

In a tourist city, transportation plays an integral role, and the city's identity is closely tied to its modes of transportation. Transportation, in this context, is the systematic effort to move or transfer objects from one location to another. The term "business" implies a process involving movement, transportation, and diversion, necessitating supportive tools to ensure seamless transfers within specified timeframes. Land, sea, and air transportation constitute the three main categories. Tourist transportation specifically refers to transportation within a city designed to cater to the needs of tourists, facilitating their exploration of the city using available transportation options.

Various transportation modes are available, encompassing public transportation, app-based ride-sharing services, and transportation services specifically tailored for tourists. The ensuing information provides details regarding these diverse modes of transportation.

D. FORMS OF TOURISM TRANSPORTATIONS

Here are some common forms of tourism transportation:

1. Air Travel:

- **Commercial Airlines:** International and domestic flights connect major cities and tourist destinations. Air travel is often the fastest way for tourists to reach distant locations.
- **Charter Flights:** Some tourist destinations may offer charter flights, catering to specific tourist groups or remote locations.

2. Land Transportation:

- Cars and Taxis: Rental cars and taxis provide flexibility for tourists to explore destinations at their own pace.
- Buses: Public buses, tour buses, and shuttle services transport tourists within and between cities, offering an affordable option for group travel.
- Trains: In some regions, trains provide a scenic and comfortable mode of transportation between cities and tourist spots.

3. Transportation:

- Ferries: Especially in archipelagic regions like Indonesia, ferries are crucial for connecting islands and transporting tourists.
- Cruise Ships: Cruises offer a unique travel experience, often visiting multiple destinations during a single journey.

4. Active Transportation:

- Bicycles: In areas with bike-friendly infrastructure, bicycles are a sustainable and healthy means of exploring tourist destinations.
- Walking Tours: Guided walking tours allow tourists to explore attractions on foot, providing a more intimate experience.

5. Emerging Trends:

- Ride-Sharing Services: Apps that connect tourists with local drivers have become popular for short-distance travel.
- Electric and Eco-Friendly Transportation: Some destinations are adopting electric or eco-friendly vehicles to reduce environmental impact.

6. Infrastructure and Connectivity:

- Airports and Ports: Well-developed airports and ports are critical for efficient travel and can enhance a destination's appeal.
- Road Networks: Quality Road infrastructure ensures smooth land transportation, making it easier for tourists to reach various attractions.

7. Tourist Packages and Transfers:

- Tour Packages: Many tour operators provide transportation as part of comprehensive travel packages, streamlining the logistics for tourists.

- **Airport Transfers:** Hotels and tour companies often offer airport transfer services to ensure smooth arrivals and departures.

Efficient and well-managed tourism transportation contributes to a positive tourist experience and helps in the sustainable development of tourist destinations. It also plays a role in shaping the overall perception of a location's accessibility and attractiveness for travelers.

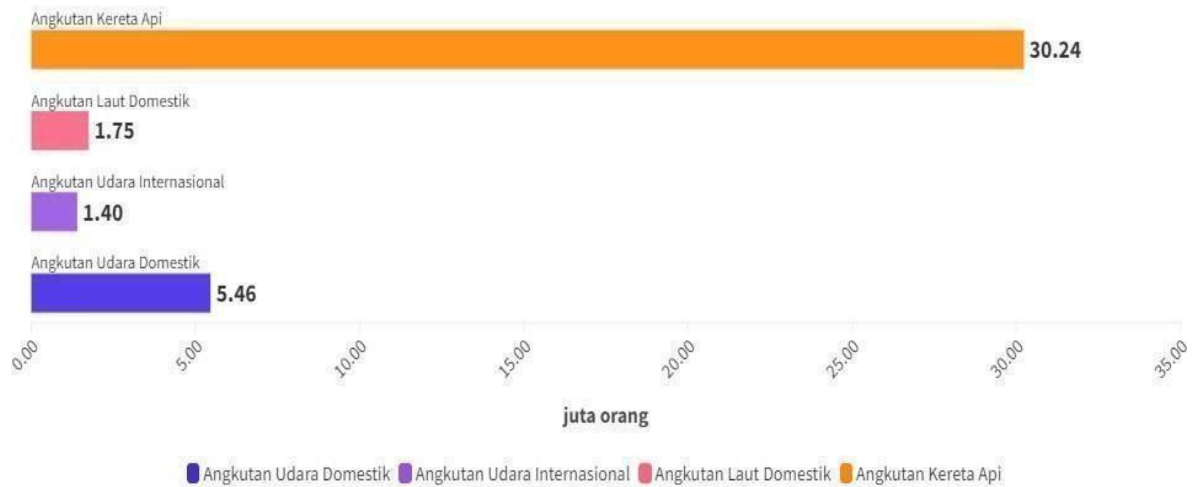
E. TRANSPORTATION MODES MOST USED BY LOCAL TOURISTS

In June 2023, the number of foreign tourist arrivals reached 1.06 million, indicating an 11.44 percent increase from the preceding month. The cumulative foreign tourist visits from January to June totaled 5,189,433. Concurrently, domestic tourist visits amounted to 433.57 million.

Approximately 74.33 percent of total tourist trips in the first half of 2023 were directed towards Java. According to survey results from the Central Statistics Agency (BPS), all modes of transportation witnessed an increase in passengers in June 2023 compared to the previous year. Notably, international air transport exhibited the highest surge, registering a percentage increase of 139.86.

Contrasting with the prior month, only International Air Transportation and Domestic Sea Transportation experienced a rise in passenger numbers. Conversely, domestic air transportation and rail transportation observed a decrease by 4.15 percent and 0.97 percent, respectively.

Keberangkatan Penumpang Menurut Moda Transportasi Juni 2023



Source: BPS

As of June 2023, the Central Statistics Agency (BPS) reported that the most utilized mode of transportation by tourists was trains, accommodating 30.24 million passengers. However, this represented a 0.97 percent decline from the previous month's figure of 30.53 million passengers.

Securing the second position was Domestic Air Transport, catering to a total of 5.46 million passengers in June 2023. This reflected a 4.15 percent decrease from the 5.70 million passengers recorded in the preceding month.

In the third position, Domestic Sea Transportation served 1.75 million passengers in June 2023, marking a 1.71 percent increase compared to the 1.72 million passengers in May 2023.

For International Air Transport, the passenger count in June reached 1.40 million, indicating a notable 10.66 percent increase from the preceding month's figure of 1.26 million passengers.

Furthermore, BPS observed that the transportation of goods via Domestic Sea Transportation amounted to 30.03 million tons in June 2023, reflecting a 2.40 percent increase from the 29.32 million tons recorded in May 2023. Similarly, the transportation of goods by rail

transport reached 5.73 million tons in June 2023, indicating a 7.40 percent increase from the 5.34 million tons reported in May 2023.

F. TRANSPORTATION MODES MOST USED BY INTERNATIONAL TOURISTS

When tourists visit a new country or city, one of the most important aspects of their trip is how they will get around. The mode of transportation they choose can greatly impact their overall travel experience. With advancements in technology and globalization, international tourists have a wide range of transportation options to choose from. This essay will explore the most commonly used transportation modes by international tourists and the factors that influence their choices.

One of the most popular transportation modes used by international tourists is air travel. According to the World Tourism Organization, air travel accounts for the majority of international tourist arrivals, with a market share of 57% in 2019 (UNWTO). This mode of transportation offers speed, convenience, and accessibility to distant destinations, making it an attractive option for travelers. With the presence of numerous international airports and airlines, tourists have access to a wide network of flight routes, allowing them to reach their desired destinations with ease.

Another common transportation mode used by international tourists is the train. Many tourists opt for train travel when they want to experience the scenic beauty of a country or explore multiple destinations within the same trip. The availability of high-speed trains in some countries also makes train travel an efficient and environmentally friendly option. For example, in Europe, the extensive rail network and the convenience of Eurail passes make train travel a popular choice for international tourists.

Moreover, international tourists often utilize public transportation such as buses, trams, and subways to navigate within cities and regions. Public transportation provides a cost-effective and local experience for tourists, allowing them to immerse themselves in the culture and lifestyle of the destination. Additionally, the use of ride-sharing services and taxi apps has become increasingly popular among international tourists, offering them flexibility and convenience when moving around in unfamiliar places.

The factors influencing international tourists' choice of transportation modes are diverse. Firstly, the distance and accessibility of the destination play a crucial role. For long-haul journeys, air travel is often the preferred option, while for shorter distances, tourists may opt for trains, buses, or other forms of local transportation. Secondly, the cost and affordability of transportation modes influence tourists' decisions. Travelers often consider the overall travel budget and the value they receive from different modes of transportation. Additionally, tourists may take into account the environmental impact of their travel choices, leading them to opt for eco-friendly transportation modes whenever possible.

In conclusion, international tourists have a variety of transportation modes to choose from when traveling to a new destination. Air travel, train travel, public transportation, and ride-sharing services are among the most commonly used options. The choice of transportation mode is influenced by factors such as distance, accessibility, cost, and environmental impact. Understanding these preferences and considerations is essential for tourism authorities and transportation providers to cater to the needs and expectations of international tourists.

G. RESUME

Tourism transportations play a crucial role in facilitating the movement of travelers and enhancing the overall tourism experience. Various modes of transportation are employed to connect tourists to their destinations, ranging from local attractions to international travel.

The roles of transportation in tourism industry is to facilitate the connection between tourists and attractions is a crucial aspect of accelerating tourism development, and transportation plays a pivotal role in this endeavor. Proper transportation is a key factor influencing the development of the tourism sector, serving as a strategy to make tourist areas globally competitive destinations

The key components of tourist transportation encompass the tourist, transportation mode, infrastructure (access), destination, trip schedule, and institutions. These elements serve as crucial factors for analysis, guiding decisions related to transportation mode, infrastructure development, and specific tourism activities

Efficient and well-managed tourism transportation contributes to a positive tourist experience and helps in the sustainable development of tourist destinations. It also plays a role in shaping the overall perception of a location's accessibility and attractiveness for travelers.

H. EXERCISES AND EVALUATION OF CHAPTER VII

1. What for the government initiated the preparation of a mechanism to accelerate National Strategic Projects?
2. Describe one of the National Strategic Projects in accordance with Presidential Regulation No. 3 of 2016?
3. Mention 10 national strategic tourism areas (KSPN) which undergo the acceleration of transportation, electricity and clean water infrastructure?
4. Why must the tourism sector in the country's economy be accompanied by effort?
5. Why does transportation have an important role in tourism?
6. What does it mean by transportation?
7. What are included into Highway Infrastructure?
8. What are included into Minimum Service Standards for toll roads includes toll road conditions?
9. which are included in the railway infrastructure network?
10. What are included into Regulatory Network Integration Standards (regulatory networks)?
11. What for Communications Networks Integration Standards is provided?
12. What are included into Additional Service Network Integration?
13. What are included into the standard network of skills for transportation services in tourism areas?
14. What are included to Water transportation?
15. Mention some types of aircraft transportation?

I. IMPORTANT TERMINOLOGIES

Modes of transportation

International travel.

Tourism attraction

Pivotal role

Proper transportation

Tourism sector

Competitive destinations

Infrastructure (access)

Destination

Trip schedule

Institutions

crucial factors

Infrastructure development

Specific tourism activities

Efficient and well-managed

Positive tourist experience

Sustainable development

Tourist destinations

Accessibility

Attractiveness

Active transportation

Emerging trends

Connectivity

Tourist packages and transfers

International travel

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CHAPTER VIII

ACCOMMODATIONS OF TOURISM



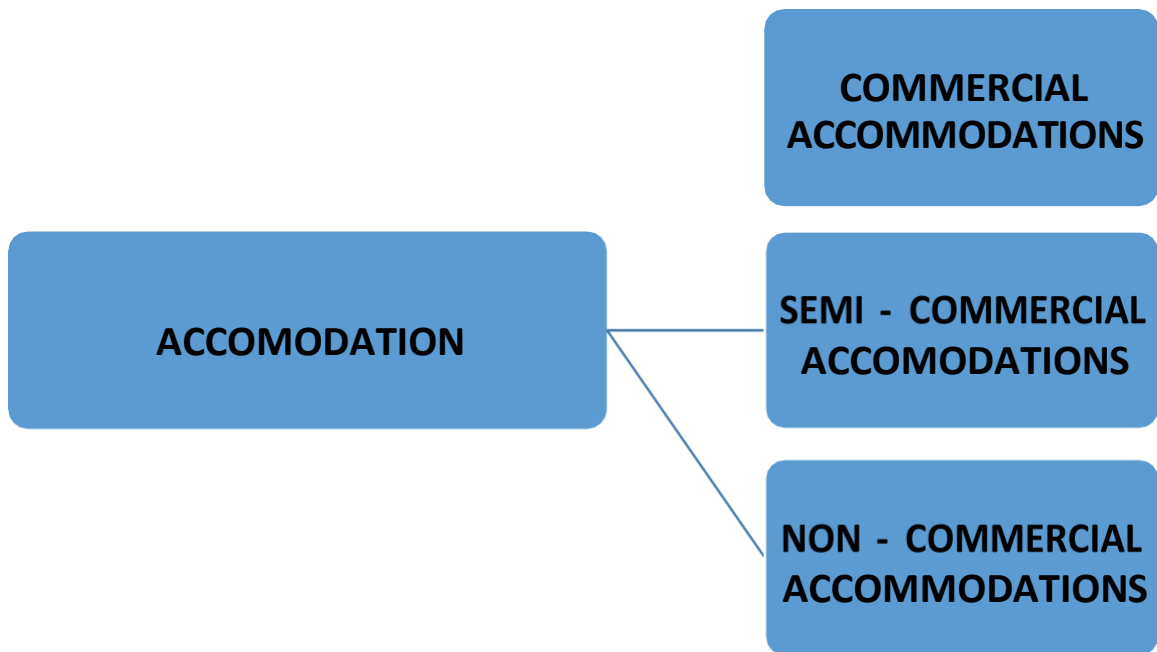
COURSE LEARNING ACHIEVEMENTS

After learning chapter VIII, it is expected that the students are able to:

1. Understand the Definition and Types of Accommodation
2. Explain the Definition and Types of Accommodation

Subject Matters:

1. Accommodation
2. Types of Accommodation



A. ACCOMODATION

Accommodation refers to a dedicated building or part of a building where individuals can stay, dine, and access services and amenities in exchange for payment. The concept of accommodation extends beyond tourism and can be understood in social science as an agreement between two groups with differing opinions or the process of reaching a mutual agreement.

Accommodation facilities play a crucial role in every tourist activity, particularly for stays exceeding one day. Typically, accommodations offer lodging services complemented by food, beverages, and various other amenities in diverse forms.

In broader terms, accommodation is often regarded as a designated budget for temporary residence or overnight stays. It serves as a provision to fulfill needs, such as a temporary residence for travelers. Careful consideration of accommodation is essential when planning any trip, whether for leisure, business, or other purposes.

Accommodations are classified and categorized, and guests, such as hotel visitors, use these assessments to gauge the quality of service and the comprehensiveness of provided facilities. Higher accommodation ratings generally indicate superior service quality and more extensive amenities, correlating with elevated pricing.

Accommodation takes various forms, including motels, motor hotels, youth cottages, villas, bungalows, tourist cottages, guest houses, dormitories, inns, marinas, cruise ships, caravans, boat hotels, flats, apartments, condominiums, and numerous other options.

B. TYPES OF ACCOMMODATION

As a matter of fact, accommodation consists of three types, commercial accommodation, semi commercial accommodation, and non-commercial accommodation.

1. Commercial Accommodation

A hotel is a commercially managed form of accommodation accessible to all, offering services such as lodging, dining, and beverages (SK. Minister Communications No. PM. 10/Pw. 301/Phb. 77). Hotels are classified based on physical characteristics, including:

- a) Small hotels, with 25 rooms or fewer.
- b) Moderate hotels, possessing more than 25 and fewer than 100 rooms.
- c) Mid-range hotels, featuring more than 100 and fewer than 300 rooms.
- d) Large hotels, having more than 300 rooms.

Hotels provide accommodations where guests typically utilize specific building facilities. In-room amenities such as toiletries, TV, air conditioning, wardrobe, slippers, and tea/coffee makers are complimentary. Some supporting facilities, like swimming pools and gyms, may be free to use, while others are commercially managed, including ballrooms, conference rooms, restaurants, bars, spas, coffee shops, shuttle services, and laundry services.

Most hotels feature modern or minimalist architecture, offering a luxurious experience in four or five-star establishments. Strategically located amidst crowds, hotels facilitate easy access to tourist attractions, shopping centers, and business areas. Beyond serving as accommodation, hotels are commonly chosen for business meetings or hosting wedding receptions.

Here are the descriptions and pictures of some accommodations:

1. Hotel



Facility in bedroom of Fairmont Jakarta

2. Villas

Villas represent housing alternatives designed as standalone houses situated away from bustling areas, making them ideal for individuals seeking a temporary escape from urban fatigue. Typically situated in pristine or green environments, villas offer the opportunity to revel in the surrounding picturesque landscapes and breathe in fresh air. While the cost of renting a villa tends to be relatively higher compared to hotel stays, it becomes a more economical choice when shared with friends.

Similar to hotels, villas come equipped with various room and ancillary facilities for guests to enjoy during their vacation. These supporting amenities may be provided either free of charge or at an additional cost. Luxurious villas often feature both outdoor and indoor swimming pools, creating a homely atmosphere that appeals to couples, making villas a popular choice for honeymoon accommodation.



Facility in bedroom of Alila Villas Uluwatu

3. Guest House

For budget-conscious travelers, opting for a stay at a guest house is a money-saving choice. The prices are relatively more affordable. Typically, guest houses are personally managed by the owner, and it's conceivable that the owner resides on the premises. This creates an atmosphere akin to being a guest in someone else's home. Facilities in guest houses are commonly shared, allowing guests to utilize them during their stay. Some guest houses even offer conference rooms, enabling guests to conduct meetings or business gatherings.



Bedroom in Tegal Pangung Guest House Yogyakarta

4. Bungalows

Bungalows provide an opportunity to enjoy stunning natural surroundings without the hefty price tag associated with villas. Opting for a stay in a bungalow is a cost-effective choice. These accommodations are often situated away from crowded areas, nestled in mountainous or beachside locations. Notably, bungalows are uniquely designed in a traditional barn style, predominantly featuring wooden structures, creating a beautiful and romantic ambiance. Typically, bungalows offer amenities such as a swimming pool, gym, spa, restaurant, BBQ area, coffee shop, lounge, conference room, and even bicycle rental services.



Photo from: Coco Resort Penida

5. Cottage

Resembling villas, cottages are characterized by compact structures, akin to separate small cottage houses. These accommodations are typically situated in picturesque natural settings, including beaches, lakes, or green parks. Generally, more affordable than villas or bungalows, cottages offer adequate facilities, both in terms of rooms and supporting amenities. The provided facilities often correspond to the star rating of the cottage, with higher-starred cottages offering more comprehensive amenities.



Photo from: Garden View Cottages Ubud Bali

6. Serviced Apartment

Consider staying in a serviced apartment for either a short-term or long-term rental during your vacation. Opting for a serviced apartment provides a more private atmosphere, resembling that of your own apartment. In addition to resting, you have the flexibility to engage in various activities such as cooking, utilizing the gym, swimming, unwinding in a coffee shop, or conducting meetings with business partners.



Photo from: High Livin' Apartement Bandung

7. Hostel

Hostel resembles dormitories, requiring guests to share accommodations with unknown fellow guests. Typically chosen by budget-conscious backpackers, hostels serve primarily as a place to sleep. Despite the economical nature, hostels offer reasonably sufficient facilities, including amenities such as air conditioning, safety boxes, massage services, coffee shops, convenience stores, and more. It's important to note that guests must share these facilities within the room with other lodgers.



Photo from: Nau Hostel

8. Lodge

A lodge is a type of accommodation typically situated in natural settings, such as forests, mountains, or wildlife reserves. Lodges offer a unique and often rustic lodging experience, allowing guests to immerse themselves in the natural environment. They can range from cozy cabins to more luxurious structures. Lodges often provide recreational facilities and activities, making them popular choices for nature enthusiasts, outdoor adventurers, and wildlife lovers. The term "lodge" can also refer to a communal building where guests gather, dine, and socialize. Lodges are known for offering a blend of comfort and a connection to the surrounding natural beauty.



Photo from: Elephant Safari Park Lodge

9. Motel

Motels, commonly referred to as motor hotels or motor courts, are specially crafted establishments to meet the requirements of motorized vehicle drivers. These accommodations provide amenities like parking garages, vehicle services, and easy accessibility from primary roads. The idea of motels emerged in the United States due to a recognized market need, acknowledging the need for interim lodging for people traveling in their own vehicles before proceeding with their journeys.



Photo from Sea Way Motel

10. Inn

An inn is a type of lodging establishment that typically provides accommodation, meals, and sometimes other services. It is a place where travelers can stay for a short period, offering rooms for overnight stays and often featuring a restaurant or dining facility. Inns are known for their more intimate and cozier atmosphere compared to larger hotels, and they may be located in various settings, including rural areas, towns, or along travel routes. The term "inn" is often associated with a sense of warmth, hospitality, and a homely environment.



Photo from: Mariana Inn

11. Guest House

This form of accommodation is possessed by either a company or government/private organizations and is designated for guests who require lodging, along with amenities for dining and drinking. Additional services are offered either at no cost or covered by the inviting company/institution. While privately owned, this facility is accessible to the general public, functioning similarly to a hotel with a primary aim of generating profit, albeit with a focus on providing straightforward services.



Photo from S5 Guest House

12. Floating Hotel

A floating hotel refers to an accommodation facility that is situated on water, typically on a vessel such as a ship or a boat. Similar to traditional hotels, floating hotels provide rooms for guests, dining options, and various amenities. The unique aspect of a floating hotel is its ability to navigate bodies of water, offering guests not only a place to stay but also a mobile experience on the water. This type of accommodation is often associated with cruise ships or houseboats that serve as both lodging and a means of transportation.



Photo from: Four Seasons Barrier Reef Resort – North Korea

13. Pension

A pension is a form of accommodation or lodging that typically offers rooms for guests, meals, and sometimes additional services. Pensions are usually smaller than hotels and may provide a more intimate and homely atmosphere. These establishments are often privately owned and cater to guests seeking a comfortable place to stay with basic amenities. The term "pension" is more commonly used in some regions to describe a type of guesthouse or inn.



Photo from: Pension Guest House Bandung

14. Mansion House

A mansion house is a large and opulent residence, often associated with grandeur and luxury. It typically features extensive grounds and may have historical or architectural significance. Mansion houses are characterized by their spacious and elegant design, and they are often associated with affluent individuals or families. In some cases, mansion houses may be used for private residences, events, or as venues for various functions. The term "mansion house" implies a residence that goes beyond the typical size and style of a standard home, exuding a sense of prestige and sophistication.



Photo from: Mansion House Scarborough, England

15. Ryokan

A ryokan is a traditional Japanese inn that offers a unique and culturally rich accommodation experience. Ryokans are known for their distinctive design, incorporating traditional Japanese architecture and aesthetics. Guests typically stay in tatami-mat rooms, sleep on futon bedding, and may enjoy communal baths, often with a focus on natural hot springs (onsen). Ryokans also provide kaiseki meals, which are multi-course, seasonal, and artfully presented Japanese dinners.

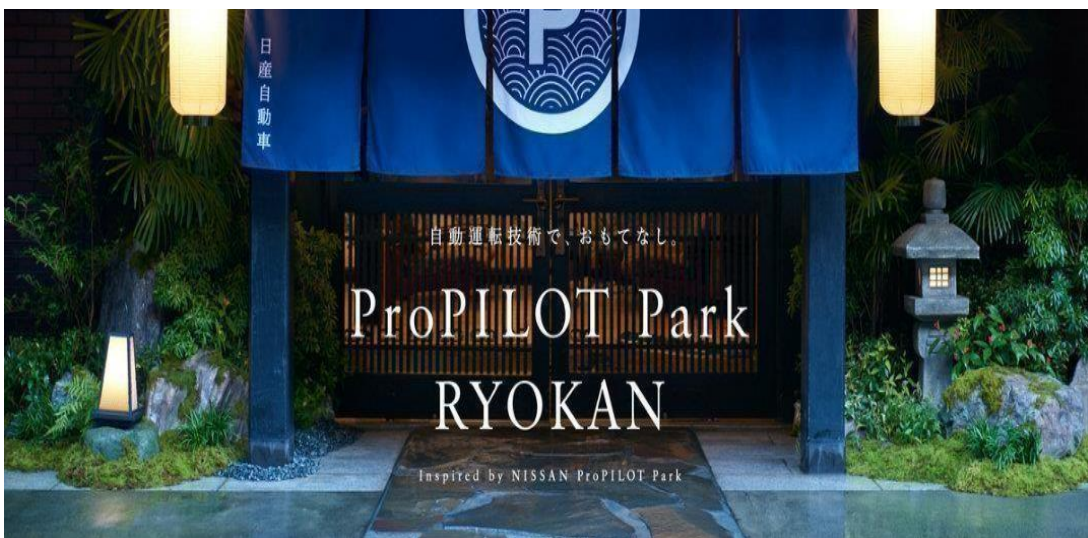


Photo from: ProPILOT Park RYOKAN

16. Marina Boatel

Marina Boatel or Nautel, one-of-a-kind accommodations built on top river, lake, or sea, which can also function as a belay or a berth of ships private and small boats serving marine tourism.



Photo from: BoatelMarina, Bratislava Slovakia.

17. Holiday Flatlets

This type of lodging is furnished with household amenities, recreational gear, and sports equipment available for weekly or holiday rentals. The service includes maintenance and minimal cleaning.



Photo from: Holiday flats at Domaine de Saint-Andréol with golf, SPA and pool

18. Lodging House

A lodging house is an accommodation facility that provides rooms for guests, typically for short-term stays. It may offer basic amenities and services, catering to individuals seeking a simple and economical place to stay. Lodging houses are often smaller in scale compared to hotels and may lack some of the additional features and services provided by larger accommodations. The term "lodging house" is often used to describe more straightforward and budget-friendly lodging options.



Photo from: Lodging House, Delta Pawan, Ketapang

19. Boarding House

A boarding house is a type of accommodation where individuals rent rooms for a short or long-term stay, and meals are often provided as part of the arrangement. Boarding houses may be privately owned or operated by an institution, and they typically offer rooms furnished with the essentials for daily living. Residents in a boarding house may share common areas, such as kitchens or bathrooms, fostering a sense of community. Boarding houses are commonly chosen by individuals seeking affordable and communal living arrangements.



Photo from: Cape May Hotel

20. Condominium Hotel

A condominium hotel, often referred to as a condo hotel or hotel condo, is a type of lodging establishment that combines elements of a traditional hotel and residential condominium. In a condominium hotel, individual units within the property are sold to individual owners, and these owners can choose to use their units as personal residences or place them in a rental program managed by the hotel.

Owners of condominium hotel units typically have the option to enjoy hotel-like amenities and services, such as housekeeping, room service, and access to facilities like pools and fitness centers. When the owners are not using their units, they can be rented out to guests, generating income for the owner.

Condominium hotels are often located in popular tourist destinations, offering both a place for individual ownership and the conveniences of a hotel for short-term guests.



Photo from: Condominium Danau Toba Hotel

2. Semi Commercial Accommodations

Semi-commercial accommodations typically refer to lodging establishments or facilities that have a mixed or partially commercial nature. These may include properties that serve both residential and commercial purposes, blending aspects of private living with some commercial features. The term is broad and can encompass various types of accommodations, such as bed and breakfasts, inns, or certain types of residential buildings that may offer services or amenities for a fee. The exact meaning can vary based on the specific context or the type of accommodations being described.

Semi-commercial accommodations can take various forms, combining elements of private residence with commercial features. Some common types include:

1. **Bed and Breakfasts (B&Bs):** Typically small, privately owned establishments that offer overnight accommodations and breakfast. Owners may reside on-site.
2. **Guest Houses:** Similar to B&Bs, guest houses provide accommodations for travelers but may offer additional services. They can range from small, family-run establishments to larger properties.

3. Inns: Inns are establishments that provide lodging, and they often include a restaurant and other amenities. They may have a more commercial focus while retaining a cozy atmosphere.
4. Vacation Rentals: Private homes or apartments that are rented out to travelers for short-term stays. This can include properties listed on platforms like Airbnb.
5. Serviced Apartments: Residential apartments that also offer hotel-like services such as housekeeping, concierge, and amenities. They cater to both short-term and long-term guests.
6. Residential Hotels: Facilities that combine elements of a traditional hotel with a residential building. Guests may have more extended stays, and units may include kitchen facilities.
7. Extended Stay Hotels: Hotels designed for guests with longer stays, offering amenities like kitchens and larger living spaces. They cater to business travelers, relocating individuals, or tourists on extended vacations.
8. Hostels: While primarily associated with budget travelers, some hostels have private rooms or family rooms, blurring the lines between budget accommodation and more commercial lodging.
9. Corporate Housing: Furnished apartments or houses rented by companies for employees on extended business trips. These may offer a mix of residential and hotel-like services.

It's important to note that the categorization of accommodations can vary by region, and the features of semi-commercial establishments can vary widely based on the specific property and its offerings.

3. Non-Commercial Accommodations

Non-commercial accommodation refers to lodging options that are not primarily focused on making a profit. These accommodations may serve different purposes and often have a primary goal other than generating revenue. Some examples of non-commercial accommodation include:

1. Residential Housing: Private homes or apartments where individuals or families reside. Stays in such residences are typically not commercial transactions.
2. Student Housing: Dormitories or university-owned residences provided for students. These accommodations are often operated by educational institutions and are not profit-driven.

3. **Social Housing:** Housing provided by government or non-profit organizations to individuals or families with low income. The aim is to address social needs rather than generate profit.
4. **Religious Retreats:** Accommodations associated with religious institutions, such as monasteries or convents, where individuals can stay for spiritual retreats. The primary purpose is often spiritual or educational.
5. **Volunteer Housing:** Accommodations provided for volunteers engaged in charitable or community service work. These are typically not profit-oriented.
6. **Community Centers:** Facilities that may offer temporary accommodation for community events, gatherings, or emergency situations. They are usually not profit-driven in their accommodation services.
7. **Couchsurfing:** A platform where individuals offer their homes or a spare room for free to travelers. This is a community-driven exchange rather than a commercial transaction.
8. **Hospital Stays:** While not traditional accommodations, stays in hospitals for medical purposes are non-commercial in nature, as the primary goal is healthcare rather than profit.

Non-commercial accommodations are often associated with social, educational, or charitable objectives, and any fees charged are typically meant to cover costs rather than generate income for the provider.

C. RESUME

Accommodation refers to a dedicated building or part of a building where individuals can stay, dine, and access services and amenities in exchange for payment. The concept of accommodation extends beyond tourism and can be understood in social science as an agreement between two groups with differing opinions or the process of reaching a mutual agreement.

Accommodations are classified and categorized, and guests, such as hotel visitors, use these assessments to gauge the quality of service and the comprehensiveness of provided facilities. Higher accommodation ratings generally indicate superior service quality and more extensive amenities, correlating with elevated pricing.

Accommodation takes various forms, including motels, motor hotels, youth cottages, villas, bungalows, tourist cottages, guest houses, dormitories, inns, marinas, cruise ships, caravans, boat hotels, flats, apartments, condominiums, and numerous other options.

Accommodation consists of three types, commercial accommodation, semi commercial accommodation, and non-commercial accommodation.

D. EXERCISES AND EVALUATION OF CHAPTER VIII

1. What does higher accommodation ratings indicate?
2. Explain kinds of Commercial Accommodation!
3. Explain the classifications of hotel on physical characteristics!
4. How are the features of hotel?
5. How are the unique designs of bungalow?
6. What kinds of accommodation situated in natural settings, such as forests, mountains, or wildlife reserves forests, mountains, or wildlife reserves?
7. What kind of accommodations provides amenities like parking garages, vehicle services, and easy accessibility from primary road?
8. What kind of accommodation which is able to navigate bodies of water, offering guests not only a place to stay but also a mobile experience on the water?
9. Mention some common types of semi commercial accommodations!
10. Explain some common types of non-commercial accommodation!
11. Tourist who really like animals should chooses living in ...
12. From all types of accommodation described above, which one is the most delighted to stay? And why?
13. From all types of accommodation described above, which one is the most affordable for tourist with mediocre money? And why

E. IMPORTANT TERMINOLOGIES

Commercial Accommodation

Guest house

Bungalow

Hostel

Cottage

Serviced apartment

Lodge

Inn

Floating hotel

Pension

Mansion house

Ryokan

Marina boatel

Holiday Flatlets

Lodging House

Boarding House

Condominium Hotel

Semi Commercial Accommodations

Bed and Breakfasts (B&Bs)

Vacation Rentals

Residential Hotels

Extended StayHotels

Corporate Housing

Non-Commercial Accommodations

Residential Housing

Students Housing

Social Housing

Religious Retreats

Volunteer Housing

Community Centers

Couchsurfing

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CHAPTER IX

ACCOMODATION MANAGEMENT AND CUSTOMER CARE



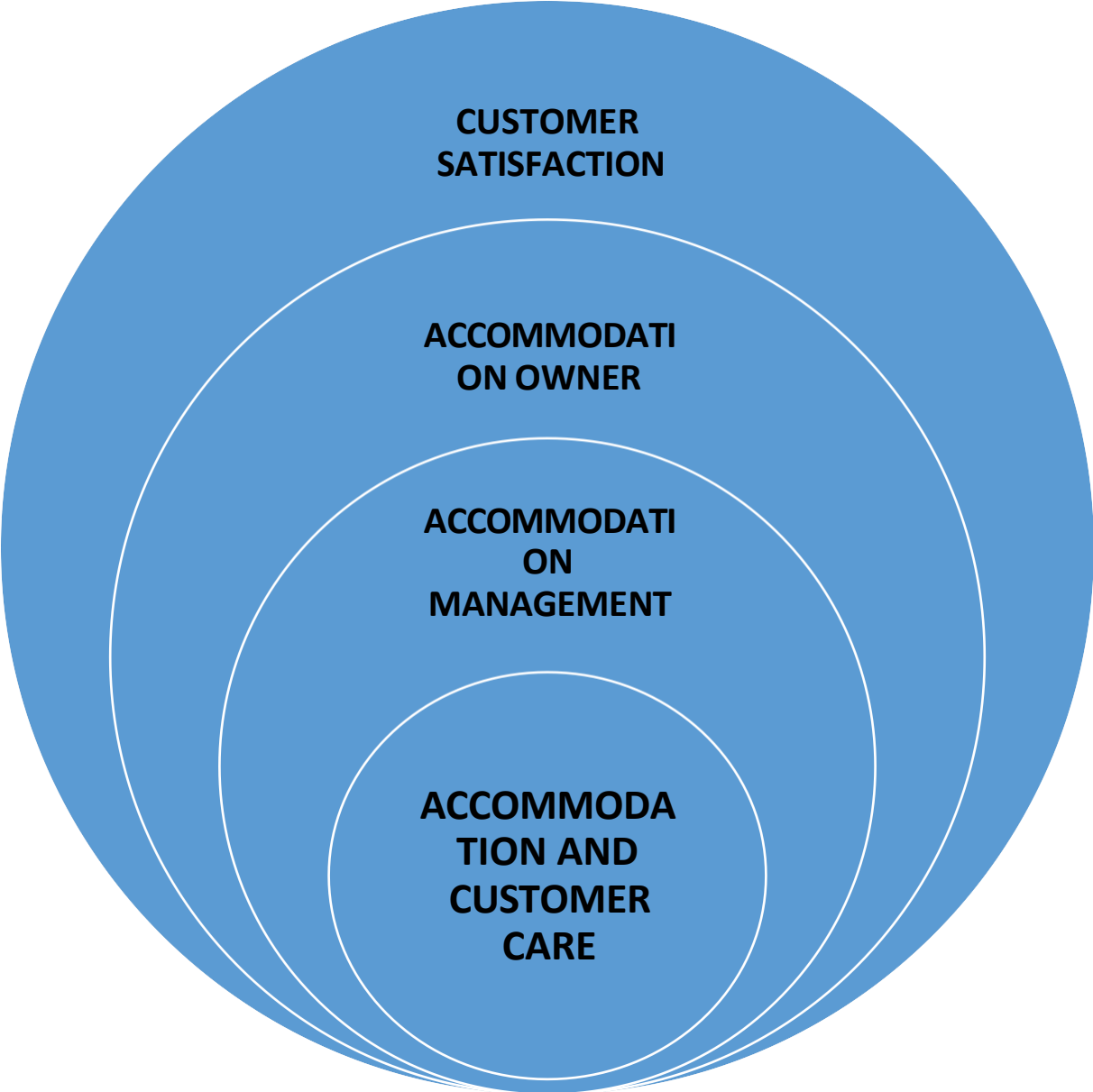
COURSE LEARNING ACHIEVEMENTS

After learning chapter ix, it is expected that the students able to:

1. Explain Accommodation Management
2. Explain Customer Care
3. Explain How to Make Successful Accommodation Management
4. Explain How to Make Successful Customer Care on Business and Consumers

Subject Matters:

1. Accommodation Management
2. Customer Care
3. Successful Accommodation Management
4. Successful Customer Care on Business and Consumers



A. ACCOMMODATION MANAGEMENT

Accommodation management refers to the process of overseeing and coordinating the operations and services of establishments that provide lodging. This field involves various responsibilities to ensure the efficient and effective functioning of accommodation facilities, meeting the needs and expectations of guests, and achieving business objectives. Key aspects of accommodation management include:

1. **Operations Management:** Overseeing day-to-day activities, ensuring smooth operations, and addressing any issues that may arise. This includes managing staff, housekeeping, maintenance, and security.
2. **Guest Services:** Ensuring a positive guest experience by providing excellent customer service, addressing inquiries and concerns, and maintaining high standards of hospitality.
3. **Reservation and Booking Management:** Handling reservations, managing room availability, and implementing booking systems to optimize occupancy and revenue.
4. **Facility Maintenance:** Supervising the maintenance of physical facilities, ensuring they are in good condition and comply with safety standards. This includes regular inspections, repairs, and renovations.
5. **Budgeting and Financial Management:** Developing and managing budgets, monitoring expenses, and implementing cost-effective measures. This also involves revenue management strategies to maximize profitability.
6. **Marketing and Sales:** Implementing marketing strategies to attract guests, managing online presence, and collaborating with sales channels. This includes promotions, advertising, and partnerships.
7. **Compliance and Regulations:** Ensuring that the accommodation facility complies with local regulations, safety standards, and industry guidelines. This involves staying informed about legal requirements and obtaining necessary permits.
8. **Technology Integration:** Implementing and managing technology solutions such as reservation systems, property management systems (PMS), and other tools to streamline operations and enhance guest experience.

9. **Human Resources:** Recruiting, training, and managing staff to provide quality service. This includes addressing employee issues, conducting performance evaluations, and fostering a positive work environment.
10. **Environmental Sustainability:** Implementing sustainable practices and initiatives to reduce the environmental impact of the accommodation facility. This may involve energy efficiency, waste reduction, and eco-friendly practices.

Accommodation management is crucial in various sectors, including hotels, resorts, motels, hostels, and other types of lodging establishments. Effective management contributes to guest satisfaction, operational efficiency, and overall business success.

B. THE BENEFITS OF ACCOMODATION MANAGEMENT

Accommodation management offers numerous benefits for both the establishment and its guests. Here are some key advantages:

1. **Enhanced Guest Experience:** Effective accommodation management ensures a positive and seamless experience for guests. From booking processes to check-in, room cleanliness, and overall service quality, well-managed accommodations contribute to guest satisfaction.
2. **Operational Efficiency:** Proper management streamlines day-to-day operations, reducing inefficiencies and optimizing resources. This includes staff scheduling, room turnover, maintenance schedules, and other logistical aspects.
3. **Optimized Revenue:** Accommodation management involves strategic pricing and revenue management. By adjusting rates based on demand, market trends, and other factors, establishments can maximize revenue and profitability.
4. **Improved Staff Performance:** Efficient management includes staff training, performance evaluations, and ongoing development. Well-trained and motivated staff contribute to better service delivery, guest satisfaction, and a positive work environment.
5. **Effective Marketing and Sales:** Accommodation managers play a crucial role in marketing strategies and sales efforts. Promotional activities, partnerships, and online presence contribute to attracting guests and increasing bookings.

6. **Resource Allocation:** Accommodation managers are responsible for budgeting and resource allocation. Effective financial management ensures that resources are allocated wisely, leading to cost savings and improved profitability.
7. **Legal Compliance:** Accommodation management involves staying informed about local regulations, safety standards, and industry compliance. Ensuring that the establishment follows legal requirements helps avoid penalties and maintains a positive reputation.
8. **Technology Integration:** Accommodation managers leverage technology solutions such as reservation systems, property management systems (PMS), and other tools to streamline operations. This not only improves efficiency but also enhances the guest experience.
9. **Adaptability to Market Trends:** Accommodation managers monitor market trends, guest preferences, and industry innovations. This adaptability allows establishments to stay competitive and offer services that align with current market demands.
10. **Positive Reputation:** A well-managed accommodation facility often translates to positive reviews, customer recommendations, and an overall good reputation. Positive word-of-mouth and online reviews can contribute to increased bookings.
11. **Environmental Sustainability:** Accommodation managers increasingly focus on sustainability practices. Implementing eco-friendly initiatives not only contributes to environmental conservation but also aligns with the preferences of socially conscious travelers.
12. **Risk Management:** Accommodation managers are involved in identifying and mitigating risks, whether related to safety, security, or unforeseen events. This proactive approach helps in maintaining a secure and comfortable environment for guests.

In summary, accommodation management is instrumental in delivering a high-quality guest experience, optimizing operations, and ensuring the overall success and sustainability of lodging establishments.

C. STRATEGIC PLANNINGS OF SUCCESSFUL ACCOMODATION MANAGEMENT

Managing accommodation successfully involves a combination of strategic planning, effective operations, and a strong focus on customer satisfaction. Here are key steps to manage

accommodation successfully:

1. Define Clear Objectives:
 - Establish clear goals and objectives for the accommodation facility.
 - Align objectives with the overall mission and vision of the business.
2. Understand Your Target Audience:
 - Identify and understand the needs and preferences of your target customer base.
 - Tailor services and amenities to cater to the specific requirements of your guests.
3. Effective Staff Management:
 - Recruit, train, and retain competent and customer-oriented staff.
 - Ensure that staff members understand their roles and responsibilities in providing excellent customer service.
4. Implement Efficient Operations:
 - Develop streamlined operational processes for check-in, check-out, housekeeping, and maintenance.
 - Use technology, such as property management systems (PMS), to enhance efficiency.
5. Strategic Pricing and Revenue Management:
 - Implement a dynamic pricing strategy based on demand, seasons, and market trends.
 - Utilize revenue management techniques to optimize room rates and maximize revenue.
6. Maintain a High Level of Cleanliness:
 - Prioritize cleanliness and maintenance of rooms and common areas.
 - Regularly inspect and address any issues promptly to ensure a comfortable and safe environment.
7. Provide Excellent Customer Service:
 - Foster a culture of exceptional customer service among staff.
 - Respond promptly to customer inquiries, requests, and complaints.
8. Invest in Marketing and Promotion:
 - Develop a strong online presence through a user-friendly website and active engagement on social media.

9. Utilize digital marketing strategies to attract and retain customers. Guest Feedback and Improvement:
 - Encourage and collect feedback from guests through surveys, reviews, and direct communication.
 - Use feedback to identify areas for improvement and implement necessary changes.
10. Adopt Sustainable Practices:
 - Implement eco-friendly and sustainable practices, such as energy conservation and waste reduction.
 - Consider certifications or partnerships that highlight your commitment to sustainability.
11. Community Engagement:
 - Engage with the local community and establish positive relationships.
 - Collaborate with local businesses, attractions, or events to enhance the overall guest experience.
12. Stay Informed About Trends:
 - Stay updated on industry trends, technological advancements, and changes in customer preferences.
 - Adapt and incorporate innovations that align with the evolving needs of the market.
13. Strategic Partnerships:
 - Form partnerships with travel agencies, online travel agents (OTAs), or other businesses to increase visibility and reach a wider audience.
14. Invest in Training and Development:
 - Provide ongoing training for staff to keep them updated on industry standards, customer service best practices, and new technologies.
15. Emergency Preparedness:
 - Develop and regularly update emergency preparedness plans to ensure the safety and well-being of guests and staff in unforeseen situations.

By incorporating these strategies, accommodation managers can create a positive and memorable experience for guests while ensuring the long-term success and sustainability of the

business.

D. CUSTOMER CARE

Customer care is a critical aspect of a business's operations and has been a fundamental part of the business world for centuries. It is the provision of service to customers before, during, and after a purchase. The history of customer care can be traced back to ancient civilizations where traders and merchants prioritized establishing strong relationships with their customers to ensure their return business. The concept of understanding and meeting the needs of customers has evolved over time and has become a key element of modern business practices.

Throughout the 20th century, the field of customer care continued to evolve, especially with the rise of mass production and retail. The development of call centers and training programs for customer service representatives also contributed to the professionalization of customer care. Influential individuals such as Mary Kay Ash, the founder of Mary Kay Cosmetics, and Walt Disney, who was known for his dedication to providing a magical experience for his customers, further contributed to the development of customer care as a fundamental part of a successful business.

Customer care refers to the set of activities, policies, and practices an organization implements to ensure positive interactions and experiences for its customers. It is a comprehensive approach that focuses on meeting customer needs, addressing their concerns, and fostering satisfaction throughout the customer journey. Key aspects of customer care include:

1. **Communication:** Effective communication is crucial in customer care. This involves listening to customer inquiries, providing clear information, and maintaining open channels for feedback.
2. **Problem Resolution:** Addressing customer issues and resolving problems promptly is a central element of customer care. This includes having efficient processes in place to handle complaints, returns, or any other challenges customers may face.
3. **Accessibility:** Customer care aims to make support and information easily accessible to customers. This may involve providing various contact channels such as phone support, email, live chat, or social media.
4. **Empathy:** Understanding and empathizing with customers' concerns or situations is fundamental in customer care. Demonstrating empathy helps build a positive and

supportive relationship with customers.

5. **Training and Development:** Ensuring that customer service representatives are well-trained and informed about products, services, and company policies is essential for delivering effective customer care.
6. **Proactive Engagement:** Customer care is not only reactive but also proactive. Organizations may reach out to customers to gather feedback, provide updates, or offer assistance, anticipating and addressing needs before they become problems.
7. **Personalization:** Tailoring interactions to individual customer needs and preferences adds a personal touch to customer care. This can involve recognizing repeat customers, remembering their preferences, and customizing solutions.
8. **Timeliness:** Responding to customer inquiries and resolving issues in a timely manner is critical for customer satisfaction. Prompt service demonstrates a commitment to meeting customer needs efficiently.
9. **Consistency:** Providing consistent service across various touchpoints and over time is important. Customers expect a uniform level of service quality regardless of how or when they interact with the organization.
10. **Feedback Collection:** Actively seeking customer feedback helps organizations understand customer perceptions, identify areas for improvement, and refine their products or services.
11. **Customer Education:** Providing information and guidance to customers regarding product use, features, and troubleshooting contributes to a positive customer experience. Educated customers are more likely to use products effectively and remain satisfied.
12. **Crisis Management:** In times of crises or unexpected events, effective customer care involves transparent communication, addressing concerns, and offering solutions to mitigate negative impacts on customers.

Effective customer care is a crucial component of building and maintaining customer loyalty, positive brand perception, and long-term business success. It goes beyond individual transactions and aims to create lasting, positive relationships with customers.

E. THE STRATEGIES OF SUCCESSFUL CUSTOMER CARE

A successful customer care involves:

1. **Effective Communication:**
 - Clear and open communication to understand and address customer needs.
2. **Problem Resolution:**
 - Timely and efficient resolution of customer issues and concerns.
3. **Accessibility:**
 - Easy access to support through various channels like phone, email, and live chat.
4. **Empathy:**
 - Understanding and empathizing with customers to build positive relationships.
5. **Training and Development:**
 - Well-trained staff knowledgeable about products and services.
6. **Proactive Engagement:**
 - Proactively reaching out to customers for feedback and assistance.
7. **Personalization:**
 - Tailoring interactions to individual customer preferences.
8. **Timeliness:**
 - Quick response and resolution of customer inquiries and problems.
9. **Consistency:**
 - Providing consistent service quality across all touchpoints.
10. **Feedback Collection:**
 - Actively seeking and using customer feedback for improvement.
11. **Customer Education:**
 - Offering information and guidance on product use and features.
12. **Crisis Management:**
 - Transparent communication and solutions during crises.

Successful customer care contributes to customer loyalty, positive brand perception, and business sustainability.

F. RESUME

- **Accommodation management refers to the process of overseeing and coordinating the operations and services of establishments that provide lodging. This field involves various responsibilities to ensure the efficient and effective functioning of accommodation facilities, meeting the needs and expectations of guests, and achieving business objectives**
- **Accommodation management is instrumental in delivering a high-quality guest experience, optimizing operations, and ensuring the overall success and sustainability of lodging establishments.**
- **Accommodation management successfully involves a combination of strategic planning, effective operations, and a strong focus on customer satisfaction.**
- **Accommodation managers can create a positive and memorable experience for guests while ensuring the long-term success and sustainability of the business.**
- **Customer care refers to the set of activities, policies, and practices an organization implements to ensure positive interactions and experiences for its customers. It is a comprehensive approach that focuses on meeting customer needs, addressing their concerns, and fostering satisfaction throughout the customer journey.**
- **Effective customer care is a crucial component of building and maintaining customer loyalty, positive brand perception, and long-term business success. It goes beyond individual transactions and aims to create lasting, positive relationships with customers.**
- **Successful customer care contributes to customer loyalty, positive brand perception, and business sustainability.**

G. EXERCISES AND EVALUATION OF CHAPTER IX

1. What responsibility is involved by accommodation management?
2. Why is accommodation management being important?
3. A successful accommodation management involves
4. How can an accommodation manager create a positive and memorable experience for guests?
5. Why is customer care called as a comprehensive approach?
6. How is customer care called “effective”?
7. Why is effective customer care being crucial?
8. What are the contributions of successful customer care?
9. what should the communication in customer care look like?
10. How is the problem resolution in customer care?

Vocabulary Activity

Instruction: match the vocabularies to the text!

Customer service, also known as CS, is a service by companies to customers, either before or after buying a product or So, customer service is a ... that plays an important role in the ... of a company that has a direct with the customer.

Even though it is often considered a trivial thing, customer service actually has many functions and roles within the company. There are two main functions for customer service, the first function is to be a leading officer, and the second is to create a positive ... culture. Customer service can also be interpreted as direct interaction between consumers who make ... and staff representing brands or businesses.

The goal of is to provide so that the experience they get in ... becomes better in the hope of meeting their expectations. Offering good customer service is one of the main factors in the progress of a business.

The form of customer service is also increasingly diverse with the times. If in ancient times customer service was ... with the....., today there are many that offer customer service by chat. Not only that, customer service can also be done via e-mail, SMS, and even

1. Offered
2. Relationship
3. Service
4. Associated
5. customer service
6. convenience
7. transactions
8. public relations
9. purchases
10. corporate
11. division
12. defense process
13. websites
14. telephone
15. social media

H. IMPORTANT TERMINOLOGIES

Accommodation management

Customer care

customer loyalty

business sustainability

Operations Management

Reservation and Booking Management

Facility maintenance

Budgeting and Financial Management

Marketing and sales

Compliance and Regulations

Technology Integration

Human Resources

Environmental Sustainability

Adaptability to Market Trends

Risk management

Problem resolution

Accessibility

Empathy

Training and development

Proactive Engagement

Consistency

Feedback collection

Customer education

Crisis management

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CHAPTER X

MARKETING STRATEGY IN TOURISM



COURSE LEARNING ACHIEVEMENTS:

After learning chapter X, the students are expected to be able to:

1. Understand Definition of Marketing
2. Understanding Functions of Marketing
3. Understanding Marketing Strategies in Tourism
4. Explain the Benefits of Marketing in Tourism

Subject Matters:

1. Marketing
2. Functions of Marketing

3. Marketing Strategies in Tourism
4. Benefits of Marketing in Tourism



A. MARKETING

According to Kotler (2007:7), marketing is a social process and managerial where individual and the group gets what they need and want through creation and exchange products and value with other parties. Basu Swastha and Irwan (2005:5) also argues that marketing is a whole system of the business activities shown to plan pricing, promoting and distribute goods and services that satisfies a good need to existing buyers as well potential buyer.

B. STRATEGIES OF MARKETING

According to Kotler and Armstrong (2009:13), strategy marketing is a mindset marketing to be used by business units to achieve goals the marketing. The strategy contains market-specific strategies goals, positioning, mix marketing and size marketing expenses. On generally successful companies is a company that executing the marketing concept consumer oriented, because this company able to dominate the market in long-term. According to Kotler (2009:25), the success of marketing strategy currently running, requires 2 very important and mutual things are related to each other, namely: (1) target marketing, (2) mix marketing run for reach the target market.

Target marketing involves identifying and focusing on a specific segment of the market that is more likely to be interested in and respond positively to a product or service. Process of target marketing are:

- Conduct market research to understand the characteristics, preferences, and behaviors of potential customers
- Segment the market based on demographics, psychographics, geographic location, or behavioral patterns.
- Select a specific target audience that aligns with the business goals and offerings.
- Develop marketing strategies and messages tailored to the identified target market.

Benefits of target marketing involves:

- Efficient use of resources as marketing efforts are directed toward a defined audience.

- Increased relevance and resonance of marketing messages, leading to higher engagement.
- Enhanced customer satisfaction by meeting the specific needs of the chosen market segment.

Marketing mix is often referred to as the 4Ps, is a set of strategic elements that businesses use to promote their products or services. The 4Ps include Product, Price, Place, and Promotion. Components of the Marketing Mix (4Ps):

- Product: The tangible or intangible offering that satisfies a customer's need.
- Price: The amount customers are willing to pay for the product or service.
- Place: The distribution channels and locations where the product or service is available.
- Promotion: The activities and communication strategies used to promote and create awareness about the product.

Application in Target Marketing:

- Product: Tailor the product features, design, and branding to align with the preferences of the target market.
- Price: Set pricing strategies based on the target market's willingness to pay and perceived value.
- Place: Determine the distribution channels that are most accessible to the target audience.
- Promotion: Design marketing messages and campaigns that resonate with the specific interests and needs of the target market.

Benefits of target marketing involves:

- Offers a structured framework for developing and implementing marketing strategies.
- Ensures a holistic approach, addressing key elements that influence customer behavior.
- Allows for adaptability as businesses can adjust each element based on market changes.

In summary, target marketing involves selecting a specific audience, while the marketing mix encompasses the strategic elements used to promote a product or service to that chosen audience. The combination of these concepts helps businesses tailor their approach for maximum effectiveness in reaching and satisfying their target market.

C. KEYS COMPONENTS OF MARKETING STRATEGIES

Marketing strategy is a comprehensive plan outlining an organization's approach to promoting its products or services to achieve specific business objectives. It involves the identification of target audiences, the development of value propositions, and the selection of appropriate marketing channels.

Key components of a marketing strategy include:

1. Market Research:

- Understanding the target market, customer needs, and competitors through thorough research.

2. Target Audience Identification:

- Defining specific demographic, geographic, psychographic, and behavioral characteristics of the ideal customers.

3. Value Proposition:

- Clearly articulating the unique benefits and value that the product or service offers to customers.

4. Positioning:

- Determining how the brand will be positioned in the market relative to competitors.

5. Marketing Mix (4Ps):

- Developing strategies for Product, Price, Place, and Promotion to meet the target audience's needs effectively.

6. Brand Development:

- Creating a strong brand identity that resonates with the target audience.

7. Communication Strategy:
 - Developing a plan for communicating the brand message through various channels, such as advertising, public relations, and digital media.
8. Digital Marketing:
 - Leveraging online platforms and channels for advertising, content marketing, social media, and search engine optimization.
9. Sales Strategy:
 - Outlining tactics to drive sales, including distribution channels, sales promotions, and relationship-building activities.
10. Budgeting and Resource Allocation:
 - Allocating resources effectively, considering budget constraints and maximizing ROI.
11. Monitoring and Analytics:
 - Implementing tools to measure and analyze marketing performance, including key performance indicators (KPIs).
12. Adaptability:
 - Remaining flexible and responsive to changes in the market, customer behavior, or competitive landscape.
13. Customer Relationship Management (CRM):
 - Building and maintaining positive relationships with customers through personalized interactions and customer service.
14. Innovation:
 - Seeking opportunities for innovation in products, services, or marketing approaches to stay competitive.
15. Sustainability:
 - Considering environmental and social responsibility in marketing practices to align with changing consumer preferences.
16. Global Expansion:
 - Developing strategies for entering new markets or expanding the brand globally.
17. Collaborations and Partnerships:

- Exploring opportunities for collaborations with other businesses or influencers to enhance brand visibility.

A well-defined marketing strategy aligns with the overall business goals, maximizes the impact of marketing efforts, and contributes to the long-term success of the organization.

D. STRATEGIES OF MARKETING IN TOURISM

Marketing strategy in tourism involves tailored approaches to promote destinations, attractions, and travel-related services. Here are key considerations for a tourism marketing strategy:

1. Destination Branding:

- Develop a strong and unique brand for the destination, highlighting its distinctive features and experiences.

2. Target Audience Segmentation:

- Identify and segment target audiences based on demographics, interests, and travel behaviors.

3. Online Presence:

- Establish a robust online presence through websites, social media, and other digital platforms to reach a global audience.

4. Content Marketing:

- Create engaging and informative content, including blogs, videos, and virtual tours, to showcase the destination's attractions and experiences.

5. Social Media Marketing:

- Leverage social media platforms to connect with travelers, share visual content, and encourage user-generated content.

6. Collaborations and Partnerships:

- Partner with travel agencies, influencers, and other stakeholders to expand reach and promote the destination.

7. Customer Reviews and Testimonials:

- Encourage and showcase positive customer reviews and testimonials to build trust and credibility.

8. Community Involvement:
 - Involve the local community in tourism promotion efforts, fostering a sense of pride and authenticity.
9. Seasonal Campaigns:
 - Design marketing campaigns that align with seasonal trends and events to attract visitors during specific times.
10. Experiential Marketing:
 - Focus on creating immersive and memorable experiences, promoting activities and events that set the destination apart.
11. Sustainable Tourism:
 - Emphasize sustainable and responsible tourism practices to appeal to environmentally conscious travelers.
12. Crisis Management:
 - Develop contingency plans for crisis management, addressing potential challenges such as natural disasters or global crises.
13. Mobile-Friendly Strategies:
 - Optimize marketing strategies for mobile devices, considering the increasing use of smartphones in travel planning.
14. Personalization:
 - Use data analytics to personalize marketing messages, providing tailored recommendations to individual travelers.
15. Travel Packages and Deals:
 - Offer attractive travel packages, discounts, and deals to incentivize bookings and attract budget-conscious travelers.
16. Cultural and Culinary Promotion:
 - Highlight the destination's cultural heritage and culinary offerings as integral parts of the travel experience.
17. Innovative Technologies:
 - Explore emerging technologies such as virtual reality (VR) or augmented reality (AR) to enhance the virtual exploration of destinations.

18. International Collaborations:

- Collaborate with tourism boards of other countries to promote cross-border tourism and exchange.

19. Feedback and Improvement:

- Gather feedback from visitors to continuously improve services and address any shortcomings.

A successful tourism marketing strategy combines creativity, technology, and a deep understanding of traveler preferences to promote destinations effectively and sustainably.

E. RESUME

- ❖ Marketing is a social process and managerial where individual and the group gets what they need and want through creation and exchange products and value with other parties
- ❖ Strategy marketing is a mindset marketing to be used by business units to achieve goals the marketing.
- ❖ The strategy contains market-specific strategies goals, positioning, mix marketing and size marketing expenses
- ❖ Marketing strategy is a comprehensive plan outlining an organization's approach to promoting its products or services to achieve specific business objectives. It involves the identification of target audiences, the development of value propositions, and the selection of appropriate marketing channels.
- ❖ Marketing strategy in tourism involves tailored approaches to promote destinations, attractions, and travel-related services
- ❖ A successful tourism marketing strategy combines creativity, technology, and a deep understanding of traveler preferences to promote destinations effectively and sustainably.

F. EXERCISES AND EVALUATION OF CHAPTER X

1. What is definition of marketing?
2. Why is strategy marketing very important?
3. What are the elements of strategy marketing?
4. Marketing strategy in tourism involves ...
5. What are the elements of a successful tourism marketing?
6. The success of marketing strategy currently running, requires 2 very important and mutual things (Kotler, 2009:25)
7. Why is collaboration and partnership important in building tourism business?
8. Why is Customer Relationship Management (CRM) important in strategy marketing?
9. Explain the Application in Target Marketing!
10. What is meant by the 4Ps or Marketing Mix?

G. IMPORTANT TERMINOLOGIES

Strategy marketing

Market-specific strategies goals

Mix marketing

Marketing expenses

Business objectives.

Marketing channels.

Travel-related services

Collaboration

Partnership

Customer Relationship Management (CRM)

Market Research:

Target Audience Identification

Value Proposition

Brand Development

Communication Strategy

Digital Marketing

Sales Strategy

Outlining tactics

Budgeting and Resource Allocation

Monitoring and Analytics

Adaptability

Customer Relationship Management (CRM)

Innovation

Global Expansion

Target Audience Segmentation

Online Presence

Content Marketing

Social Media Marketing

Collaborations and Partnerships

Customer Reviews and Testimonials

Community Involvement

Seasonal Campaigns

Experiential Marketing

Sustainable Tourism

Crisis Management

Mobile-Friendly Strategies

Personalization

Travel Packages and Deals

Cultural and Culinary Promotion

Innovative Technologies

International Collaborations

Feedback and Improvement

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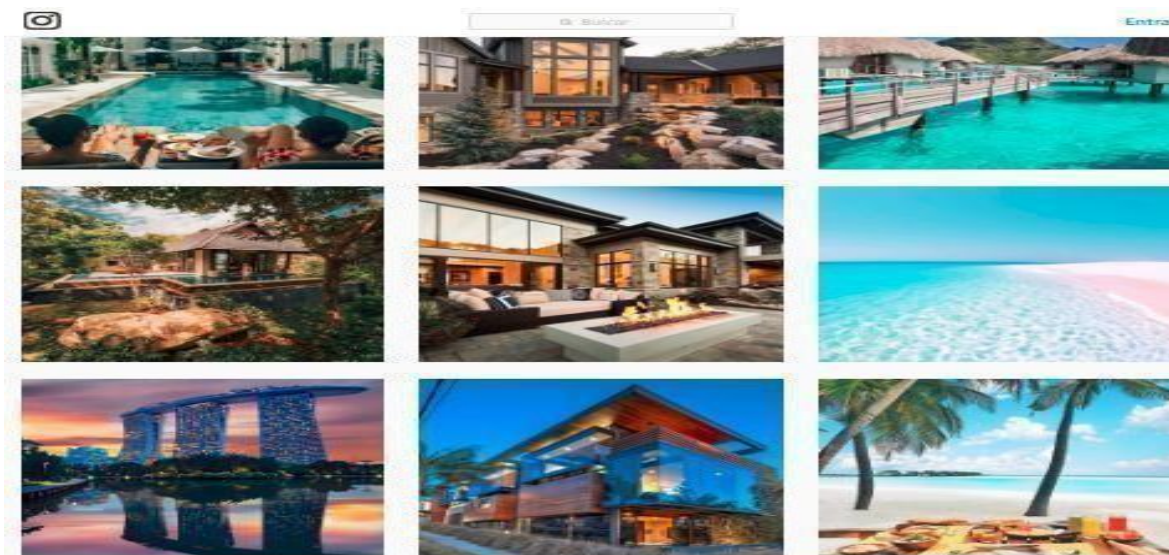
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CHAPTER XI

PROMOTING TOURIST RESSORTS



COURSE LEARNING ACHIEVEMENTS:

After Learning chapter xi, the students are expected to be able to:

1. Explain the functions of Promotion
2. Explain Types of Promotion
3. Explain The Strategies to Promote Tourism Industry
4. Medias Used to Promote Tourism Industry

Subject Matters:

1. Definition of Promotion
2. The functions of Promotion
3. Types of Promotion
4. The Strategies to Promote Tourism Industry
5. Medias Used to Promote Tourism Industry

A. PROMOTION

Promotion is a crucial aspect of marketing that involves communication with the target audience to increase awareness of a product or service, ultimately driving sales. There are various types of promotion, each suited for different objectives and target markets. In this essay, we will discuss the different types of promotion and provide examples and references to support the discussion.

Talking promotion, it has close relationship to tourism. Tourism is industry sector which is need to promoted in order that the more people know the existence of the tourism sectors which is being promoted. Tourism promotion is a marketing technique that is useful for introducing tourist attractions to tourists. This promotion technique is very suitable and important for business actors who develop their business in the world of tourism.

In the current era there are many ways that can be used to introduce tourism and attract tourist visits. The purpose of tourism promotion is to inform, persuade and increase the number of tourists. That way tourists have the desire to come to the tourist destinations that have been promoted.

B. TYPES OF PROMOTION

The first type of promotion is advertising, which involves paid messages communicated through various media such as television, radio, print, and digital platforms. For example, a company may run a television commercial during prime time to reach a broad audience and create brand awareness. According to Kotler and Armstrong (2016), advertising is useful for creating brand image and informing customers about new products or special offers.

Another type of promotion is sales promotion, which includes short-term incentives to encourage purchases or sales of a product or service. Examples of sales promotions include discounts, coupons, contests, and free samples. For instance, a company may offer a “buy one, get one free” promotion to stimulate immediate sales. According to Sheth and Mittal (2017), sales promotions are effective in generating quick sales and attracting price-sensitive customers.

Public relations are also a type of promotion that involves managing relationships and communication with the public, media, and other stakeholders to build a positive image and reputation for the company. For instance, a company may sponsor a charity event or issue a press release to gain favorable publicity. According to Cutlip, Center, and Broom (2013), public relations help build credibility and trust, and can enhance the company's image in the eyes of the public.

Personal selling is another type of promotion that involves direct communication between a salesperson and a potential customer to make a sale. This method is often used for high-value products or services that require a personalized approach. For example, a real estate agent may conduct open houses and give presentations to potential homebuyers. According to Peter and Donnelly (2015), personal selling is effective in building relationships and providing tailored solutions to customers.

Lastly, direct marketing is a type of promotion that involves communicating directly with the target audience through mail, email, telemarketing, and other direct channels. For example, a company may send personalized emails with special offers to its loyal customers. According to Jobber and Ellis-Chadwick (2013), direct marketing allows for precise targeting and personalization, and can generate immediate response and sales.

In conclusion, promotion is a critical element of marketing that encompasses various types of communication to reach and influence the target audience. Advertising, sales promotion, public relations, personal selling, and direct marketing are different types of promotion, each serving specific objectives and target markets. By leveraging these promotion types effectively, companies can enhance their brand image, engage customers, and ultimately drive sales.

C. THE STRATEGIES TO PROMOTE TOURISM INDUSTRY

Promoting the tourism industry is essential for the economic growth of a country. Tourism not only brings in revenue and creates jobs, but it also contributes to cultural exchange and understanding among different nations. There are several ways to promote the tourism industry, and by implementing these strategies, countries can attract more visitors and boost their tourism sector.

One way to promote the tourism industry is through effective marketing and advertising. Utilizing various platforms such as social media, television, print media, and digital marketing, countries can showcase their unique attractions and destinations to potential tourists. By creating compelling and engaging marketing campaigns, countries can capture the attention of travelers and entice them to visit.

Another way to promote tourism is by enhancing the infrastructure and facilities in tourist destinations. Improving transportation networks, developing accommodation options, and providing various amenities can make a destination more attractive to tourists. This can be achieved through government investment, public-private partnerships, and collaborations with the private sector.

Moreover, focusing on sustainable and responsible tourism practices can also aid in promoting the tourism industry. By preserving natural habitats, protecting wildlife, and promoting eco-friendly practices, countries can attract environmentally conscious travelers. Implementing sustainable tourism initiatives not only helps in preserving the environment but also enhances the overall appeal of a destination.

Furthermore, collaborating with travel agencies, tour operators, and hospitality businesses can also aid in promoting the tourism industry. Building strong partnerships with these industry players can help in creating attractive vacation packages, organizing promotional events, and offering special deals to potential tourists.

In addition, governments can also promote tourism by simplifying visa processes, easing travel restrictions, and offering incentives to visitors. By making it easier for tourists to visit a country, governments can attract more travelers and boost tourism revenue.

Furthermore, leveraging cultural events, festivals, and exhibitions can also help in promoting the tourism industry. These events offer a unique opportunity to showcase a country's cultural heritage, traditions, and arts, and can attract tourists who are interested in experiencing local cultures and traditions.

In conclusion, there are several ways to promote the tourism industry, and by implementing these strategies, countries can attract more visitors and boost their tourism sector. Effective marketing and advertising, enhancing infrastructure, promoting sustainable practices,

collaborating with industry players, easing travel restrictions, and leveraging cultural events are some of the strategies that can aid in promoting the tourism industry.

D. MEDIAS USED TO PROMOTE TOURIM INDUSTRY

The tourism industry is one of the fastest-growing industries in the world, with millions of people traveling to different destinations each year. In order to promote tourism and attract more visitors, it is important for destinations to make use of various media platforms to showcase their attractions and activities to potential tourists. There are various forms of media that can be utilized to promote the tourism industry, including social media, traditional media, and online travel platforms.

Social media has become an increasingly popular platform for promoting tourism. With millions of active users on platforms such as Instagram, Facebook, and Twitter, destinations are able to showcase their attractions and activities to a wide audience. By using visually appealing images and engaging content, destinations can capture the attention of potential tourists and encourage them to visit. For example, the tourism board of New Zealand has effectively utilized social media to showcase the country's stunning landscapes and outdoor activities, attracting millions of visitors each year.

Traditional media, such as television and print publications, also play a significant role in promoting the tourism industry. Travel shows and documentaries, such as Anthony Bourdain's "Parts Unknown" and the BBC's "Planet Earth," have the power to inspire people to explore new destinations and cultures. Furthermore, travel magazines and newspapers often feature destination guides and travel articles that provide valuable information to potential tourists. For example, National Geographic's travel publications have long been influential in promoting various destinations and inspiring people to travel.

Online travel platforms, such as TripAdvisor and Expedia, have also become valuable tools for promoting the tourism industry. These platforms allow travelers to read reviews, compare prices, and book accommodations and activities, making it easier for people to plan their trips. In addition, destinations can use these platforms to showcase their attractions and receive feedback from visitors, helping to attract more tourists. For instance, the tourism board of Japan has

partnered with online travel platforms to promote the country's cultural and natural attractions, resulting in a significant increase in tourist arrivals.

In order to effectively promote the tourism industry through media, destinations must ensure that they are utilizing the right platforms and creating engaging content. This can be achieved by working with social media influencers, partnering with travel bloggers, and producing high-quality videos and images that capture the essence of the destination. Additionally, destinations should make use of targeted advertising to reach potential tourists who are interested in specific activities or experiences.

It is important for destinations to continuously evaluate the effectiveness of their media promotion efforts and make adjustments as necessary. By monitoring engagement metrics and visitor feedback, destinations can gain insights into what is resonating with their audience and make the necessary improvements to their media campaigns.

In conclusion, media plays a crucial role in promoting the tourism industry and attracting more visitors to destinations. By leveraging social media, traditional media, and online travel platforms, destinations can effectively showcase their attractions and activities to a wide audience. With the right strategies and engaging content, destinations can inspire people to explore new destinations and contribute to the growth of the tourism industry.

E. RESUME

- ❖ **Promotion is a crucial aspect of marketing that involves communication with the target audience to increase awareness of a product or service, ultimately driving sales.**
- ❖ **Advertising, sales promotion, public relations, personal selling, and direct marketing are different types of promotion, each serving specific objectives and target markets**
- ❖ **Promoting the tourism industry is essential for the economic growth of a country.**
- ❖ **Tourism not only brings in revenue and creates jobs, but it also contributes to cultural exchange and understanding among different nations.**
- ❖ **Effective marketing and advertising, enhancing infrastructure, promoting sustainable practices, collaborating with industry players, easing travel restrictions, and leveraging cultural events are some of the strategies that can aid in promoting the tourism industry.**
- ❖ **Media plays a crucial role in promoting the tourism industry and attracting more visitors to destinations.**
- ❖ **By leveraging social media, traditional media, and online travel platforms, destinations can effectively showcase their attractions and activities to a wide audience.**

F. EXERCISES AND EVALUATION OF CHAPTER XI:

1. What are types of promotion?
2. Tourism not only brings in revenue and creates jobs, but it also contributes to cultural exchange and understanding among different nations, why?
3. Mention some of the strategies that can aid in promoting the tourism industry!
4. What are medias very important in promoting tourism?
5. What are the purposes of tourism promotion?
6. How do the medias help the tourism promotion?

7. How can companies enhance their brand image, engage customers, and ultimately drive sales?
8. Mention several ways to promote the tourism industry!
9. Why is building strong partnerships with industry players very important?
10. How can governments also promote tourism?

G. IMPORTANT TERMINOLOGIES

Strategy marketing

Market-specific strategies goals

Marketing expenses

Target audience

Awareness of a product or service

Revenue

Cultural exchange

Sales promotion

Public relations

Personal selling

Direct marketing specific objectives

Target markets

Tourism industry

Effective marketing and advertising

Infrastructure

Sustainable practices

Industry players

Travel restrictions

Cultural events

Traditional media

Hospitality businesses

Vacation packages

Tourism revenue.

Monitoring engagement metrics

Visitor feedback

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CHAPTER XII

RESERVATION AND TICKETING



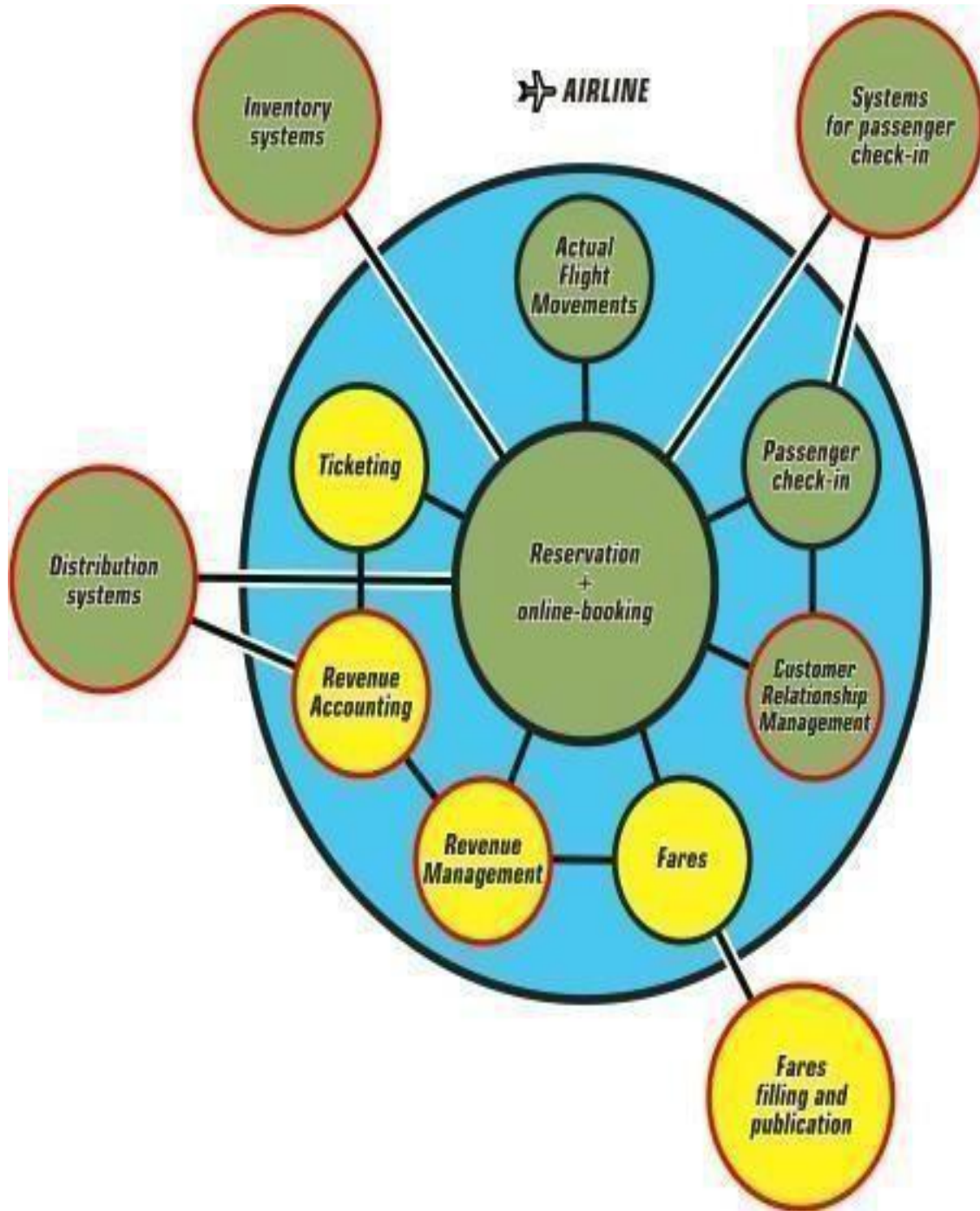
COURSE LEARNING ACHIEVEMENTS:

After learning chapter xii, the students are expected to be able to:

1. Understand the Definition and Function of Reservation
2. Explain Definition and Function of Reservation
3. Understand the Definition and Function of Ticketing
4. Understand and Explain the Duties and Responsibilities of Ticketing and Reservation Officers
5. Explain Various reservation process in certain industries

Subject Matters:

1. Definition and Function of Reservation
2. Definition and Function of Ticketing
3. Duties and Responsibilities of Ticketing and Reservation Officers
4. Various reservation process in certain industries



A. RESERVATION

The word reservation is inferred from the verb save, which too infers to offer. As a result, when a reservation is interpreted into Indonesian, it presently alludes to the arrangement of an area or benefit. Airlines' reservation frameworks are associated to the thought of dissemination, which can be seen as an endeavor by the trade to control inventories. For each carrier, this stock administration framework is regularly alluded to by a distinctive title, but it basically serves the same reason. These expressions incorporate "reservation control," "space control," "capacity administration," "stock administration," and "income administration." The most obligation of these expressions is to oversee stock, or the stock of seats on a plane, in arrange to disseminate it, keep products continuously accessible, and direct deals in arrange to maximize benefits for the company.

A reservation is the arrangement merely make once you book something such as a lodging room, a table at an eatery, a theater seat, or a put-on open transport. In common, ticketing and reservation can be characterized as the method of recording client information as well as demands for progress arrangement of settlement or seats in transportation administrations such as planes, trains, and so on. Be that as it may, in the domain of flying, ticketing and reservation are two methods that each traveler must total in arrange to get flight plans and book plane seats. Already, this work was done by hand, but most ticketing and reservation specialists nowadays take advantage of advancements in computer-based innovation.

Many people often call that reservation with the words booking. Actually, *booking* comes from the word *book*. The bookkeeping process is at first glance the same with the reservation process, but in principle it is different. In this chapter will be discussed specifically for air reservations, so for hotel reservations, shows and others will be discussed in modules that are relevant to this matter.

B. TICKETING

In the modern world, ticketing has become an integral part of many people's lives. Whether it is for a concert, sports event, travel, or any other occasion, the process of obtaining a ticket has been greatly simplified with the advent of technology and the internet. Ticketing is the process of

issuing tickets for admission to an event or transportation, and it plays a crucial role in ensuring order and efficiency in various activities.

One of the primary purposes of ticketing is to control access to a particular event or location. By requiring a ticket for entry, organizers can manage the number of people attending and prevent overcrowding. This is especially important for events with limited capacity, such as concerts and sporting events, where safety and security are paramount.

Ticketing also serves as a way to regulate entry into transportation services, such as airlines, trains, and buses. Without a ticket, passengers would not be able to board, resulting in chaos and confusion. In this sense, ticketing helps to streamline the boarding process and ensures that only paying customers are able to use the service.

Moreover, ticketing is an essential tool for revenue generation. By selling tickets to events and transportation services, organizers and operators are able to generate income that is essential for the upkeep and improvement of their facilities and services. Without the revenue generated from ticket sales, many events and transportation services would struggle to stay afloat financially.

Furthermore, ticketing provides a means of tracking and managing attendance. Organizers of events can easily keep track of the number of tickets sold and monitor attendance levels, which can inform future planning and decision-making. For transportation services, ticketing allows for the tracking of passenger numbers and patterns, which can be valuable for route planning and scheduling.

In recent years, the process of ticketing has evolved significantly with the advancement of technology. In particular, online ticketing systems have become increasingly popular, providing convenience and accessibility for consumers. Customers can now purchase tickets for events and transportation services from the comfort of their own homes using their computer or mobile device. This has greatly simplified the ticketing process and eliminated the need for physical paper tickets, leading to improved efficiency and reduced environmental impact.

In conclusion, ticketing is a fundamental aspect of many activities and services in the modern world. It serves as a means of controlling access, generating revenue, managing attendance, and providing convenience for consumers. With the continuous advancements in

technology, the ticketing process continues to evolve, offering greater efficiency and accessibility for all involved.

Learn Ticketing in More Depth

Reservations come first, followed by ticketing. The ticket is an electronic document that serves as proof of a flight arrangement between the prospective passenger and the airline. This ticket contains numerous sections that will eventually serve as a reference for passengers.

- A booking

Booking code is a code made up of a combination of numbers and letters. This code is produced at random according to the generated system Time and Place of Issue of Tickets, which explains when and where the ticket is issued to prevent ticket counterfeiting.

- The passenger's name

The passenger's name is valid proof of correspondence between the ticket order's information and the identity card.

- Flight number,

This consists of two letters from the airline code and 2–4-digit digits based on the passenger's flight.

- Date and time of departure,

making it easier for passengers to know when they need to get ready before leaving.

- Ticket number,

This consists of 14-digit numbers. According to the applicable regulations, the first 3 digits are the airline code

A Number of Terminologies in Ticketing

Aside from comprehending the explanation of the terms on the ticket, there are a number of other terminologies that must be mastered while working as a ticketing and reservation staff at an airport.

Here are a few examples:

- Endorse is a sort of ticket that allows you to change your flights in compliance with the rules. This sort of ticket is typically used for an interstate (international) flight. For example, Indonesia's original target was altered from America to Japan.

- The flight destination cannot be changed with a non-endorsed ticket, which is the inverse of the prior non-endorsed ticket.
- A refund is a cancellation of domestic or international airline ticket reservations.
- A reroute is a change in the flight route, which is, of course, tailored to the kind of ticket.

C. DUTIES AND RESPONSIBILITIES OF TICKETING AND RESERVATION OFFICERS

After understanding the explanation about this profession, maybe someone is interested or interested in becoming a ticketing and reservation officer at the airport. If that's the case, then it's important to understand the duties and responsibilities of ticketing and reservation officers. Here are some of them.

- Process flight ticket bookings
- Manage flight reschedule or reroute
- Process flight ticket cancellations and make refunds according to the system
- Help passengers arrange schedules well in advance of departure
- Provide appropriate information needed by passengers regarding ticketing and reservations
- Make manual and computerized reservations

D. VARIOUS RESERVATION PROCESS IN CERTAIN INDUSTRIES

It's important to note that the reservation process can be more complex for certain industries, such as hotels, airlines, or event venues. Digital reservation systems have become increasingly common, streamlining the process and providing convenience for both customers and service providers.

The Hotel Reservation Process

The hotel reservation process involves several steps to ensure a smooth booking experience for guests. Here is a typical hotel reservation process:

1. Online Search or Inquiry:

Guests begin by searching for hotels online through travel websites, hotel booking platforms, or the hotel's own website. They may input criteria such as location, dates of stay, number of guests, and room preferences.

2. Availability Check:

The hotel reservation system checks the availability of rooms for the specified dates and provides a list of options that match the guest's criteria.

3. Room Selection:

Guests review the available room options, considering factors like room type, bed preferences, and amenities. They may also view photos and read descriptions to make an informed decision.

4. Reservation Details and Pricing:

Guests enter their personal information, including name, contact details, and payment information. The system calculates the total cost, including room charges, taxes, and any additional fees.

5. A special request

It talks about hospitality (special requests for hotel rooms or amenities), customer service, product customization, event planning, and more. It essentially indicates a need or desire for something outside the norm, requiring special attention or consideration. Guests may include any special requests or preferences, such as bed types, additional amenities, or specific room locations.

6. Confirmation Page:

After reviewing the reservation details, guests confirm the booking. A confirmation page is displayed, summarizing the reservation information, including confirmation number and contact details.

7. Confirmation Email:

Guests receive a confirmation email containing the reservation details, terms and conditions, and contact information. The email may also include information about check-in/check-out times and the hotel's cancellation policy.

8. Pre-Arrival Communication:

Some hotels send pre-arrival emails or messages with additional information, such as local

attractions, check-in procedures, and any special promotions.

9. Check-In:

Guests arrive at the hotel on the scheduled check-in date. They provide identification, and the hotel staff verifies the reservation details. Payment is often processed at this point, and the guest may receive a room key or keycard.

10. Stay:

Guests enjoy their stay, utilizing hotel amenities and services.

11. Check-Out:

On the check-out date, guests settle any outstanding charges. The hotel updates its records to reflect the guest's departure.

12. Post-Stay Communication:

Some hotels send post-stay surveys or thank-you emails to gather feedback and encourage future bookings.

13. Record Keeping:

The hotel maintains records of reservations, guest preferences, and stay history for future reference.

This process can be adapted based on the specific practices and technologies employed by individual hotels. Many hotels use advanced reservation systems to streamline the process and enhance the overall guest experience.

Creating a visual representation of a hotel reservation process typically involves a flowchart or a diagram. Here's a simple example of a hotel reservation process represented in a flowchart:

+.....+

| Start |

+.....+

|
v

+.....+

| Guest Searches for |

| Hotel Online |

+.....+

|

v

+.....+

| Hotel Availability |

| Check |

+.....+

|

v

+.....+

| Guest Selects Room |

| and Preferences |

+.....+

|

v

+.....+

| Reservation Details |

| and Pricing |

| Guest Provides |

| Personal Information |

+.....+

|

v

+.....+

| Payment Transaction |

+.....+

|

v

+.....+

| Reservation |

| Confirmation |

+.....+

|

v

+.....+

| Check-In and enjoy |

| Stay |

```

| Check-Out      |
+.....+
      |
      v
+.....+
| End           |
+.....+

```

The Reservation Processes for Airlines

The reservation processes for airlines. Here are the general reservation processes for airlines:

1. Flight Search:
 Passengers begin by searching for flights based on their travel dates, destinations, and other preferences using airline websites, travel agencies, or online booking platforms.
2. Seat Selection:
 Passengers choose their preferred seats on the aircraft, considering factors like window or aisle preference and proximity to amenities.
3. Passenger Details:
 Passengers provide personal information, including names, contact details, and any special requirements (e.g., dietary preferences or special assistance).
4. Flight Selection:
 Passengers select the desired flight based on the available options, schedules, and prices.
5. Fare Calculation:
 The reservation system calculates the total fare, including the base fare, taxes, fees, and any additional charges.
6. Payment:
 Passengers enter payment information to confirm and secure the reservation. E-tickets are issued upon successful payment.

7. Confirmation:

Passengers receive a confirmation email with the e-ticket, flight details, and booking reference number. The confirmation serves as proof of reservation.

8. Check-In:

Passengers can check in online or at the airport before the flight, selecting seats and receiving boarding passes.

9. Boarding:

Passengers board the aircraft according to their assigned boarding groups or seat rows.

10. Flight:

Passengers enjoy the flight, and flight attendants may provide in-flight services.

11. Arrival:

Passengers disembark at the destination airport.

Here's an airline reservation process represented in a flowchart:

+.....+

| Start |

+.....+

|

v

+.....+

| Search for Flights |

+.....+

|

v

+.....+

| Select Flight |

+.....+

|
v

+.....+

| Enter Passenger |

| Information |

+.....+

|
v

+.....+

| Choose Seats |

+.....+

|
v

+.....+

| Confirm Selection |

+.....+

|
v

+.....+

| Calculate Fare |

+.....+

|

v

+.....+

| Enter Payment |

| Information |

+.....+

|

v

+.....+

| Confirm Reservation|

+.....+

|

v

+.....+

| Receive E-Ticket |

+.....+

|

v

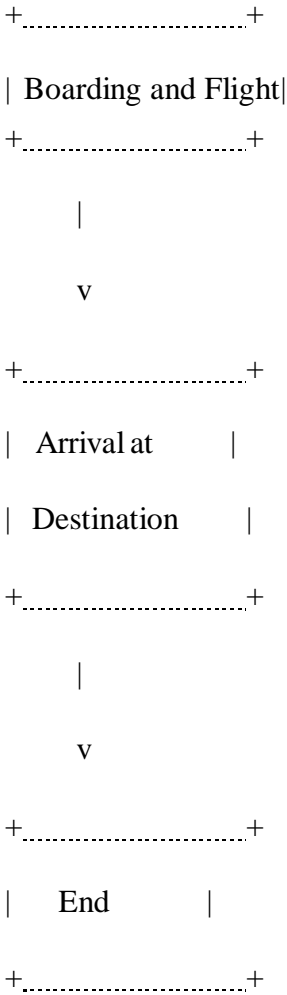
+.....+

| Online Check-In |

+.....+

|

v



This flowchart provides a simplified overview of the steps involved in the airline reservation process, from searching for flights to arrival at the destination. Each rectangle represents a process or task, and the arrows indicate the flow of the process. The diamonds represent decision points or conditional branches, such as confirming the flight selection.

Venue Reservation Process (e.g., Event Venue, Conference Room)

1. Inquiry:
Organizations or individuals inquire about venue availability, facilities, and pricing.
2. Venue Selection:
The customer selects a specific venue based on their needs, considering factors such as capacity, amenities, and location.
3. Date and Time Confirmation:

The customer confirms the event date and time with the venue.

4. Reservation Agreement:

A reservation agreement or contract is drafted, outlining terms, conditions, costs, and any additional services provided by the venue.

5. Deposit or Payment:

The customer may be required to pay a deposit or make a full payment to secure the reservation.

6. Confirmation:

The venue provides a confirmation of the reservation, including the agreed-upon details and payment receipt.

7. Pre-Event Coordination:

The venue may assist in coordinating event details, such as setup, catering, and technical requirements.

8. Event or Venue Usage:

The customer utilizes the venue for the specified event or purpose.

9. Post-Event Follow-Up:

The venue may follow up with the customer for feedback and to address any outstanding matters.

10. Final Payment:

The customer settles any remaining payments based on the final usage of the venue.

Both processes involve careful coordination between customers and service providers, and advancements in technology have led to more streamlined and efficient reservation systems in both the airline and venue industries.

Below is a simplified example of a venue reservation process represented in a flowchart:

+.....+

| Start |

+.....+

|

v

+.....+

| Inquiry about |

| Venue Availability|

+.....+

|

v

+.....+

| Select Venue |

+.....+

|

v

+.....+

| Confirm Date and |

| Time with Venue |

+.....+

|

v

+.....+

| Draft Reservation |

| Agreement/Contract |

+.....+

|

v

+.....+

| Payment (Deposit |

| or Full Payment) |

+.....+

|

v

+.....+

| Confirmation of |

| Reservation |

+.....+

|

v

+.....+

| Pre-Event Coordination|

+.....+

|

v

+.....+

| Event/Venue Usage |

+.....+

|

v

+.....+

| Post-Event Follow-Up|

+.....+

|

v

+.....+

| Final Payment/Settle|

+.....+

|

v

+.....+

| End |

+.....+

This flowchart outlines the key steps in the venue reservation process, from the initial inquiry to the post-event follow-up. The rectangles represent processes or tasks, and the arrows indicate the flow of the process. The diamonds represent decision points or conditional branches, such as confirming the date and time with the venue.

E. RESUME

- ❖ A reservation is the arrangement merely make once you book something such as a lodging room, a table at an eatery, a theater seat, or a put-on open transport.
- ❖ In common, ticketing and reservation can be characterized as the method of recording client information as well as demands for progress arrangement of settlement or seats in transportation administrations such as planes, trains, and so on
- ❖ Ticketing is the process of issuing tickets for admission to an event or transportation, and it plays a crucial role in ensuring order and efficiency in various activities.
- ❖ Ticketing is a fundamental aspect of many activities and services in the modern world. It serves as a means of controlling access, generating revenue, managing attendance, and providing convenience for consumers
- ❖ The reservation process can be more complex for certain industries, such as hotels, airlines, or event venues.
- ❖ Digital reservation systems have become increasingly common, streamlining the process and providing convenience for both customers and service providers.

F. EXERCISE AND EVALUATION OF CHAPTER XII:

1. What do you know about reservations?
2. What is the definition of ticketing?
3. What is the difference of reservation and ticketing?
4. Explain the hotel reservation process!
5. Explain the difference between reservation and booking!
6. What are the duties and functions of the reservation section?
7. Explain the airline reservation process!
8. What is the role of reservation?
9. What is the role of ticketing?
10. What numerous sections contained by ticket that will eventually serve as a reference for passengers?

G. IMPORTANT TERMINOLOGIES

Reservation

Ticketing

Admission

Revenue

Attendance

Convenience

Venues

Service provider

Booking

Endorse

Flight destination

Room Selection

Reservation Details and Pricing

Special Requests

Confirmation Email

Check-In

Check-Out

Post-Stay Communication

Record Keeping

Flight Search

Seat Selection

Passenger Details

Flight Selection

Fare Calculation

Payment

Confirmation

Boarding

Flight

Flight services

Arrival

Inquiry

Venue Selection

Capacity

Amenities

Reservation Agreement

Additional services

Deposit or Payment

Payment receipt

Pre-Event Coordination

Catering

Technical requirements

Event or Venue Usage

Post-Event Follow-Up

Final Payment

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CHAPTER XIII

CULTURAL ATTRACTIONS



COURSES LEARNING ACHIEVEMENTS

After learning chapter xii, the students are expected to be able to:

1. Explain the Definition of Cultural Attraction
2. Explain the Cultural Attractions in Indonesia
3. Explains the Effects of Cultural Attraction to Tourism Sectors in Indonesia

Subject Matters:

1. Definition, Cultural Attraction
2. Forms of Cultural Attraction in Indonesia
3. The Effects of Cultural Attraction to Tourism Sectors in Indonesia



A. CULTURAL ATTRACTION

Cultural attraction can be defined as a place, event, or phenomenon that draws people due to its cultural significance and uniqueness. It can take many forms, including museums, historical sites, art festivals, traditional music and dance performances, and cultural celebrations. These attractions play a crucial role in preserving and promoting a society's cultural heritage and identity, while also contributing to the tourism industry in a significant way. This essay will explore the importance and impact of cultural attractions on society and the economy.

Firstly, cultural attractions are essential for preserving and promoting a society's cultural heritage and identity. They provide a platform for the expression and celebration of unique traditions, customs, and values that have been passed down through generations. For example, the Smithsonian National Museum of African American History and Culture in the United States showcases the rich and diverse history and culture of African Americans, encompassing everything

from slavery and civil rights to music and art. Such cultural attractions serve as educational resources, allowing people to learn about and appreciate different cultures and histories, fostering greater understanding and respect for diversity.

Additionally, cultural attractions contribute to the economic development of a region. According to a study by the World Travel & Tourism Council (WTTC), cultural and heritage tourism generates over \$1.6 trillion in global revenues annually. Visitors are drawn to cultural attractions, often spending money on accommodations, dining, transportation, and souvenirs, thereby providing a significant economic boost to local businesses and communities. For instance, the annual Edinburgh Festival Fringe in Scotland, which is the world's largest arts festival, attracts millions of visitors and contributes millions of pounds to the economy each year.

Moreover, cultural attractions also have the power to revitalize and regenerate urban areas. By attracting visitors and tourists, cultural attractions often serve as catalysts for urban development and regeneration. For example, the Guggenheim Museum in Bilbao, Spain, which features innovative architecture and holds a remarkable collection of modern and contemporary art, has transformed the once-industrial city into a thriving cultural hub. It has attracted millions of visitors and significantly boosted the local economy, uplifting the city's image and generating numerous opportunities for growth and development.

In conclusion, cultural attraction plays a vital role in preserving and promoting a society's cultural heritage, while also making substantial contributions to the economy and urban development. They serve as powerful vehicles for fostering cultural understanding and appreciation, and they have the potential to drive economic growth and revitalization in both urban and rural settings. Therefore, it is essential to recognize the significance of cultural attractions and support their continued preservation and development.

B. FORMS OF CULTURAL ATTRACTIONS

Cultural attractions are an integral part of any society as they represent the traditional and contemporary aspects of a culture. These attractions are an essential component of the tourism industry and play a crucial role in attracting visitors from all over the world. Cultural attractions come in various forms, each offering a unique and enriching experience for tourists.

One of the most popular forms of cultural attractions is museums. Museums are repositories of art, history, and culture, showcasing unique artifacts and objects that hold immense historical and cultural significance. For example, the Louvre Museum in Paris is renowned for its vast collection of art and artifacts, including the famous painting of the Mona Lisa. Museums provide a glimpse into the past, allowing visitors to gain insight into different cultures and civilizations.



Smithsonian National Museum of African American History Culture - Washington D.C., MD



Borobudur Temple – Central Java, Indonesia



Yogyakarta Art Festival, also named Festival Kesenian Yogyakarta (FKY), is an annual arts festival held in Yogyakarta, Indonesia and celebrated in July



Angklung is a traditional musical instrument originated from West Java – Indonesia



Gawai is Sarawak's version of the Harvest Festival - Malaysia



Pittsburgh Ballet Theatre performs at Hartwood Acres. Photo courtesy of Pittsburgh Ballet Theatre.

Another form of cultural attraction is heritage sites, which are physical landmarks that hold historical and cultural significance. These sites are often preserved for their architectural or historical value and serve as a reminder of a community's cultural past. For instance, the Great Wall of China and the Pyramids of Giza are major heritage sites that attract millions of tourists each year. These sites offer visitors a window into the architectural and engineering marvels of ancient civilizations.



Kawah Ijen is a stunning crater lake located in Banyuwangi, East Java – Indonesia



Great Wall of China - Huairou District, China



Great Pyramid of Giza, built to Honour Khufu, near Giza, Egypt

Cultural festivals and events also serve as important cultural attractions. These events showcase the traditions, rituals, and customs of a particular culture and often include dance, music, and food. Festivals such as Diwali in India, Carnival in Brazil, and Oktoberfest in Germany are prime examples of how cultural celebrations can attract tourists from all over the world. These events provide an immersive experience for visitors, allowing them to participate in and learn about different cultural practices.



Balinese culture and tradition, fun cooking class in a Balinese home.



Deepavali or Diwali is an Indian festival of lights



Rio Carnival (Rio Carnaval) Brazil

Additionally, performing arts such as theater, dance, and music are significant cultural attractions. These art forms are steeped in tradition and provide a unique insight into the creative expression of a culture. For example, the ballet at the Bolshoi Theatre in Moscow or a traditional

Kabuki performance in Japan offers visitors a chance to witness the artistic heritage of a particular culture.



Kabuki, Stylized Japanese dance drama – Japan



Bolshoi Theatre in Moscow

In conclusion, cultural attractions come in various forms, each offering a distinct and enriching experience for visitors. Whether it's museums, heritage sites, festivals, or performing arts, these attractions play a crucial role in preserving and showcasing the traditions and customs of a culture. As a result, they are an essential aspect of the tourism industry, attracting visitors and providing them with a deeper understanding of the world's diverse cultures.

C. RESUME

- ❖ **Cultural attractions are essential for preserving and promoting a society's cultural heritage and identity.**
- ❖ **Cultural attraction can be defined as a place, event, or phenomenon that draws people due to its cultural significance and uniqueness. It can take many forms, including museums, historical sites, art festivals, traditional music and dance performances, and cultural celebrations.**
- ❖ **Not only playing a vital role in preserving and promoting a society's cultural heritage, but also making substantial contributions to the economy and urban development.**
- ❖ **Performing arts such as theater, dance, and music are also significant cultural attractions. These art forms are steeped in tradition and provide a unique insight into the creative expression of a culture.**
- ❖ **As a result, cultural attractions are an essential aspect of the tourism industry, attracting visitors and providing them with a deeper understanding of the world's diverse cultures.**

D. EXERCISES AND EVALUATION OF CHAPTER XIII

1. How does the role of cultural attraction contribute to the tourism industry?
2. What are the essences of cultural attractions?
3. How can a place, event, or phenomenon be defined as cultural attractions?
4. Why is theater, dance, and music also categorized as significant cultural attractions?
5. In the text, it is explained that a heritage site offers visitors a window into the architectural and engineering marvels of ancient civilizations and also able to attract millions of tourists each year. What is the name of the heritage site?
6. In the text, it is explained there is a site containing repositories of art, history, and culture, showcasing unique artifacts and objects that hold immense historical and cultural significance. What is the name of the place?
7. How can cultural attractions have the power to revitalize and regenerate urban areas?
8. How would you describe Smithsonian National Museum of African American History and Culture in the United States?

E. IMPORTANT TERMINOLOGIES

Cultural attractions

Cultural heritage and identity

Phenomenon

Uniqueness

Cultural celebrations

Urban development

Diverse cultures

Repositories of art, history, and culture

Cultural significance

Heritage sites

Physical landmarks

Ancient civilizations

Traditions

Rituals

Customs

Particular culture

Cultural practices

Artistic heritage

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1. An Analysis in Poems by William Shakespeare
2. Language Attitude of Inter-Ethnic Marriage Pakpaknese People Towards Their Ethnic Language
3. The Effect of Using Question Strategy on Students' Reading Comprehension
4. The Effect of Discussion Method on Students' Achievement in Reading Comprehension
5. Analysis of Nias Cultural Values in Nias Folklore.
6. The Effect of Using Think – Pair – Share in Teaching Present Tense to Second

Semester Students of Indonesia Prima University

7. The Deixies in President Joko Widodo's Speech on Independence Day
8. The Relationship between Parental Involvement, The Role of Counselors, Students' Ability and Socioeconomic Status towards The Interest in Continuing Studies in High School Students in Sukabumi City.
9. Javanese Nomads' Language Attitude Towards Javanese and Batak Toba Languages in Sumbul City
10. Validity of Test: English Lecturers' Perceptions of Test Validity in Intensive Reading Course' Final Exam at Universitas Prima Indonesia in Academic Year 2022/2023
11. Higher Education Language Translanguaging Practices in North Sumatra: Case Study of Lecturer and Student Perceptions And she carries out many communities' service activities
12. Ontological, Epistemological and Axiological Principles Studies in Academic Final Scientific-Paper Assignment, Dissertations: Philosophical Values in Scientific Writing
13. The use of harry potter' book 1 to improve students' reading Ability at Master Plato College (MPC)

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4. Indonesia Language Influences Shifting in Simalungun Language.
5. An atitude lingustica de simalungun pessoas em direcao a manucao vernacular em Pematangsiantar (The language of Simalungun People Toward Vernacular maintenance in Pematangsiantar).
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