



Kuliah Pariwisata Internasional

Deskripsi Mata Kuliah

- Mata kuliah ini mengajarkan kepada mahasiswa ruang lingkup pariwisata secara global: trend dan perkembangan terkini pariwisata internasional, tren pariwisata di tingkat regional dan organisasi yang berperan dalam pemasaran pariwisata secara regional (ASEAN, PATA, European Tourism Commission, dll), serta fungsi dan peran organisasi seperti WTO, WTTC, IATA, UNESCO, dan organisasi lainnya.

Capaian Pembelajaran

- Mahasiswa mampu menganalisis tren perkembangan pariwisata internasional dengan data dan informasi

Tujuan Pembelajaran

- Aspek Kognitif, setelah mengikuti mata kuliah ini, mahasiswa mampu untuk:
 - Menjelaskan istilah-istilah penting pada bidang pariwisata internasional: international tourists arrival, international tourism receipts, tourism expenditure, inbound dan outbound tourism
 - Menggambarkan trend dan perkembangan pariwisata internasional
 - Menjabarkan Kode Etik Pariwisata
 - Menjabarkan peran dan fungsi organisasi yang turut memasarkan dan menentukan arah perkembangan pariwisata baik di tingkat regional maupun internasional
 - Menjelaskan peran destination marketing/management organization di berbagai tingkatan
 - Menjelaskan gambaran umum perkembangan pariwisata di berbagai kawasan dunia

Tujuan Pembelajaran

- **Aspek Afektif:**
 - Menempatkan Indonesia dalam lingkup pariwisata internasional
 - Mendiskusikan berbagai strategi pariwisata internasional beberapa negara yang menjadi studi kasus
- **Aspek Psikomotorik:**
 - Memberikan contoh aplikasi kode etik pariwisata
 - Mempresentasikan strategi pariwisata internasional beberapa negara yang menjadi studi kasus

Referensi

- Pengantar Pariwisata, karya Ismayanti, penerbit Grasindo, 2010 (Bab 5)
- Tourism Management, karya David Weaver dan Martin Opperman, 2000
- UNWTO Tourism Highlights 2017 Edition (www.unwto.org)
- Website organisasi-organisasi terkait: WTO, WTTC, ASEAN, PATA, European Travel Commission, dll.

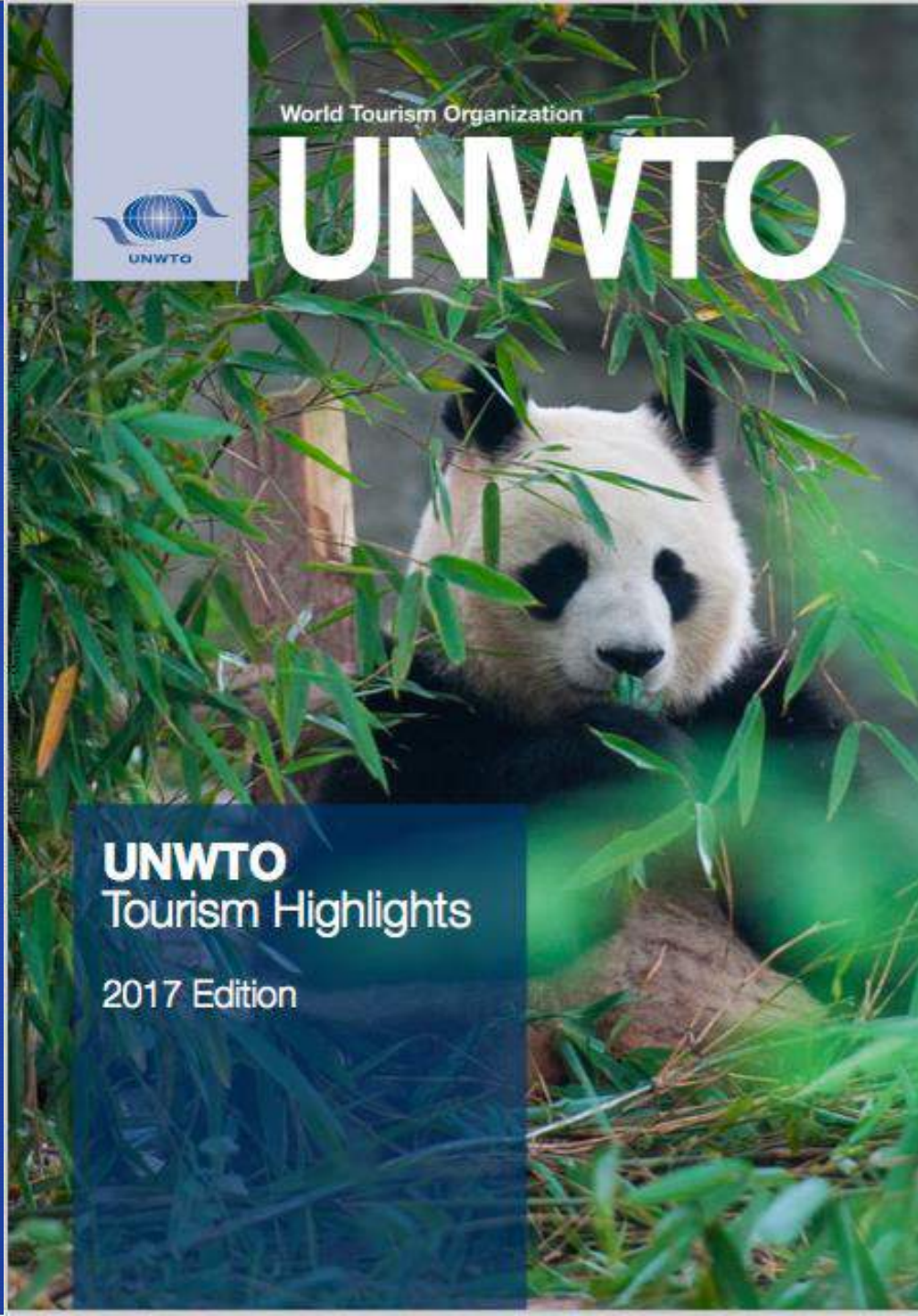


World Tourism Organization

UNWTO

UNWTO Tourism Highlights

2017 Edition



What is international tourism?

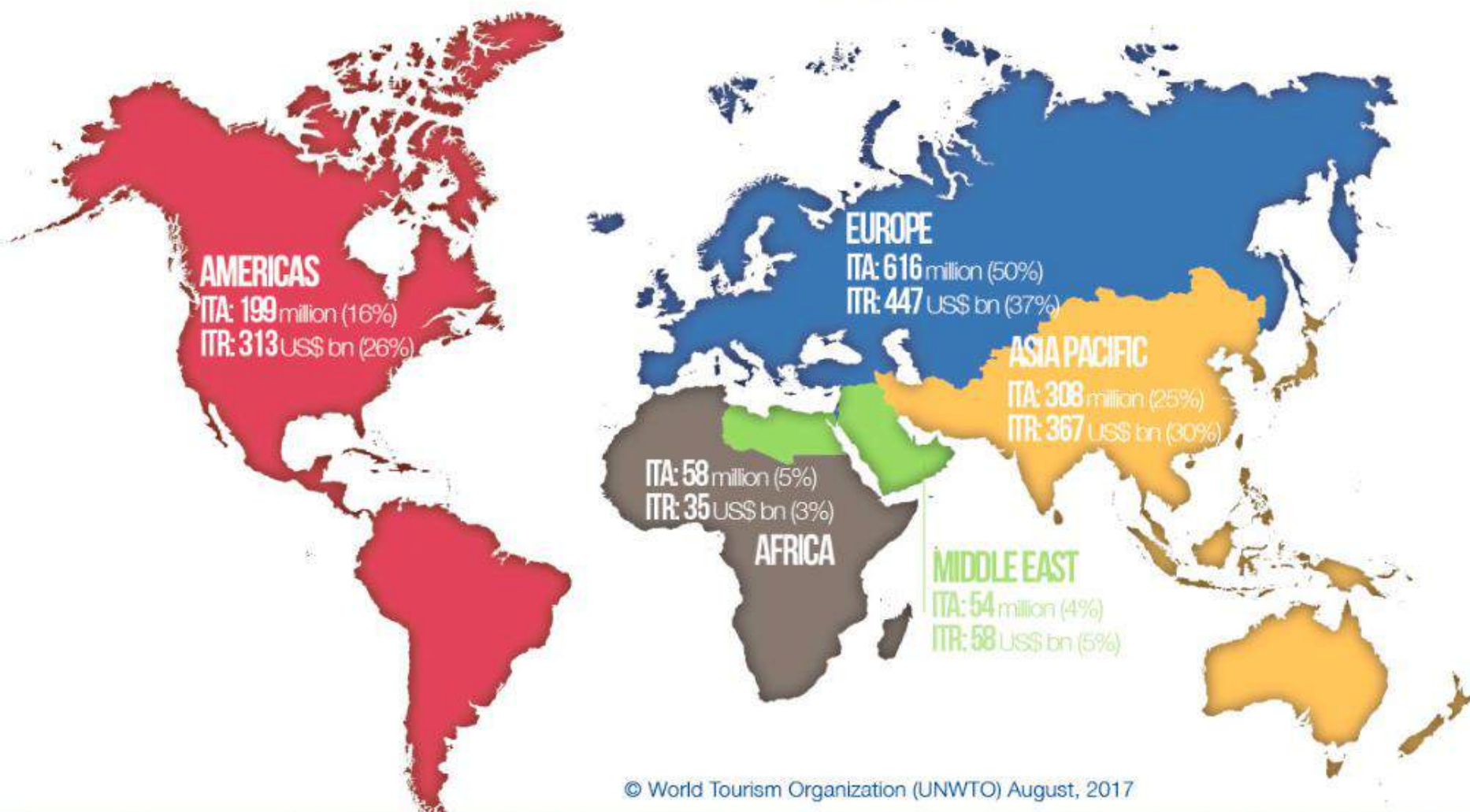
- International tourism is when people travel outside their home country for different reasons, such as recreational, business, health, and some other reasons
- Jadi... international tourist adalah...?
 - Wisatawan yang melakukan perjalanan internasional atau perjalanan ke negara lain

Development of International Tourism

- Tahun 1950, *international tourist arrival*: 25 juta *arrivals* di seluruh dunia, tahun 1980: 278 juta, tahun 1995: 528 juta
- Tahun 2013: 1,087 miliar *arrivals*
- *International tourism receipt* melampaui US\$ 1,159 trilyun pada 2013

INTERNATIONAL TOURISM 2016

International tourist arrivals (ITA): 1,235 million
International tourism receipts (ITR): US\$ 1,220 billion



Istilah (Terminologi) penting! (1)

- International tourist arrival
 - Jumlah kedatangan wisatawan internasional (mancanegara)
- International tourism receipt
 - Pendapatan yang diperoleh suatu negara atau total seluruh dunia dari kedatangan wisatawan internasional

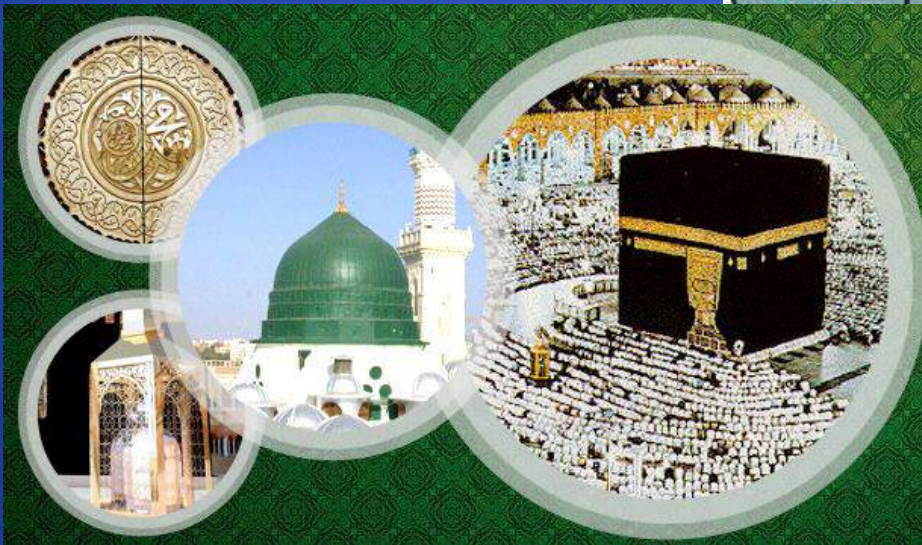
World's Top Tourism Destinations 2016

International tourist arrivals						
			(million)		Change (%)	
Rank		Series	2015	2016*	15/14	16*/15
1	France	TF	84.5	82.6	0.9	-2.2
2	United States	TF	77.5	75.6	3.3	-2.4
3	Spain	TF	68.5	75.6	5.5	10.3
4	China	TF	56.9	59.3	2.3	4.2
5	Italy	TF	50.7	52.4	4.4	3.2
6	United Kingdom	TF	34.4	35.8	5.6	4.0
7	Germany	TCE	35.0	35.6	6.0	1.7
8	Mexico	TF	32.1	35.0	9.4	8.9
9	Thailand	TF	29.9	32.6	20.6	8.9
10	Turkey	TF	39.5	..	-0.8	..

Top Ten in International Tourism Receipts (dalam Milyar US\$)

International tourism receipts		US\$				Local currencies	
		(billion)		Change (%)		Change (%)	
Rank		2015	2016*	15/14	16*/15	15/14	16*/15
1	United States	205.4	205.9	7.0	0.3	7.0	0.3
2	Spain	56.5	60.3	-13.3	6.9	3.8	7.1
3	Thailand	44.9	49.9	16.9	11.0	23.0	14.7
4	China	45.0	44.4	2.1	-1.2	3.6	5.3
5	France	44.9	42.5	-22.9	-5.3	-7.6	-5.1
6	Italy	39.4	40.2	-13.3	2.0	3.8	2.3
7	United Kingdom	45.5	39.6	-2.3	-12.9	5.2	-1.4
8	Germany	36.9	37.4	-14.8	1.4	2.0	1.7
9	Hong Kong (China)	36.2	32.9	-5.8	-9.1	-5.8	-9.0
10	Australia	28.9	32.4	-8.2	12.3	10.2	13.5

Why do people travel?

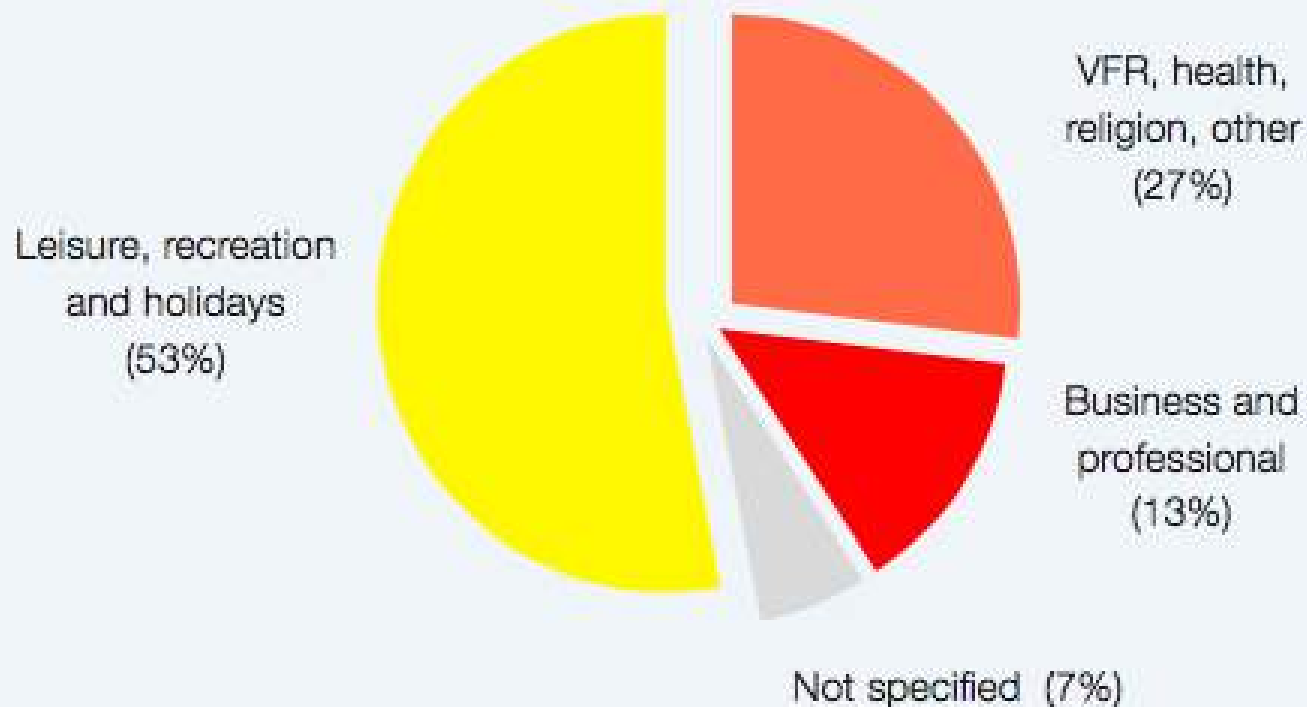


medical
Tourism



Reasons/purposes of traveling

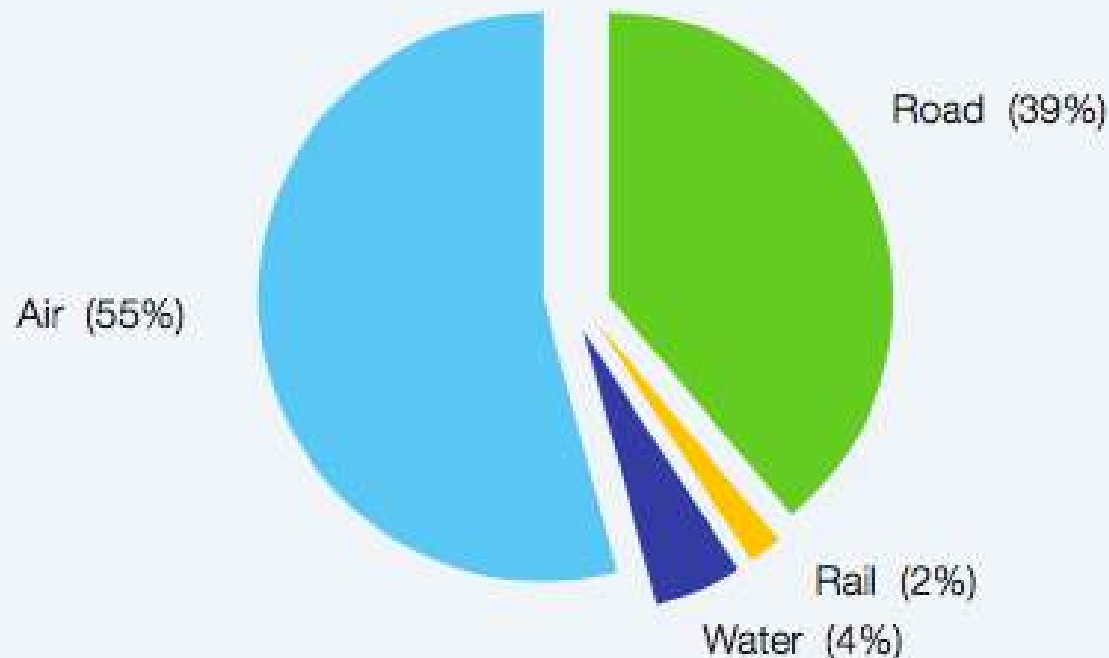
Inbound tourism by purpose of visit, 2016* (share)



Source: World Tourism Organization (UNWTO) ©

How do people travel?

Inbound tourism by mode of transport, 2016* (share)



Source: World Tourism Organization (UNWTO) ©

Istilah (terminologi) penting! (2)

- **Inbound tourism:**
 - Ketika wisatawan dari negara lain (luar negeri) masuk atau datang ke suatu negara
- **Outbound tourism:**
 - Ketika wisatawan dari dalam negeri bepergian ke negara lain
- **VFR: visiting friends and relatives** (motivasi utama wisatawan adalah mengunjungi teman dan kerabat)

Top Spenders in International Tourism

Rank		International tourism expenditure (US\$ billion)		Population (million)	Expenditure per capita (US\$)
		2015	2016*	2016	2016*
1	China	249.8	261.1	1,383	189
2	United States	114.7	123.6	323	382
3	Germany	77.5	79.8	83	964
4	United Kingdom	63.3	63.6	66	970
5	France	39.3	40.5	65	627
6	Canada	30.1	29.1	36	802
7	Korea (ROK)	25.3	26.6	51	520
8	Italy	24.4	25.0	61	411
9	Australia	23.8	24.9	24	1,026
10	Hong Kong (China)	23.1	24.2	7	3,284

Fenomena Chinese tourists

“Too Loud, Too Rude”: Switzerland Introduces Separate Trains for Chinese Tourists

China Insight Featured Weiblog What's on Weibo © August 27, 2015



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Yiying Fan

Switzerland has introduced special coaches for Chinese tourists, as locals consider them to be ‘loud’ and ‘rude’. The news has triggered mixed reactions amongst Weibo’s netizens.

According to China’s National Tourism Administration (中国国家旅游局), China now sends more tourists abroad than any other country in the world. The number of Chinese outbound tourists exceeded 100 million in 2014, spending \$155 billion.

Although destination countries welcome the money spent by Chinese travelers, locals often can’t stand the chaos and hassle some Chinese tourists bring to their countries. They consider them to be loud, rude, pushy, and all over the place.

” *“They’re loud and rude, and spit on the floor.”*

Rude awakening: Chinese tourists have the money, but not the manners

Mainland tourists are still, unfortunately, maintaining their reputation for boorish behaviour as more spread their wings and travel abroad

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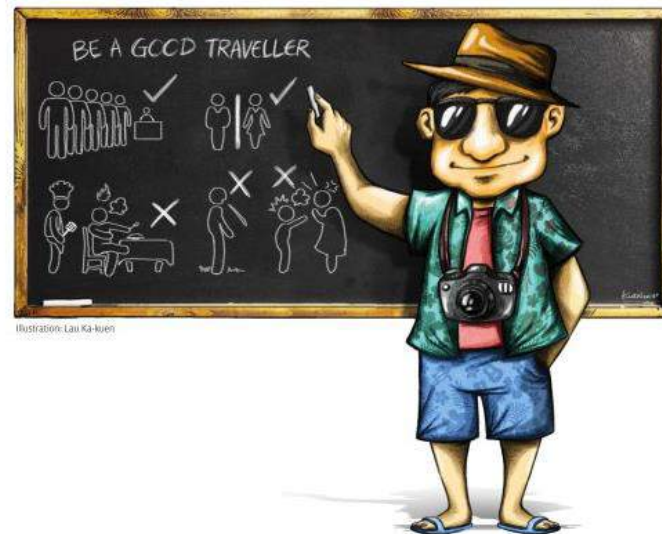


Illustration: Lau Ka-kuen

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When a busload of Chinese tourists took a break at a highway toll station near Frankfurt, Germany, on an autumn afternoon in October, their translator and guide Linda Li told her charges they could use the toilet for €0.7 (HK\$6.62).

"If you don't have the change, come to me," the veteran tour guide recalled telling them.

The mention of the fee caused a stir on the bus. Many were on their first overseas trip and grumbled that back home in China pay-to-use toilets cost only 0.5 yuan (HK\$0.63). Several of the men decided not go to the loo. Instead, they walked to an open spot to relieve themselves.

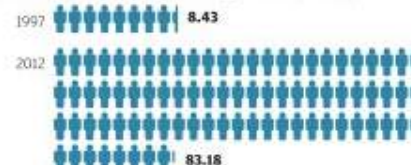
Li shook her head and looked away - she had half-expected them to do so because it is common among first-time Chinese travellers.

But what happened next took even her by surprise: a well-dressed middle-aged man followed suit to pee in public.

"I was dumbfounded," said the tour guide of seven years. "This same person who refused to pay €0.7 had on the same trip spent thousands of euros on a Vacheron Constantin watch."

Broadening horizons

Number of Chinese tourists travelling overseas (million)



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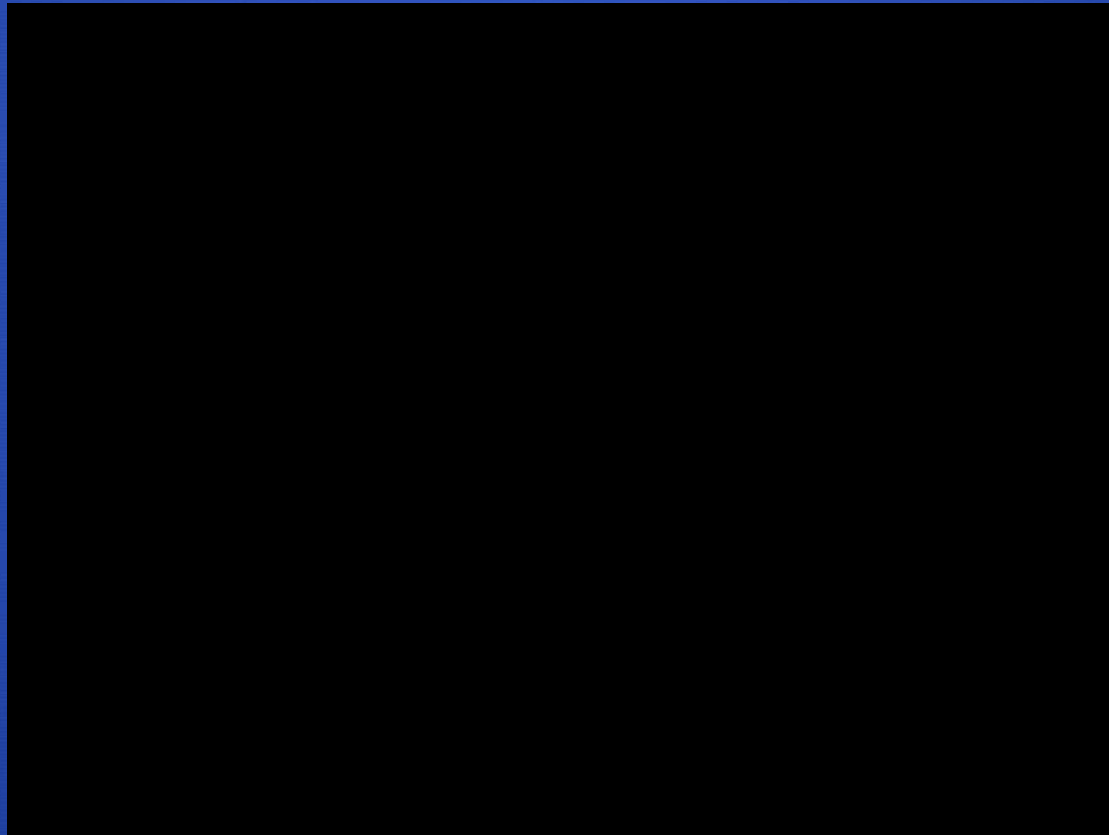
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Chines

Istilah (terminologi) penting! (3)

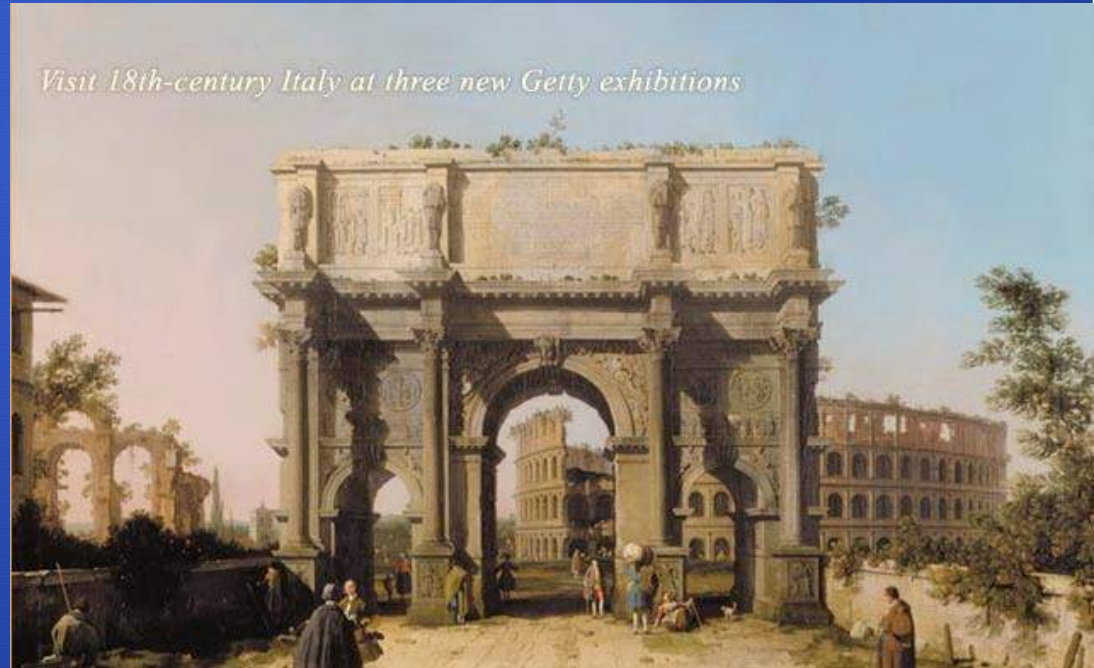
- Tourism/tourist expenditure:
 - Biaya atau pengeluaran yang dikeluarkan untuk berwisata

Origins of international travel



Sejarah pariwisata modern

- The Grand Tour (abad ke-18)



- The Grand Tour: “Three hundred years ago, wealthy young Englishmen began taking a post-Oxbridge trek through France and Italy in search of art, culture and the roots of Western civilization.
- Abad ke-19, golongan baru wisatawan, bukan hanya kaum bangsawan Eropa tapi juga orang-orang yang mempunyai modal
- Tahun 1850-an, Thomas Cook membuat tour komersial pertama

Dominasi Eropa pada Jumlah International Arrivals

- Dominasi Eropa pada awal perkembangan international tourism sebagai kawasan yang paling banyak dikunjungi dan kawasan yang paling banyak menghasilkan wisatawan
- Porsi Eropa menurun dalam kancah pariwisata internasional (dari sekitar 70% pada tahun 1960an menjadi 55% pada tahun 2009)

- Faktor-faktor yang menyebabkan Eropa mendominasi tingginya international tourist arrival di Eropa:
 - Jarak antar negara Eropa yang dekat
 - Tingkat perekonomian yang secara umum tinggi pada negara-negara Eropa
 - Sistem transportasi antar negara terbangun dengan sangat baik
 - Adanya perbedaan iklim antar kawasan di Eropa yang menjadi daya tarik wisata
 - Bangunan bersejarah, budaya, dan alam sebagai daya tarik

Faktor-faktor yang mendorong perkembangan pariwisata internasional

- Development of a structured and accessible travel industry
- Developments in transport and communications
- Economic development and geopolitical stability
- The fashionability of international travel
- Tourist competence and the ease of foreign travel

Istilah penting!

- International tourist arrivals
- International tourism receipts
- Inbound tourism
- Outbound tourism
- Expenditure