

Kilas balik keberadaan pariwisata dan optimisme tahun 2007

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20406635&lokasi=lokal>

Abstrak

Through the year 2006, there are many national happenings influence the progress of the national development. During this year, there were many street demonstrations and excessive actions performed by local community. It has influenced the process of recovery of tourism development in Indonesia. The Statistical Report of Visitor Arrivals to Indonesia published by Ministry of Culture and Tourism showed the total of foreign visitor arrival to Indonesia decreased significantly in 2006. In the other hand, the flow of Indonesian national travelling overseas has increased significantly. Based on the above matters, it is considered necessary to re-evaluate and formulate a better strategy to improve Indonesian image overseas. Corrective actions should be taken to develop good image through tourism promotional activities. The policy on budget allocation for promotional activities has to be re-evaluated, as Malaysia and Singapore have much more promotional budget. Innovative creation and ideas should be developed to meet the wants and the needs of tourists. Tourist destination should be developed in such a way related to local-based sustainable tourism. This efforts is expected to assure foreign visitor to Indonesia that Indonesia is in a fact a ideal place for visitation. The decision to set 2008 as the Visit Indonesia year should be set as a big momentum to improve Indonesia image to foreign tourists.