

Abstract

Possibilities and Challenges of Tourism Industry: The Case of Japan and Indonesia

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Summary Abstract

This research will focus on the connection between tourism and economic development, based on the 2015 Tourism Highlights of United Nation of World Tourism Organization (UNWTO) which wrote that tourism is one of the major industries in the world that will be growing even more significantly soon. In 2014, 1 of 11 jobs in the world was related to tourism, and world tourism revenue was 9% of the world's GDP. Japan and Indonesia has a distinguished culture to each other, and this distinction is rather renowned and may be one of the key factors that attracts the international tourist. This research will focus on the effect of the tourism industry in Japan and Indonesia regarding their economic development, particularly what are the determining factors that drove the trend of tourism in both countries. With the purpose to find the driving force for the tourism industry of Japan and Indonesia, the researcher could argue conveniently on the results and thereby make suggestions and recommendations for both countries in the field of the tourism industry for the near future. For conclusion of this thesis, the author argued that both countries had a significant advantages becoming "Tourism Nation". Japan is in the process to realize a "Tourist Nation". For Indonesia there are still much challenges in inspiring awareness among their people of the importance of promoting tourism, especially increasing the number of domestic tourists.

Keywords: *Tourism, Comparison, Economic Development, Japan, Indonesia*

Tourism has a long history throughout the world. According to the definition of tourism made by many academic researchers, tourism is the activity or ability of people to travel outside their usual environment at a certain period for leisure, business or other purposes. This research will focus on the connection between tourism and economic development, based on the 2015 Tourism Highlights of United Nation of World Tourism Organization (UNWTO) which wrote that tourism is one of the major industries in the world that will be growing even more significantly soon. In 2014, 1 of 11 jobs in the world was related to tourism, and world tourism revenue was 9% of the world's GDP.

Japan and Indonesia has a distinguished culture to each other, and this distinction is rather renowned and may be one of the key factors that attracts the international tourist. This research will focus on the effect of the tourism industry in Japan and Indonesia regarding their economic development, particularly what are the determining factors that drove the trend of tourism in both countries. Here we have used the Description Method to determine the research conclusion(s). The method compares secondary data that has been compiled from trusted websites and national tourism agencies of Japan and Indonesia. With the purpose to find the driving force for the tourism industry of Japan and Indonesia, the researcher could argue conveniently on the results and thereby make suggestions and recommendations for both countries in the field of the tourism industry for the near future.

For conclusion of this thesis, the author argued that both countries had a significant advantages becoming "Tourism Nation". Japan is in the process to realize a "Tourist Nation". For Indonesia there are still much challenges in inspiring

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Abstrak

Turisme mempunyai sejarah yang cukup panjang di dunia. Berdasarkan definisi dari turisme di beberapa penelitian akademik, turisme adalah aktivitas atau kegiatan manusia untuk berpergian ke tempat diluar rutinitasnya dengan tujuan hiburan, bisnis, dan lain sebagainya. Penelitian ini akan berfokus kepada hubungan antara turisme dengan pembangunan ekonomi, berdasarkan Tourism Highlight Tahun 2015 oleh United Nation of World Tourism Organization (UNWTO), turisme merupakan salah satu industri besar di dunia yang akan makin berkembang di masa yang akan datang. Di tahun 2014, 1 dari 11 pekerjaan di dunia terkait dengan industry turisme, dan pendapatan turisme dunia sebesar 9% dari PDB Dunia.

Jepang dan Indonesia mempunyai kebudayaan yang cukup berbeda satu sama lain, dan perbedaan ini cukup terkenal dan mungkin dapat menjadi salah satu faktor untuk mendatangkan turis internasional. Penelitian ini akan terfokus pada efek industri turisme di Jepang dan Indonesia terkait dengan pembangunan ekonomi, terutama apa yang menjadi faktor penentu yang menumbuhkan trend turisme di kedua negara. Penelitian ini menggunakan metode Deskriptive Analitis untuk mendapatkan kesimpulan-kesimpulan penelitian. Metode dalam penelitian ini membandingkan data-data sekunder yang didapat dari laman-laman terpercaya dan badan turisme nasional Jepang dan Indonesia. Dengan bertujuan untuk mendapatkan



faktor-faktor pendukung industri turisme di Jepang dan Indonesia, sehingga penulis dapat mendapatkan dasar argumen atas hasil pembahasan dan memberikan saran dan rekomendasi di bidang industri turisme untuk masa yang akan datang.

Dalam hasil penelitian ini, penulis dapat beragumen bahwa kedua negara mempunyai kelebihan yang cukup signifikan untuk menjadi “Tourism Nation”. Jepang, dalam hal ini sedang dalam proses merealisasikan “Tourist Nation”. Untuk Indonesia mempunyai beberapa kendala dalam memberikan pengertian akan pentingnya turisme, khususnya meningkatkan jumlah wisatawan domestik.

Keywords: *Turisme, Perbandingan, Pembangunan Ekonomi, Jepang, Indonesia*