

Karakteristik permintaan wisatawan mancanegara di Indonesia dan respon pemerintah = Characteristics of inbound tourism demand in Indonesia and responses of the government

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Abstrak

Pengetahuan tentang karakteristik permintaan pariwisata mancanegara diperlukan untuk perencanaan dan pengelolaan sektor pariwisata yang efisien khususnya di Indonesia di mana hampir sebagian besar industri sangat tergantung kepada pemerintah. Penelitian ini mempelajari hubungan antara determinan permintaan pariwisata dan jumlah kedatangan wisatawan mancanegara di Indonesia, serta respon pemerintah terhadap perubahan determinan dimaksud. Hasil penelitian menunjukkan bahwa perubahan pendapatan negara asal wisatawan, nilai tukar mata uang, biaya perjalanan, dan kecenderungan periodik mempengaruhi jumlah kedatangan wisatawan mancanegara di Indonesia. Namun, permintaan wisatawan mancanegara hanya sensitif terhadap perubahan pada variable pendapatan. Lebih jauh, terdapat hubungan non linear antara pendapatan dan kedatangan wisatawan mancanegara di Indonesia. Pemerintah telah menyadari adanya pengaruh tersebut dan mengambil tindakan positif melalui instrument kebijakan anggaran. Implikasi dari penelitian ini akan berpengaruh terhadap prioritas program pemasaran pariwisata Indonesia.

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The efficient planning and management of the tourism sector requires appropriate knowledge about the characteristics of inbound tourism demand, especially in Indonesia, where most industries are highly dependent on the government. This study examined the relationship between the determinants of inbound tourism demand and international visitor arrivals in Indonesia and the responses of the government to changes in the determinants. The findings show that changes in tourists' origin country income, real exchange rates, travel costs, and the time trend affect international tourist arrivals in Indonesia. However, the inbound tourism demand in Indonesia is sensitive only to changes in the income variable. Moreover, the relationship between changes in income and tourist arrivals in Indonesia is not linear. The government has realized the impact of the changes of the determinants and responded positively through the instrument of budgeting policy. The implication of the findings will affect the budget allocation priority for the tourism marketing program.