

LINKS TO:

Stage 2, Module 18

Learning Object 4: Visitors' book

Exercise 1

Sample answers:

What values, attitudes and beliefs do you think influence Australian and Indonesian opinions on leisure?

Generally, Australians pursue careers that allow them to afford the lifestyle they want, which includes regular time off, home ownership and travel. There is often an emphasis on finding work that is personally satisfying as well as financially rewarding.

Australians, generally, aspire to achieving a good work-life balance. A work-life balance is an ideal situation where the individual appropriately prioritises work (time spent labouring for income) and life (family time, leisure, hobbies, exercise, and so on). The term 'work-life balance' was first used in the United Kingdom in the 1970s, and has become a widespread value promoted by Australian government authorities, large institutions, and health and welfare professionals.

Australians generally believe in an individual's right to have time off from work to spend with their family, on pursuing personal goals, and on leisure. This belief is entrenched in Australia's working conditions. Full-time employees, for example, are entitled to four weeks of paid annual leave. According to research conducted by the Australian Bureau of Statistics, the average Australian spends 21 per cent of their time on leisure, mostly on sport and other outdoor activities.

The iconic Australian family experience includes a summer holiday. Traditionally, the summer holidays are spent enjoying the great outdoors by engaging in activities such as swimming, surfing, camping and hiking. This emphasis on outdoor pursuits reflects a general belief in the value of sport and exercise, and pride in the beauty of our natural landscape. The value Australians place on family is emphasised in research by Tourism Australia, which found that most Australians travel on holidays in order to stay with, or spend time with, their families.

Indonesian people, by comparison, for a number of economic, social and family reasons do not enjoy the same degree of access to paid holiday leave that full-time workers in Australia are accustomed to. Allied to this, the majority of Indonesians are unable to afford holidays abroad any further afield than their immediate neighbours of Singapore and Malaysia. Indonesians are not adventurous travellers and, when travelling abroad, prefer to travel in family groups, with a number of close friends, or on organised tours.

Indonesians have several religious holidays a year and during the most important of these, *Idul Fitri*, they tend to leave the large cities and go back to their towns and villages of origin for an extended two-week break. Some devout Muslims will also save for a lifetime to undertake the holy pilgrimage to Mecca. In summary, for many Indonesians the purpose of a holiday is to relax in familiar surroundings with close family during the *Idul Fitri* break.

Exercise 2

Sample answers:

2.1 What similarities and differences are there between the ways Australians and Indonesians travel within their own countries?

When travelling in their own country, Australians tend to use their own private vehicles depending on the duration of the holiday and the distance to be travelled. For shorter holidays, Australians may elect to fly to their destinations and then hire a car or use public transport for the duration of their short stay. Australians have an affinity with their personal motor vehicles and this is reflected in the ownership figures for private vehicles being 730 cars per thousand people (the sixth highest in the world).

Private vehicle ownership in Indonesia is very low by world standards, with 77 cars per thousand people. However, those who possess private vehicles prefer to use them when at all possible — as demonstrated by the traffic jams leaving the cities at holiday times — because they are convenient and comfortable.

2.2 What reasons are there for these differences?

Australia is a developed and affluent country where private vehicle ownership is among the highest in the world. Australians use their cars for going away, however, for longer journeys they would probably tend to fly.

Indonesia is a developing country and private motor vehicles are viewed as a luxury rather than as being essential. The Indonesian archipelago stretches about 5200 kilometres and most of the islands are serviced by inter-island ferries. Crossing several islands by ferry could be very time-consuming, so, if time is an important factor, Indonesians would fly rather than take their private vehicle island hopping to get to their destination.

2.3 How is domestic tourism promoted in Australia and in Indonesia?

Tourism in Australia is promoted by Tourism Australia, which is a government agency. It has a website with lots of information. The agency conducts research, and provides information and support for Australian tourism providers. It also conducts advertising campaigns in Australia and internationally. According to the information on the website, under the *Tourism Australia Act (2004)*, their objectives are:

- to influence people to travel to Australia, including for events
- to influence people travelling to Australia to also travel throughout Australia
- to influence Australians to travel throughout Australia, including for events
- to help foster a sustainable tourism industry in Australia, and
- to help increase the economic benefits to Australia from tourism.

Advertising campaigns run by Tourism Australia often include images of iconic Australian places, such as Uluru and the Sydney Opera House. They have also included images of Australian flora and fauna (such as koalas, kangaroos, rainforests and banksias), and Australian people.

Most states also have an organisation that focuses on tourism within that state, and uses similar practices to Tourism Australia to promote and support international and domestic tourism.

Unlike government-funded campaigns promoting Indonesia internationally, such as *Wonderful Indonesia*, domestic tourism within Indonesia is not widely promoted. In previous answers it has been pointed out that most domestic travel in Indonesia takes place during *Idul Fitri* and that the favoured holiday destination for many Indonesians is to *pulang kampung* to visit family in familiar surroundings. This is an annual ritual that needs little marketing or other encouragement. In each province of Indonesia, the local population are aware of their tourist destinations for day trips or the occasional overnight stay. Often the main daily newspapers, such as *Kompas*, carry classified advertisements placed by travel agents and tour organisers promoting special *paket liburan* (holiday packages). From these advertisements, consumers are directed to the relevant travel agencies or websites to make their bookings. As the most popular tourist destination in Indonesia, tourism authorities in Bali may produce television advertisements to be broadcast locally during the low season, to entice international visitors in Jakarta, but during the peak tourist season Bali requires no domestic promotion.

2.4 What differences and similarities are there between the ways domestic tourism is promoted in these two countries?

Because Australians have the disposable income to be able to afford to take frequent short holidays, they are regularly exposed to marketing that promotes short breaks away for a special price. Because the majority of Indonesians have neither the disposable income, nor the available time to take advantage of short-break promotions, these are not really a feature of the Indonesian tourism industry.

2.5 What do these differences and similarities suggest about Australian and Indonesian values, attitudes and beliefs regarding holidays and travel?

For both Australians and Indonesians, short day trips are a way of sharing time with family and relaxing. However, during longer holidays, such as Christmas in Australia and *Idul Fitri* in Indonesia, the attitudes and beliefs regarding holidays are very different. Whereas some Australians might go on an expensive domestic or overseas holiday, Indonesians tend to return to their home towns and villages seeking solace from the bustling cities and spending some quiet time with family in familiar surroundings.

Exercise 3

Sample answers:

3.1 Do some research into which overseas countries Australians are most likely to travel to? Why do you think this is the case?

The most popular tourist destination for outbound Australian tourists is New Zealand. This is due to a number of factors, including close proximity to the east coast of Australia, relatively cheap flights, stunning natural scenery, a wide variety of activities, and a shared language and similar culture with no language and few cultural barriers to be navigated. Australia's second most popular tourist destination has always been Indonesia and, in particular, Bali.

It is not difficult to understand Australians' love affair with Bali. Apart from the airfare (which in low season is very cheap), Bali has everything to offer Australian tourists of all ages and tastes. The people are friendly, language barriers are not insurmountable, the accommodation, food and shopping is cheap, and the beach culture and nightlife are similar to that in Australia. The tourism industry exists harmoniously with the Balinese Hindu culture, which is evident and inescapable wherever you go. Even though tourist numbers to Bali dropped dramatically following the 2003 Bali bombing, they have started to rise strongly since 2007 and now Australians are returning to Bali in record numbers.

Source: Australian Bureau of Statistics, *Holidaying Abroad*, 2010.

3.2 Which overseas countries are Indonesian people most likely to travel to? Why do you think this is the case?

As mentioned in earlier answers, the majority of Indonesians cannot afford to take overseas holidays. The very wealthy are able to travel anywhere in the world and may frequently holiday in the United States and Europe. However, the average middle-class Indonesian who can afford to travel overseas will go to Singapore or Malaysia. As previously mentioned, Singapore is viewed as a shopping paradise by Indonesians and it is cheap to get to and relatively close. From Singapore, Indonesians can cross the bridge that links Singapore to Malaysia to get to a country that not only shares a similar language and ethnicity but also a similar Muslim cultural heritage. Indonesians feel at home in Malaysia and vice versa.

3.3 Which Australian destinations would you imagine are popular with international visitors? Why do you think this is so?

I imagine that some of the most popular destinations for international visitors are the major cities with international airports, which include Sydney, Melbourne, Cairns, Adelaide, Perth, Darwin and Brisbane. These cities are easily accessible for overseas travellers, and provide a range of accommodation and entertainment catering to all kinds of visitors. For example, visitors to Sydney could see the Sydney Opera House and the Harbour Bridge, explore the historic Rocks area, and spend time relaxing on the beaches at Manly and Bondi. Australia's cities also provide a range of cultural activities such as zoos, theatres, museums and art galleries.

I would also imagine that some of our unique and dramatic natural wonders are popular with overseas travellers, such as Kakadu National Park, the Great Barrier Reef and Uluru. I believe this would be because these are unique and beautiful landscapes, which travellers would be delighted to spend time exploring.

3.4 If you had a friend or relative visiting from Indonesia, and could take them to anywhere in Australia, where would you go? Why would you choose this destination?

If I had a friend or relative visiting from Indonesia and, in particular from Jakarta, I think the ideal place to spend a week showing them around would be south-east Queensland. I would begin on the Gold Coast because I know that they would enjoy the hustle and bustle of Surfers Paradise and the views from the top of the Q1 Tower. They would probably also enjoy a walk along the beach with their jeans rolled up, but would not wish to take their clothes off and go in the water for a swim. While on the Gold Coast we would also visit Sea World, Movie World and Dreamworld theme parks. After three days on the Gold Coast I would spend the next two days in Brisbane taking them to the Gallery of Modern Art, the Queensland Museum, the Southbank precinct (including the Brisbane Wheel), Anzac Square, and Parliament House. Following the two days in Brisbane I would then take them on a day trip to the Sunshine Coast to visit Australia Zoo. On the way back we may visit Bribie Island and stay there overnight. Early in the morning before returning to Brisbane we would go to Woorim Beach in the hope of seeing dolphins swimming close to the water's edge.

3.5 Would there be any places they might not enjoy? Why?

Unlike tourists from Europe and the Americas, Indonesians do not swim in the surf. The preference for modesty and a pale skin mean that they like to remain fully covered, wearing jeans and jackets even in the sweltering sun. Indonesians, particularly those from large cities like Jakarta, would probably not be enthusiastic about going out of their way to the middle of the Australian desert to see Uluru, although they would enjoy seeing our unique fauna in a zoo setting.