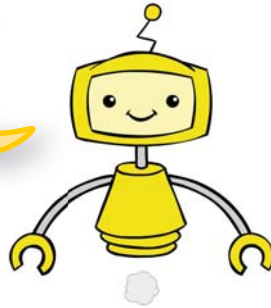


# Summer holidays

I've been working so hard, my batteries are almost flat. Time for a recharge. Shall I travel to see the pyramids in Egypt, the artworks in the Louvre, or the natural wonders of the Antarctic? Or maybe I should just pack a tent and a backpack and go camping! How do you spend your holidays? Let's find out more about tourism.



**LINKS TO:**

Stage 2, Module 18  
Learning Object 4: Visitors' book

**PRIOR LEARNING:**

**Stage 2**  
Module 11 Work Sheet 5: *Bali daze*



## 1 Broadening our horizons

*Turisme*, 'tourism', is a term we use to describe travelling, often in a foreign country, for leisure. People have engaged in tourism for centuries, but who travels, and how often, as well as the places they go, and the things they do and see when they get there, have changed over time.

People travel internationally to see new landscapes and wildlife, visit great works of art and architecture, learn new languages, experience foreign culture and taste exotic foods. Tourists often speak about travelling as broadening their horizons: that is, to experience

unfamiliar places, people and things in order to develop a greater understanding of the world.

For a long time, international tourism was only possible for the wealthy: those who could afford not to work for a period of time, and could afford the transport, accommodation and other costs associated with travel.

Most people, however, have been able to, at least occasionally, engage in domestic tourism. Domestic tourism is travelling for leisure within your own country.

## 2 Australians on holiday

Australians are avid travellers. According to the World Tourism Organization, in 2010 Australians spent \$22.5 billion on international travel — the tenth biggest spenders in the world<sup>1</sup>. According to figures from Tourism Australia, Australians also spent \$41.9 billion on domestic tourism<sup>2</sup>.

One of the things that makes it possible for most Australians to travel is the amount of holidays we have. The average working Australian is entitled to four weeks holiday leave each year, and there are also public holidays when people can arrange to get away for a few days, or even just overnight. Australians generally believe in the value of leisure as a reward for hard work, and as a time to spend with family and friends.

Domestic tourism often focuses on visiting natural wonders. This has been a feature of Australian tourism since early colonial times,

when people living and working in the colonies travelled into relatively unsettled areas, such as the Blue Mountains, to experience the wonder of the natural environment.

Early tourists often engaged in activities such as walking, writing letters, drawing or painting, and specimen collecting. Landscapes that inspired a sense of wonder were particularly popular with early Australian tourists. Often, travellers were fascinated by the uniqueness of the Australian landscape, and even domestic tourists made comparisons between the more familiar landscapes of Europe (and occasionally America) and the wild, untempered nature of Australia's landscapes, flora and fauna.

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Australia is a developed and affluent country where private vehicle ownership is among the highest in the world. 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<sup>3</sup>.

The popularity of travelling to engage with the natural world has persisted in Australia. Many of our most popular tourist destinations, for both foreign and domestic tourists, are places of unique natural beauty, such as the Great Barrier Reef, Uluru, the Kimberley, Kakadu, Cradle Mountain and the Great Ocean Road. Australia's National Parks are particularly popular as destinations, and quite unique in the way they are managed. While National Parks in many countries are primarily set up for the enjoyment of tourists, with extensive hiking, bike-riding and off-road trails, camping facilities, restaurants, and so on, many of Australia's National Parks are more like reserves<sup>4</sup>.

The widespread popularity of domestic and foreign tourism in Australia has also contributed to the increase in accommodation and service providers who cater specifically for tourists. Some cities and towns have become renowned as holiday destinations, such as Surfers Paradise on the Gold Coast. These destinations often offer a wide range of accommodation, as well as shops, restaurants, and things to do, including theme parks, mini-golf courses, horse riding, surfing classes — the list of possible activities is huge.

Although there are so many places to go and things to do, many Australians stay with friends and family, and spend their domestic holidays enjoying simple pleasures, such as swimming and surfing, camping, fishing, exploring national parks and lazing by the pool! For many Australians, holidays are a time to relax, enjoying time with family and friends in a relaxed, casual way.

Tourism within Australia is promoted by Tourism Australia, which is a government agency. It has a website with lots of information, it conducts

research, and provides information and support for Australian tourism providers. It also conducts advertising campaigns both within Australia and internationally. According to the information on its website under the *Tourism Australia Act* (2004) its 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.
- 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. It has 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 in that state and uses similar practices to Tourism Australia to promote and support international and domestic tourism.

In addition, many private businesses will advertise, have websites and will work with travel providers to encourage tourists to visit them. 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.

Sources:

<sup>1</sup>United Nations World Tourism Organization statistics for 2010

<sup>2</sup>Tourism Australia statistics are from 'Travel by Australians' the 2011 National Visitor Survey, published in March 2011.

<sup>3</sup>The Australian Bureau of Statistics, *Motor vehicle census, Australia*, 31 January 2011.

<sup>4</sup>Data is summarised from the 2006 study *How Australians Use Their Time* conducted by the Australian Bureau of Statistics.

## So much to see and do ...

Tourism is an important component of the Indonesian economy as well as a significant source of its foreign exchange revenues. Early in 2011, the Indonesian Minister of Culture and Tourism announced that 7 million *wisatawan mancanegara* (international tourists) had visited in 2010 and he expected this figure to rise to

7.7 million in 2011. Income from international tourists is expected to reach US\$8.3 billion at an average spend of US\$137 per day and US\$1,100 per visit<sup>1</sup>. The majority of these international arrivals come from the neighbouring countries of

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Singapore and Malaysia, but in 2010 Australian arrivals ranked third with 771,792 visitors<sup>2</sup>. It is not difficult to appreciate what attracts visitors to Indonesia. The sprawling archipelago has much to offer with natural beauty, historical heritage and cultural diversity.

Considering Indonesia is the fourth most populous nation in the world, the importance of domestic tourism cannot be understated. In 2005, 102 million domestic tourists contributed about US\$10.2 billion to the local economy<sup>3</sup>.

There are several factors that influence the numbers of domestic tourists in Indonesia. First, Indonesians do not enjoy the generous annual holiday leave entitlements that we are accustomed to in Australia. For the average worker, four weeks annual leave would be unheard of, with one to two weeks being more common for most salaried workers. However, Indonesians have a large number of religious holidays coinciding with the religious calendars of Islam, Christianity, Hinduism and Buddhism.

The major and longest national religious holiday is *Idul Fitri* or *Lebaran*, which falls at the end of the fasting month of *Ramadan*. During this period there is a two-day public holiday and, because economic activity comes to a standstill, many companies give their workers an additional two to three days paid leave and five days of unpaid leave. Most Indonesians who can afford to do so use this period to take their annual leave and *pulang kampung* or *mudik* (return to their village of origin) for up to two weeks.

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, Indonesian would fly rather than take their private vehicle island hopping to get to their destination.

As private car ownership is very low in Indonesia (77 cars per 1000 people in 2011<sup>4</sup>), the vast majority of people will travel by train or by privately owned tour buses, with the result that transport infrastructure is stretched to the limit during this period. Once the exodus is over the traffic on the crowded roads of major cities like Jakarta falls eerily quiet for a couple of weeks.

Indonesians will spend money on gifts both for their own children and for relatives in their home villages: the value of this to retailers would be similar to the pre-Christmas shopping rush and Boxing Day sales that we experience in Australia.

Because of the large outlay of money on goods and transport during this period, many Indonesians do not go on another extended holiday until the following *Idul Fitri*. This is not to say that Indonesians stop holidaying. They don't. What they tend to do is take shorter day trips for the remaining religious and public holidays, much like the long weekends we look forward to in Australia. Every Friday afternoon there are long lines of traffic leaving Jakarta heading to the mountain resorts of Puncak, and the West Java capital of Bandung. In the East Java capital of Surabaya, people take day tours at weekends to Bali, just to watch the sunset on Kuta Beach and to go for a walk along the beach before boarding their buses for the return journey to East Java.

Promotion of both domestic and international tours is normally done through the major daily newspapers by the tour operators themselves. The role of promoting Indonesia as a destination for international tourists is done by the Ministry of Culture and Tourism and the national air carrier, Garuda Indonesia.

Unlike westerners, Indonesians are not 'adventurous' travellers. One would be very unlikely to meet an Indonesian backpacker trekking across a foreign country by themselves. Indonesians prefer to be communal and will nearly always travel with family, a group of friends or as part of a larger, organised tour group. The largest annual exodus internationally of Indonesian travellers is to Saudi Arabia to go on a *haji* or holy pilgrimage to Mecca. This is a religious requirement that must be fulfilled by all Muslims who can afford to do so, at least once in their lifetime. In 2011, according to *The Jakarta Globe*, 222,560 Indonesians undertook the *haji* pilgrimage. This is an immense logistical undertaking, organised and conducted on an annual basis by the Department of Religious Affairs and the national carrier, Garuda Indonesia, as groups of pilgrims depart from major airports throughout the archipelago<sup>5</sup>.

Apart from the once-in-a-lifetime pilgrimage to Mecca, which has been saved for over many years (and in some instances over a lifetime), very few Indonesians can afford the luxury of overseas holidays beyond their nearest neighbours of Singapore and Malaysia, so most holidays are taken domestically. Bali, because of its vibrant culture, its beautiful beaches and natural scenery, and its wide array of entertainment, is the favoured destination for both domestic and foreign tourists. Most provinces of Indonesia have several natural or culturally significant destinations that would be ideal day trips for residents wishing to get away from the provincial capitals for the day or overnight.

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Wealthy Indonesians, particularly from Jakarta, often take the short 75-minute flight to Singapore for a brief 'shopping' holiday. For these people it is prestigious to boast that they have been shopping in Singapore rather than at one of Jakarta's luxurious mega malls, which are the largest in South-East Asia. Australian tourism advertising campaigns during the 1990s attempted to tap into the 'shopping' holiday market by trying to convince young wealthy Indonesians to experience a fully-escorted shopping holiday to Melbourne.

For Indonesian families and tour groups that do visit Australia, Melbourne, Sydney and the Gold Coast tend to be the most popular destinations. Indonesian tourists want to see our unique wildlife, particularly koalas and kangaroos, our national icons such as the Sydney Harbour Bridge and Sydney Opera House, and the theme parks on the Gold Coast. Even though Australian beaches are renowned all over the world, Indonesians will most likely just walk along the water's edge to wet their feet. They will still visit places like Bondi Beach to see the beach culture first-hand and to take photographs, but generally will not visit a beach for the purpose of swimming. This is partly

due to cultural taboos about swimming in the sea, related to the mythology of the 'Queen of the South Sea', and partly because Indonesians prefer pale skin and are modest, particularly Muslim females.

Although Australia is relatively close to Indonesia, not many 'ordinary' Indonesians come to Australia due to the stringent visa, financial or sponsorship requirements to enter the country. It is much easier for an Indonesian living in Australia to return home to Indonesia to visit family than it is for them to invite family to come to Australia.

Sources:

<sup>1</sup>Global Travel Industry News, 'Indonesia expects \$8.4B in 2011 Tourism Revenue', 3 January 2011.

<sup>2</sup>Badan Pusat Statistik, 'Number of Foreign Visitor Arrivals to Indonesia by Country of Residence, 2002-2010'.

<sup>3</sup>Bali Discovery Tours, 'The Importance of Domestic Tourism', 16 May 2005.

<sup>4</sup>The World Bank, Motor vehicles (per 1000 people)

<sup>5</sup>The Jakarta Globe, 'As 222,000 Indonesians Join Hajj Pilgrimage, Fears Remain for Health', 3 November 2011.

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## Exercises

### Exercise 1

Sometimes there are similarities in the way Australians and Indonesians spend their leisure time, but there are also some differences. Do some research into work and leisure in Australia and Indonesia to help you answer the question.

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

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## **Exercise 2**

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

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**2.2**    **What reasons are there for these differences?**

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

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

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### **Exercise 3**

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Do some research into work and leisure in Australia and Indonesia to help you answer the following questions.

**3.1** Which overseas countries Australians are most likely to travel to. Why do you think this is the case?

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

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

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**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?

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

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