

# THE STRATEGY OF INDONESIAN GOVERNMENT TO RECOVER TOURISM IN BALI AFTER BALI BOMBING

(2007-2012)

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20120510102

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## *Abstract :*

*Tourism is one of the industries that has relevance to a wide range of economic activities and also tourism is one of the important contribution in increasing national income. Indonesia has potential to develop because Indonesia is an archipelago country with thousand island and million cultural diversity. Talking about tourism in Indonesia, Bali is one of the favorite tourism destinations of foreign tourists all over the world. But unfortunately, tourism in Indonesia had deteriorated quite dramatically. The existence of the Bali bombings in 2002 and 2005 resulted in the number of foreign tourists who did not want to come to Indonesia because of fear. Bali bombings that killed hundreds of foreign tourists who make the international community is reluctant to visit for a vacation in Bali. It becomes interesting question to know what are the strategies of Indonesian government to recover tourism in Bali. Because this thesis will analyze the strategy of Indonesian government in developing tourism sector after Bali Bombing by improving the facility services and also promoting in international level, also the implementation of Visit Indonesia Year 2008 as a main tool and the achievement also continuation this program in 5 years. In this thesis the writer uses library research method to collect the data from literatures, newspapers, journals, internet, also observation in Bali and visiting the place where the bombing was happened and do some simple interviews with people who has tourism industries. As a result Visit Indonesia Year 2008 to become the flagship program of the current government with the success of approaching the amount of traffic that is targeted and collect income reach US \$ 7.1 billion. It is used as a milestone in the rise of Indonesia while optimizing tourism promotion inside and outside with the continuation of this program. Visit Indonesia Year (VIY) 2008 is the successful program of brand campaign as the main tool of diplomacy to convince foreign tourists and the lifting of travel warnings from various countries as well as restore Indonesian tourism, especially in Bali after two bombing tragedies at that time.*

**Keywords :** *Tourism, Strategy, Recover, Bali Bombing*

## **BACKGROUND**

Indonesia is beautiful country with thousands of islands and millions of cultural diversity. Not only that, natural resources are abundant and very favorable geographical uniqueness of Indonesia as a world tourist destination. Indonesia is a country which has a high sense of art with rich of traditional arts not only that, the religious ceremonies and cultural rituals are also become characteristic of tourism in Indonesia. Tourism is one of the important contribution in increasing national income. Many industry actors involved in it. In the few years shows the results increase of foreign tourists coming to Indonesia. The number of visitors in 1969 was 86.067 people, then in 1990 2.051.686 foreign tourists who come in person and in 2000 reached 5.064.217 people (Pitana t.thn.).

When talking about tourism in Indonesia, Bali is one of the favorite tourism destinations. Bali is the main destination of foreign tourists from all over the world. Even foreign tourists often know Bali more than Indonesian as a country. Bali is a complete tourist destination, in which there are stunning nature, culture and authenticity characteristic of Bali, and the dynamic there that the majority of religious people are Hindu. Dance performances and art music are also often held each custom and non-custom event.

Unfortunately, tourism in Indonesia had deteriorated quite dramatically. The existence of the Bali bombings in 2002 and 2005 resulted in the number of foreign tourists who do not want to come to Indonesia because of fear. Bali bombings that killed hundreds of foreign tourists who make the international community is reluctant to visit for a vacation in Bali. In an era of global threats to human life seems increasingly broad and diverse (Winarno 2011). In *Terrorism and Global Security*, Ann E. Robertson for example, argued that terrorism is happening today can happen anytime and anywhere as a serious threat to global security. From this setback Indonesian tourism takes place during 2002-2007 (Robertson 2007).

The development of direct tourist arrivals to Bali turmoil rising and falling tourist arrivals. Data show that in 2000 tourist arrivals directly to Bali has increased 4.21% from 1999 that is from 1.3 million people into 1.4 million people. This year is

the biggest achievement of visits compared to previous years. However, many issues and both national and international events affecting the development of tourism such as the Bali bombing on October 12, 2002. As a result of the events that killed about 202 people and injuring about 209 people make tourist visits declined. The Government of Japan, Australia, Taiwan, England and Germany impose a Travel Warning for citizens who want to visit Bali.

Still in the recovery period, the bombing happened again on October 1, 2005 victims in the event that is 23 people died and 196 people were injured. A decrease in foreign tourist arrivals can be seen in the data reached 1.3 million people in 2001. In 2002 the a decrease in foreign tourist arrivals reached 1.2 million people. And the biggest impact of a decrease in 2003, the number of foreign tourist arrivals only 900 thousand people. However, in 2004 foreign tourists were able to increase reaching 1.4 million people. But the second Bali bombing also greatly affect excursions in Bali again. At that time, tourist visits in 2005 decreased and reached only 1.1 million people (Bali 2006).

In the midst tough situation Indonesian government launched the "Visit Indonesia Year 2008". Visit Indonesia Year 2008 has been a government program in the year 2008 where the program is used to introduce the Indonesian nation to the outside world that is about the cultural wealth in Indonesia and to introduce tourist spots in Indonesia. This is done by the government to address the rampant negative perception of the various parts of the world who say that Indonesia is one country that is not safe and is also expected to help cover the financial deficit of the country because there is no doubt tourism is a major source of foreign exchange income. Strategies promotions good and effective is expected to be a solution for the Indonesian government in the field of tourism.

Indonesia launched a program of 'Visit Indonesia Year 2008'. Grand launching 'Visit Indonesia Year 2008' program December 26, 2007 held in Jakarta by president of Indonesia Susilo Bambang Yudhoyono. This program targets 7 million people of foreign tourists and earnings USD 6,4 billion for national income on 2008 in tourism sector. Not only stop in that year, Visit Indonesia Year still continue and every year

government try to make new program and introduce new place to interact people especially foreign tourism to come and enjoy Indonesia.

## **ANALYSIS**

Bali bomb is the most concern that ever happened in Indonesia. Tourism sector weakened and no tourist visits of domestic and foreign tourists. Indonesia relations with some countries also experience tension, as a result of the many victims who are mostly foreign tourists from neighboring countries such as Australia, Japan and several European countries. Not stopping there, the Travel Warning issued by some countries that condemned the citizens to visit Indonesia also be a blow to Indonesia at the time.

As explained above, that the impact of the Bali bombing not only have an impact on Bali, but in nearly all areas of tourism in Indonesia has decreased the number of tourists. Not only that, the visits of foreigners who enter Indonesia alone decreased at that time. Bali bomb had damaged the image of Indonesia especially in the area of tourism.

Quite difficult to rebuild Indonesia's tourism is able to be addressed. Mistrust and fear image is still clearly visible with no sign of retraction travel warnings from several countries despite bombings are long gone. But the government at that time optimist, Indonesia was able to rebuild the tourism image among the international community and reinstate confidence that Indonesia is a safe country to visit.

The Indonesian government makes an annual visit program that has actually been around since the 1990s and had to stop because of the political problems in the country. However, the Bali bombings have made the government to streamline this program again as a means for diplomacy through tourism and uniqueness that Indonesia had. In this case will be explained in the preparation of a strategy to improve tourism after the Bali bombing through the Visit Indonesia Year 2008, among others;

A. Indonesian Government's efforts to Develop Tourism After the Bali Bombing

1. Transport

In order to improve tourism in the international world governments work together with the department of transportation to perform five policies in the air transport sector in an effort to attract foreign tourists to visit. Five policy in the air transport sector is increasing the frequency of flights to the country of origin of national tourists. Liberalization of air transport in the ASEAN level. Encourage national companies to compete in the regional market. Direct charter flights to tourist destinations, as well as provide an opportunity foreign airlines to increase the frequency of flights of foreign tourists countries such as Japan, Malaysia, Australia, Taiwan, South Korea, America, Britain, Germany, the Netherlands and synchronize with domestic service.

The department of transportation has also made efforts to increase the Air Traffic Agreement with the dialogue partner countries, so that in the context of capacity, availability of adequate air transportation seats. The addition of the airline also be done, such as the addition of the flights Lion Air as many as 60 new aircraft. The first route will be served new aircraft is a Jakarta-Yogyakarta because this is the most favorite service compared to the other regions. In addition, Lion Air also has been working on the regional market to Vietnam Ho Chi Minh City from 18 April 2008. In addition to airlines such as Lion Air, Garuda and Merpati, culture and tourism department is also working with Air Asia with three routes inaugural namely; Pekanbaru - Singapore, Makassar - Kuala Lumpur, and Manado - Kuala Lumpur. Meanwhile to serve travelers on a journey, the tourist zone of the cities that has international access, in addition to available air transport state, in certain circumstances may be granted permission to use the extra flight and charter flight.

In the land transport sector, the Department of Transportation has been working to improve the condition of infrastructure in stages, among others, the construction of the terminal between the countries in Pontianak, including the provision of transport services operating subsidies as many as 169 buses and medium-size bus as many as 30 units. And give priority to the development of road transport infrastructure including inter-state road transport terminal. In this case, the three countries of Indonesia, Malaysia and Brunei agreed to appoint the company of each bus operator to serve the route Pontianak - Kuching - Bandar Seri Begawan. Opening of new cross border route

is the realization of a deal BIMP - EAGA (Brunei - Indonesia - Malaysia - Philippine - East ASEAN Growth Area).

Next on the marine sea travel was noted that demand for marine tourism by using cruise ships intensity is still low, however the marine sea travel has the potential to be developed. Therefore, for sea transport Transportation Department's general policy is focused on the development of port facilities for cruise ships and the ships at the same individual can contribute to stimulate the development of tourism potential. For remote areas or disadvantaged areas, the Department of Transportation conduct of pioneer transportation program that includes land, sea and air which can be utilized for the accessibility to the area. For example at the time of air transport pioneer in Papua has been utilized for the purpose of cultural tourism, where in the region - a specific region organized air transport pilot with flight frequency 2-4 times, while on shore excursions or marine can also be utilized pioneer transport sea serving some routes in Cenderawasih bay area included in Raja Ampat. With the improvement of transport services, the government hopes it can facilitate the foreign tourists visiting Indonesia.

## 2. Accommodation

In addition to the increase in transportation, government prepare a strategy of another in order in an effort to restore the condition of tourism in Indonesia. Some hotels also improve the quality and quantity of services. Some hotels and support facilities operating in 2008, such as the Empire Palace in Blauran street providing large-scale exhibition hall and Gramedia Expo Building in Basuki Rachmat street. At least four new hotels with a total of 616 rooms ready to enliven the competition five star hotel in Surabaya. There are several other new hotels such as Hotel Aryaduta in one place with City of Tomorrow presents 266 rooms, which are on the Paragon MayJen.Sungkono street which was originally an apartment became a hotel that provides 230 rooms. This is to support and prepare the best facilities for tourists both domestic and foreign. Due to create an ideal tourist area, the number of accommodations such as hotels, shops and restaurants should be balanced and adequate.

## 3. Development of Professional Workers

Professional workers are needed in an effort to serve tourists. Professional workers here include the entrepreneurs and employees who have an interest in tourism such as hotel business, restaurant, souvenir shops, travel agencies and so on. Department of tourism is also developing partnerships with schools of tourism to do the coaching and training in order to create a workforce professionals in the field of tourism. With the creation of a professional workers will create satisfactory conditions also for tourists who visit.

This makes the workers can do its job as a professional worker who bail. It is unbelievably affect the impression for the tourists, with a friendly service and fun can make the tourists feel at home and able to attract the number of domestic and foreign tourists to visit Indonesia for more. Even the Minister of Culture and Tourism hopes that tourism education can be recognized as the science itself, so it can print a graduate of bachelor and master in order to continuously improve the quality and receive special attention to creating a professional workers.

#### 4. Improved Services and Facilities

To improve service and communication facilities, PT Telkom add speedy network in several cities in eastern Indonesia after Makassar, Denpasar, Manado and Timika (Papua) as a form of support for the success of the visits. Strategic places in major cities will be installed internet network to facilitate services to the travelers using the telecommunication device. Therefore, in four cities namely Makassar, Denpasar, Manado and Timika internet network has been installed, including a number in the campus include the University of Hasanddin, Universitas Makassar, the University 45 Makassar, Manado Sam Ratulangi University and the University of Udayana. In addition, all five-star hotel and the airport in Makassar, Denpasar and Manado as well as some supermarkets in the city also has available internet services. Speedy service also widened in some areas such as Palu, Jayapura, Mataram, Kupang, Kendari, Ambon, Gorontalo and Ternate.

In addition, the government also optimize the 'Visa on Arrival "(VoA) for the 63 countries that had been opened to the success this program. Immigration service has been added at the Ngurah Rai Airport, which previously only 10 doors to 30 doors to

simplify and speed up service for foreign tourists. Then, there are 11 additional states after the 63 countries receiving facilities (VoA). The eleven countries are Algeria, Tunisia, Romania, Lithuania, Panama, Libya, Latvia, Republic of Czech, Slovakia, Fiji, and Slovenia. The addition of the recipient country VoA is intended to increase the ease of a visit to Indonesia, in addition to ease of visas for participants of MICE (Meeting Incentive Convention and Exhibition) and special interest tourists.

## 5. Security

In security current government clearly demonstrates its commitment to combat terrorism, with the issuance of Government Regulation on Anti-Terrorism. The security forces are working hard to uncover this case thoroughly with the support of neighboring countries. These measures are all intended to restore a sense of normalcy and security in Bali and elsewhere in Indonesia.

Government efforts to catch terrorists and resolve this issue also be an attempt to fix the image of tourism in Indonesia which was bad. In a short time, the police headed by Inspector General of Police Mangku Pastika has managed to capture all terrorist suspects Bali Bombing I and II. To restore the image of Bali is safe, government involving various security actors, especially the police, military and anti-terror Detachment 88. In this case, the government also helped by Pecalang. The task given to the Pecalang is increasing.

Pecalang are usually prepared to help smooth the religious ceremonies in temples and security during Nyepi now also help secure the other events, including maintaining security in the sights and routinely conduct raids Identity Card Newcomers to anticipate the entry of illegal residents. Immediately following the second Bali bombing, local council Bali established the Bali Security Council in order to anticipate the occurrence of similar tragedies in the future, deal with the problem of thuggery, violence and other crimes under surveillance.

### B. Doing Promotion of International Level

#### 1. Promotion Through Internet



Internet is not merely a technological findings, but also a teacher to educate people find a variety of information, including tourism information that the tourists wanted, so it makes life so much easier. Travelers now cannot wait for the information that is usually provided through a service bureau or other organization trip. They would rather seek for themselves what they want so as to assure that the products chosen are the best.

At the time a travel is generally only buy information residing on a computer through the reservation system. Purchased by tourists is only "right" to a product, service or hotel airlines. In contrast to other commodities such as a TV or a camera, it cannot be sampled before the traveler arrives. The decision to purchase was mostly derived from a recommendation from a friend, a brochure, or various print media. So actually the tourism business is a business of trust. With the internet, the information needed for a trip is available mainly in the form of the World Wide Web or the Web. Consumers can now directly related to resources without going through an intermediary.

It must be believed that the Web is an ideal channel and a powerful tool to promote tourist destinations, with a very low cost. But in this competition that must be considered, because it is our main weapon, is the quality of the information itself. Because tourists will base their decision to visit a tourist attraction only to the range of information available to them on the Website, to support the Visit Indonesia Year 2008 Ministry of Culture and Tourism has launched the official website of Indonesia's tourism is [http //: www.my-indonesia.info](http://www.my-indonesia.info).

Features that are created on the site is equated with sites world tourism promotion agency, to facilitate the users, such as contact forms, photo gallery, video gallery, calendar of events. Information hotels ranging from star hotels to small class hotel at a rate of about 50 thousand per night is also included in the content so that the tourists whose money just barely still able to visit Indonesia. Thus, the information displayed is complete, there are objects tourist destinations and includes other star hotels.

## 2. Distribution of brochures

In addition to using the internet promotion of Indonesian tourism is also done by distributing brochures containing about maps or tourist attractions that exist in Indonesia. Usually this brochure is provided in places of travel agencies, in addition to the distribution of brochures is usually performed abroad through cooperation with various parties, such as the Office of the Embassy of the Republic of Indonesia who is outside the country through exhibitions held abroad, such as in Germany , France, the United States, Japan, and even Egypt. Thus the promotion will be more effective because it can save time and cost and better targeted. Through the distribution of brochures will attract tourists to come to Indonesia, thus increasing foreign tourists visiting Indonesia and increase tourism.

### 3. Promotion of Film and Music

As at that time the Indonesian film industry began to rise up and be active in producing films in the country, at that time like *Ayat-Ayat Cinta*, *Laskar Pelangi*, and many other movies playing in cinemas in the region of Southeast Asia, such as some time then held a free ticket for public Johor Malaysia, in addition to the department of culture and tourism has also revealed that the film *Ayat-Ayat Cinta* (AAC) is used as a media co-marketing to promote Indonesian tourism in Southeast Asia including Malaysia, Singapore, and Brunei Darussalam. This is because the Malaysian public response was excellent when launching the first time in Kuala Lumpur. In addition the department of culture and tourism has also revived the implementation of the Festival Film Indonesia (FFI) as a form of national government's attention to the film.

Implementation of FFI had a positive impact on the growth of national films both in quality and quantity. Whereas in the past the Indonesian national film production only several films, has now become hundreds of movie titles. Even recently the films have been exported to foreign countries among them to Singapore, Malaysia, and the Philippines. In addition, Indonesia also has attracted some of the leading film producers from Europe and Asia to use Indonesia as the location of the scene and the shooting of the film. This will be one instrument Indonesia to promote the beauty of the homeland of Indonesia through the International films.

In addition through films governments also do promotions through music, where many musicians Indonesia to hold a tour abroad and welcomed, as Show music Glenn Fredly in city Apeldoorn, Nijmegen and Den Haag, Netherlands during the week (March 28 to 4 April 2008) , Used as promotion of Indonesia to the international world. Besides Jakarta International Java Jazz Festival (JIJF) was held at the Jakarta Convention Center on Saturday, 8 March 2008, which was also as promotion of Indonesian tourism through music. It was considered to be effective as the artists not only from Indonesia but from around the world.

#### 4. Travel Package

Tourism businesses engaged in the hotels and restaurants, travel agencies, airlines, as well as conventions and exhibitions (MICE) has prepared attractive travel packages to welcome the government's program to reinstate the tourism and the image of Indonesia. The tourism industry players who are members of associations such as tourism PHRI, ASITA, INCCA, and INACA make the package more attractive and competitive travel, tour packages sold are packed more attractive with more competitive prices.

As done by the Consortium of Tourism Indonesia (Kowindo) resembles domestic tour packages to 10 destinations to encourage movement of domestic travelers and foreign tourists in order to support the Visit Indonesia Year. The consortium is supported by 10 travel agencies, including the company that leads. Additionally, Marintur, B Travel, flyng Tour, Nuansa Pelangi, HSL Travel, Palawi Tour, Pesona Cakrawala, Kopen Travel and Saffanah Tour also joined in Kowindo. Its products are Minangkabau Highlands, Toba Dream, Delight Batam, Bintan Free & Easy, Nature Bangka, Belitung Spectacular, Musi River Tour, Borobudur Attractions, Bali and Lombok Enchanting Holiday prices vary Rp. 975.000 - Rp 2.295 million per person beyond the price of airline tickets.

#### C. Promotions in Many Countries

In an effort to increase tourism in Indonesia, the government through the Visit Indonesia Year 2008 held a wide variety of exhibitions and international events in order to promote tourism in Indonesia in the international world, so the government hopes the

number of foreign tourists visiting Indonesia can increase significantly. But the event must be done outside of the country of Indonesia to other countries also can see firsthand how Indonesian culture and tourism.

#### 1. Visit Indonesia Year 2008 program at the International Travel Fair Promote Slovakia Tour 2008

The program was launched in the largest exhibition of tourism International Travel Fair (ITF) Tour 2008 ([www.kemenlu.go.id/Peluncuran Visit Indonesia Year 2008 di Slovakia 2008](http://www.kemenlu.go.id/Peluncuran_Visit_Indonesia_Year_2008_di_Slovakia_2008)). Government Slovakia encourages their people to visit Indonesia as unique and exotic travel destinations that are not owned by other countries. The launch is in the Ambassador of the Republic of Slovakia Lutfi Rauf along with the President of the Association of Travel Agents and the Ambassador Mr Macko Slovakia Stanislava Izodor Pociatek representing Friends of Indonesia. The launching ceremony was marked by the appearance of the logo Visit Indonesia Year 2008 with the musical accompaniment of angklung and enlivened with Plate Dance from West Sumatra and dance from Betawi Ngarojeng performed by seven dancers upbringing Embassy in Vienna.

ITF Slovakia Tour this year exploited to further increase public understanding of Slovakia, especially the local tourism industry to the great potential of tourism in Indonesia. So far it has dozens of travel agencies in Slovakia which sells travel packages to Indonesia, among others, the largest travel agency Satur and Bubo Travel. Embassy in Bratislava in a mission theme deliberately sea travel because Slovakia is a country Landlock (caged land boundary), so that people yearn for sea travel.

#### 2. Visit Indonesia Year 2008 Program Promote in Australia

Melbourne Embassy together with the Ministry of Culture and Tourism has launched the Visit Indonesia Year 2008 program by using the momentum of the implementation of AIME (Asia-Pacific Incentives and Meetings Expo) 16th in Melbourne on 19-20 February 2008. This AIME media covered by 50 of 10 countries including national private television station, SCTV ([www.kemnl.go.id/Peluncuran Visit Indonesia Year 2008 di Melbourne 2008](http://www.kemnl.go.id/Peluncuran_Visit_Indonesia_Year_2008_di_Melbourne_2008)). During the event participated also distributed pins and brochures Visit Indonesia Year 2008. Stand Indonesia filled by Bali

Discovery Tour, Garuda Indonesia Melbourne, Hotel Mulia Senayan, Jakarta Convention & Exhibition Bureau, Karma Resort Bali, Bali Intercontinental Resort and the Ministry of Culture and Tourism.

According to the Australian Bureau of Statistics (ABS) of Australian tourists visiting Indonesia increased by 45.08% from 194 746 people in 2006 to 282 516 people in 2007. Meanwhile, Garuda Melbourne reported some increase in 2007 by 65%. In addition there is every chance interview Indonesian community radio and television, in addition to promoting the Visit Indonesia Year 2008, the Embassy Melbourne also encourage the participation of the Indonesian community in Melbourne to participate actively promoting it to the Australian public.

### 3. Visit Indonesia Year 2008 program Promote in Spain

Visit Year 2008 program appears logical promoted in Spain is in great demand by the people of Spain. This was stated at the press conference that was held at the Embassy in Madrid with the Ministry of Culture and Tourism, which included at least 25 journalists and the Spanish tourism industry and travel enthusiasts. Marketing Director General of the Ministry of Culture and Tourism, Thamrin Bachri promote at least 100 events and festivals held in the area such as music festivals, art, sports, culture MICE (meeting, incentive, conference and exhibition).

Marketing Director General also introduced five exciting destinations beyond Bali, among others, West Nusa Tenggara, North Sulawesi, South Sulawesi, West Papua, North Sumatra and Riau. Chairman of the Journalists Association of Spanish travel, Mariano Palacin in a meeting with the Director General of Marketing expressed the desire of the association's annual congress held in Indonesia. The right choice congress in Indonesia is deemed suitable by the Visit Indonesia Year 2008. The Director General of Marketing together with 8 Indonesian travel and hospitality industry is in Madrid at the event FITUR 2008 which is the largest international travel week.

### 4. Visit Indonesia Year 2008 program Promote in Ukraine

Embassy in Kyiv has participated in international tourism exhibitions XVII International Exhibition Crimea Resort Tourism 2008. On February 27 until March 1,

2008 at the hotel Inturist Yaltan Crimea ([www.kemenlu.go.id/Peluncuran\\_Visit\\_Indonesia\\_Year\\_2008\\_di\\_Ukraine\\_2008](http://www.kemenlu.go.id/Peluncuran_Visit_Indonesia_Year_2008_di_Ukraine_2008)). Booth Embassy in Kyiv area of 6 m<sup>2</sup> and titled "Republik Indonesia" tourism of Indonesia brochure featuring various promotional film, fashion and dance treats Indonesian region of West Sumatra plate that brought members Studio Cultural Embassy in Kyiv in collaboration with Persatuan Dharma Wanita Embassy in Kyiv. In addition booth Embassy in Kyiv participating private companies of Bali PT. Balipartners Tours and Travel is specially invited to explain visitors the various technical problems of tourism in Indonesia, especially Bali.

Tourism exhibition in Yalta followed by 340 participants were mostly in-bound tour operators who sell travel packages Ukrainian summer in Crimea media airline hospitality tourism and various tourism related companies. During the 3-day exhibition recorded about 2,000 visitors attended the exhibition and about 3000 people visited the booth Embassy in Kyiv.

#### 5. Visit Indonesia Year 2008 program Promote in China

Indonesia tourism promotion in Shanghai, China themed "Indonesia Tourism and Travel Fair" in an effort to increase tourist visits China to come to a number of regions in Indonesia. Embassy in Beijing together with the Ministry of Culture and Tourism invited a number of tourism related parties such as the travel industry, agents and travel agencies, hospitality and aviation entrepreneurs, and citizens who are in Shanghai.

The show features a number of tourism potential in Indonesia, which has a natural beauty and interesting attractions that is well worth a visit tourists from China. The Indonesian government seeing the interest of tourism insane Shanghai attendance of about 150 people is big enough for a visit to Indonesia and assess premises decent enough to visit.

A number of inputs submitted by Shanghai tourism entrepreneurs is that Indonesia can actively follow Shanghai Travel Mart which takes place every year, as well as a race float flowers that takes place every year. It is also worth noting is the promotion of tourism in Indonesia ahead should not only display traditional nature, but the market and featuring modern elements, such as travel outbound much favored by

young people because of Chinese tourists coming to Indonesia many young people and they are more like travel outbound like rafting and river rafting.

#### 6. Visit Indonesia Year 2008 program Promote in Belgium

Promotional activities carried out in Belgium packed in Indonesia Travel Days (ITD) during the two-day event in cooperation with the Indonesian Embassy in Brussels Van Ranterghem travel agency that takes place in the Travel Fair 2008 Brugge, Belgium. Recorded 22 travel agencies took part. According to the embassy travel agency in modern life today do not just do business trip, but also give preference and choice as to where on vacation that gets the attention of visitors and the local press.

Specifically in the location of Indonesia Travel Days enlivened performances of Balinese gamelan workshop offerings Made Kembang Nusantara care Ward. Interspersed Rantak Dance, Topeng Jaipong Dance and Pendet by Balinese dancers. In this promotion do not forget also the installation of a large poster that was an aggressive step by utilizing the existing facilities. Giant billboard sized 14.60 x 8.20 meters was displayed alongside the flag so it could be a public attention and Belgian citizens who pass through main streets of Brussels (tekno.kompas.com/Baliho Visit Indonesia Year 2008 terpampang di KBRI Brussel 2008).

#### D. Cooperation with Other Countries in the Field of Culture and Tourism

In addition to holding various exhibitions and events the government is also working with other countries, one of which is cooperation in the field of culture and tourism:

1. Republic of Indonesia - People's Republic of China did Cooperation in the Preservation of Underwater Cultural Heritage, which Indonesia and China are two countries that are rich in relics underwater cultural heritage objects, which include vessel sinks scattered in various locations. The ship sank in a voyage in the past carry a payload (cargo) of which form the object of souvenirs to gift the king of ceramics, porcelain, silver and gold. In addition cooperation is also carried out on preservation of ancient sites pekinensis and Phitecantropus Erectus be around Borobudur and Prambanan and regional ancient sites Sangiran, Central Java, which became the world's

attention because of where it was found the fossil skulls of early humans the world's oldest homo erectus age is estimated more 700,000 years. Sangiran site area by the Indonesian government proposed to UNESCO a world heritage.

2. Cooperation by Indonesia - Cambodia, following the establishment of cooperation establishment of sister temple province of Central Java province to province Siem Reap Cambodia, becomes very important in order to increase foreign tourists visiting tourist attraction temples of Angkor Wat and Borobudur, cooperation in the field of promotion, package travel, and accessibility direct flights from Phnom Penh to Yogyakarta.

3. The Republic of Indonesia - Brunei Darussalam in the field of culture. One of the contents of such cooperation is to exchange, joint research and development in the field of education, training and journals, exchange information cultural activities, exchange of visits of officials and experts in the field of culture.

Strategies adopted by the government are the primary means for the recovery of tourism after the Bali bomb blast which occurred in 2002 and 2005. The Government is striving to give back confidence by improving facilities and infrastructures in the tourist area to support facilities for domestic and foreign tourists who visit, as well as diplomatic efforts to work together to promote tourism in various countries as well as cooperation in the field of culture and tourism to support effective cultural diplomacy by using the main strategy of the visit Indonesia Year 2008.

#### E. The Achievement the Strategies to Recover Tourism in Indonesia

After a number of strategies in trying to do by the government for the recovery of tourism in Indonesia, especially in Bali, eventually the program provides significant achievement for tourism of Indonesia. Start launching the Visit Indonesia Year 2008 is a new start for the development of tourism after the Bali bombing as a major world destination. Travel Warning revocation of influential countries in the world, as well as a surge in tourist arrivals which makes national income also increased it was evidence that the program is able to restore the image of Indonesian tourism back. Not only that, the Visit Indonesia Year also continued in 2009 and 2010 and in 2011 the name of the program called 'Wonderful Indonesia' became part of diplomatic efforts to continue to



cooperate and promote Indonesian tourism worldwide. As well as the strategy that was considered quite easy to invite the international community to visit Indonesia to enjoy the beauty of Indonesian tourism.

And here are some explanations of achievements gained from this program as a recovery of tourism after the Bali bomb blasts, namely;

1. Revocation Travel Warning
  - a. United States of America

After eight years since November 2000 finally the United States, starting May 23, 2008, to revoke the policy Travel Warning for Indonesia. This decision is good news for Indonesia. With the lifting of the travel warning it is expected that the flow of tourists to Indonesia from the United States and other countries affected by the American travel warning can be increased, so hopefully the target of seven million foreign tourists visit in the Visit Indonesia Year 2008 can be achieved.

The US state department canceled the Travel Warning for Indonesia after determining that the security conditions in the country no longer needs it. US Ambassador Cameron R. Hume announced that effective May 23, the US state department has canceled the Travel Warning in effect since November 2000 after a series of bombings in Jakarta and Bali. United States has removed the ban because of improvements made by the government of Indonesia to the current security situation. Indonesia has not experienced a major terrorist attack since October 2005 and the government of Indonesia has disrupted, arrested and prosecuted numerous terrorist elements (travel.state.gov. Public Affair Section US Embassy Jakarta t.thn.) .

The American Ambassador stated that this is a significant decision and hope it will lead to a closer relationship between the people of both countries. And hope more businessmen, tourists and American academics will visit Indonesia to develop trade, tourism and educational exchanges between the two countries. The United States remains committed to protecting American citizens and enhance security cooperation with Indonesia. The embassy would not change a security alert in connection with this development and urge the public facilities in Indonesia to keep security at a maximum level of security given the threat remains.

b. Canada

The Canadian government policy eventually revoke a travel warning for all citizens who will travel to Indonesia. Revocation is increasingly proving to the world's rising public confidence in Indonesia (news.detik.com/Kanada Cabut Travel Warning ke Indonesia 2008) . The travel warning has been revoked and no longer impose the status to avoid traveling to Indonesia statements made by the Embassy in Ottawa. This decision adds to the list of countries in the world that has lifted the ban on travel to Indonesia. Previously, the United States has also done the same thing in 2008. The success of the creation of security conditions in recent years is proof that Indonesia is a safe place. This is proof there is nothing to worry about in Indonesia.

Since the implementation of the travel warning in 2002, the number of Canadian tourists to Indonesia in the period from 2002 to 2008 never reached 55 thousand tourists per a year, the average amount is achieved before the warning (news.detik.com/Kanada Cabut Travel warning Ke Indonesia 2008) . The revoke of the travel warning on this, Canadian tourist to Indonesia to the back stretch. This revocation can increase the attractiveness and competitiveness of Indonesia in attracting Canadian tourist.

Along the way the travel warning happened in some countries not make government pessimist to keep going the program and did cooperation with other country to promote and convince other countries that Indonesia is trying to to fixed all the problem in domestic sector, and also Indonesia encourage the people to developed the tourism industry. The efforts also give impact to other countries that trying to come in Indonesia. As we can see in the table that other countries tried to visit Bali. It shown, that the increase of foreign tourism prove that travel warning already revoke and the process of diplomacy still running well to convince other people.

## 2. Increase in the Number of Foreign Tourist

From the data we can see a significant increase for foreign tourists who come to Indonesia and Bali for a tour. It also shows the confidence of foreign tourists on tourism in Indonesia after the Bali bombing, and this is the success of the government's strategy in terms of building premises tourism back. And Bali tourism before flagging a result of the tragedy in 2002, re-excited. Various awards were achieved Bali, one of which is the

recognition of the international tourism magazine Travel and Leisure who named Bali as the best island in the world in 2009. The growth has beaten other famous islands in the world, including the Galapagos Islands. Various international awards of achievement and certainly a very proud people of Indonesia. Not one that many people believe the people of Bali and the government has managed to emerge from the downturn that occurred after the Bali bombing in 2002. One could even say that the condition of tourism in Bali in 2009 that is a great accomplishment in history.

#### 1. Continuity Visit Indonesia Year 2008

Continuity of this program should be developed by the government. In 2009 and 2010 the Visit Indonesia Year reused as a means of tourism promotion to various opportunities through various media and international meetings held in Jakarta and Bali, or in various tourism destinations in Indonesia. Addition of tourist destinations also be done in some areas such as in Sumatra and Kalimantan. Not only that, Visit Indonesia is also used as a tag line in various tourist areas in Indonesia. This is the start of tourism development that is supported across Indonesian society.

In addition, with the support and cooperation of various parties such as central and local government, the public, including the media, the Visit Indonesia Year 2008 experienced success. This is evident from the achievements of foreign exchange from tourism reached US \$ 7.51 billion ([www.disparda.baliprov.go.id/statistik2](http://www.disparda.baliprov.go.id/statistik2) t.thn.) which is the highest foreign record achieved by the tourism sector over the years. While based on the calculation of "Passenger Exit Survey" 2008, the average foreign tourist spending per person per visit reached 1,178 US dollars, up from the year 2007 at around US \$ 970. And during the year 2008 recorded 100 cultural activities and tourism, which was held in order to make the industry tourism in the country.

The program continues, but in 2011 the Visit Indonesia Year program name changed to 'Wonderful Indonesia' ([travel.detik.com/terobos](http://travel.detik.com/terobos) kemenpar branding wonderful indonrsia e-tourism 2011). In order to achieve the target of 20 million foreign tourists visit in 2019, a breakthrough continue to do. The Ministry of Tourism made a new breakthrough that tourism in Indonesia became famous in the international arena, namely the use of branding Wonderful Indonesia and Pesona Indonesia as well as the e-

Tourism. These programs that will be expected to compete with tourism branding of various countries in the world. And can also promote the creative economy of Indonesian society which their economies depend on tourism industry.

## **CONCLUSION**

International relations are not only studying the behavior of political course in it, but include economic, social, and cultural. One example is the Indonesian tourism in the period before the reform can be said to be good enough so that the level of foreign tourist arrivals in Indonesia is increasing. The tourism sector is becoming increasingly reckoned as an important contributor to global economic growth. Current global trends indicate that the tourism sector grew an average of about 7% per year and contributed 25%. Trends in the global tourism growth course will provide a significant impact on the growth of the national economy. The Indonesian government in this case the Ministry of Culture and Tourism targeted 7 million people of foreign tourists and earnings USD 6,4 billion for national income on 2008. However, the tourism competitiveness of a country is strongly influenced by the capabilities of the transport sector infrastructure, good transportation by land, sea or air.

Indonesia condition is unstable due to the many upheavals that occurred in several regions in Indonesia, the emergence of various events and disasters that struck the nation of Indonesia during 1998 where the initial monetary crisis and the last few years where many natural disasters and unstable security due to explosion of bombs in several places in Indonesia until the beginning of 2007 is very detrimental to tourism, it is quite a big influence on foreign tourists visiting Indonesia. Events of 11 September 2001 terrorist attacks in the US has caused prejudice prospective foreign tourists coupled with the events Bali bombing in 2002 and 2005, making the level of tourist arrivals also decreased.

By taking the momentum of 100 Years of National Awakening. Visit Indonesia Year 2008 to become the flagship program of the current government with the success of approaching the amount of traffic that is targeted and collect income reach US \$ 7.1 billion. It is used as a milestone in the rise of Indonesia while optimizing tourism

promotion inside and outside with the continuation of this program. Even the number of tourism not reach like the target but the number of foreign visitor increase by year.

Visit Indonesia Year (VIY) 2008 was the successful brand campaign as the main tool of diplomacy to convince foreign tourists and the lifting of travel warnings from various countries as well as restore Indonesian tourism, especially in Bali after two bombs at that time. With the strategy of the government, among others, by improving the quality and quantity of infrastructure and facilities for tourism, increasing the sale through the Internet, brochures, road shows, movies, music and organize travel packages for tourists, held exhibitions and international event, cooperation with other countries in the field of culture and tourism.

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