

THE DEVELOPMENT OF TOURISM INDUSTRY IN INDONESIA : CURRENT PROBLEMS AND CHALLENGES

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ABSTRACT

Tourism is now a global industry involving hundreds of millions of people in international as well as domestic travel each year. Travellers are now spoilt for choice of destinations, which must compete for attention in markets cluttered with the messages of substitute products as well as rival places. Then one of the most possible way to develop a tourist area in the developing countries with the maximum in addition to relying on the budget of the government is to involve the private sector in investment activities. The government of Indonesia has set 10 tourism destinations to be a development priority since 2016. However there are still big problems that have to be improved in the tourism industry. The research is carried out to know what the problems and challenges faced. To obtain a clear point of view from the participants as they experienced the phenomenon, in-depth interviews were employed in this study. This study also employed questionnaires to triangulate the instruments. In-depth interviews were conducted to obtain the perception of the participants on the tourism industry, while questionnaires were distributed to support the data gained by interviews. The research proved that infrastructure is the most important factor in developing tourism industry.

Keywords: Tourism, global industry, infrastructure.