

Appendix A:

Approval of Candidature

RESEARCH STUDENT OFFICE

BP/Telephone enquiries: 077 81 4735

Fax: 077 81 6204

Email: Barbara.Pannach@jcu.edu.au

11 November, 1999

Ms. Diyah B Ernawati
Tourism
School of Business

Dear Ms Ernawati

Re: Confirmation of PhD Candidature

The reports from your supervisor and BPSC representative on your Confirmation of Candidature Seminar have now been received and evaluated by the Director of Postgraduate Studies. Please ensure you note the comments in the attached reports

I wish to advise that the Director of Postgraduate Studies has approved confirmation of your PhD candidature. The recorded date of confirmation is 8 October 1999

Yours Sincerely,

[Signature]

Barbara Pannach
Administrative Officer

Copy: Head, School of Business



**Appendix B:
Ethics Review Committee Approval**

ETHICS REVIEW COMMITTEE (Human Ethics Sub-committee) <i>APPROVAL FOR RESEARCH AND TEACHING INVOLVING HUMAN SUBJECTS</i>	
PRINCIPAL INVESTIGATOR	<i>Diyah Bekti Ernawati</i>
SCHOOL	<i>Business</i>
PROJECT TITLE	<i>Tourism Education at the tertiary level in Indonesia: An Exploratory Study</i>

This project has been allocated Ethics Approval Number

H965

with the following provisos and reservations:

1. All subsequent records and correspondence relating to this project must refer to this number.
2. The Principal Investigator is to advise the responsible Monitor appointed by the Ethics Review Committee
 - periodically of the progress of the project;
 - when the project is completed or if suspended or prematurely terminated for any reason.
3. In compliance with the National Health and Medical Research Council "Statement on Human Experimentation (and Supplementary Notes)" you are required to provide an annual report detailing security of records and compliance with conditions of approval. The report should very briefly summarise progress.

NAME OF RESPONSIBLE MONITOR	<i>Dr Gianna Moscardo</i>
SCHOOL	<i>Tourism</i>
[Forwarded by E-mail without signature] <i>Tanya Healy Administrative Officer - Ethics/Legal</i>	DATE <i>Wednesday, 13 October 1999</i>
cc. MONITOR: Dr Gianna Moscardo HEAD OF SCHOOL / SUPERVISOR: Professor Philip Pearce Ref: _APPROVALS\Human\1999\10_99\H965.doc	

**Appendix C 1:
Letter of support from the Ministry of Tourism and Culture of Indonesia**

**DEPARTEMEN PARIWISATA, SENI DAN BUDAYA
DIREKTORAT JENDRAL PARIWISATA**

JL. MEDAN MERDEKA BARAT 17 JAKARTA – 10110 INDONESIA	PHONE: 021 383 8543 383 8487 383 8482 383 8489	CABLE : INTO FAX : 386 8521 P.O BOK : 1409 JKT
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Nomor : 40/B.1/XI/99
Perihal : Rekomendasi

Kepada Yth:
(Daftar Terlampir)
diTempat

Dengan ini kami informasikan bahwa Sdr. Diyah Bekti Ernawati adalah sebagai peserta kandidat PhD program pariwisata di James Cook University, Australia. Pada saat ini yang bersangkutan sedang melakukan *field research* khususnya untuk mendapatkan data dan informasi tentang program *Tourism Education at the Tertiary Level in Indonesia*. Lokasi-lokasi kunjungan field research yang dipilih meliputi wilayah provinsi DKI Jakarta, Jabar, Jateng, D.I. Yogyakarta dan Bali. Kunjungan direncanakan dalam 2 (dua) tahap. Tahap pertama adalah mulai tanggal 18 Oktober 1999 s/d Pebruari 2000, dan tahap ke dua adalah mulai bulan Juli 2000 s/d September 2000.

Sehubungan dengan hal tersebut di atas, mohon perkenan dan kesediaan Saudara untuk membantu pelaksanaan field research dimaksud.

Atas perhatian dan kerjasamanya Saudara, kami ucapkan terima kasih

SEKRETARIS DIREKTORAT JENDERAL
PARIWISATA

[SIGNATURE]

IR. SAMBUDJO PARIKESIT
NIP: 120 108 215

Tembusan Yth:

1. Direktur Jenderal Pariwisata
2. Sdr. Diyah Bekti Ernawati

**Appendix C2:
Letter of Support from the Department of National Education**

DEPARTEMEN PENDIDIKAN NASIONAL

DIREKTORAT JENDRAL PENDIDIKAN TINGGI

Jln. Raya Jenderal Soedirman Pintu I, Senayan, Tromol Pos 190 Jakarta 10002

Telp 573 1956 (HUNTING)

baga-lembaga di Indonesia yang Saudara inginkan, dengan mengajukan rencana kerja yang jelas.

Atas perhatian Saudara, kami iucapkan terima kasih

a.n. Direktur Jenderal Pendidikan Tinggi
Direktur Pembinaan Sarana Akademis

[SIGNATURE]

Suprodjo Pusposutardjo
NIP 130 257 144

Tembusan:

1. Dirjen Dikti
2. Kabag TU Dit. Binsarak

**Appendix D:
Introductory Letter from Supervisor**

October, 1, 1999

TO WHOM IT MAY CONCERN:

The purpose of this correspondence is to introduce Ms. Diah Berti Ernawati, a graduate student at James Cook University, Australia.

Ms. Ernawati is currently enrolled in the doctoral program of Tourism, School of Business and is presently conducting research related to her dissertation.

Her dissertation topic is Tourism Education at the Tertiary Level in Indonesia and this will probably involve government officials, tourism industry professionals, tourism educators and students of tourism.

Your cooperation and assistance would be greatly appreciated.

Thank you very much

Sincerely,

[Forwarded via e-mail without signature]

Philip L. Pearce
Professor of Tourism
Head of School of Business
James Cook University
Australia.



**Appendix E1:
Consent Form (English)**

Townsville Queensland 4811 Australia
Telephone: (07) 4781 4111

Informed Consent Form

School : School of Business, Tourism Department
Project : Tourism Education at the Tertiary Level in Indonesia: An exploratory study/
Chief Investigator : Diyah Ernawati

Contact Details: Phone: 0011 62 24 711163
E-mail: Diyah.Ernawati@jcu.edu.au
Diyaherna@hotmail.com

Description
This project is a part of a James Cook University Doctoral Project. The aim of this research is to understand the perceptions of tourism professionals, tourism educators, government officials, and tourism students towards tourism education in Indonesia. Studying the views of you on aspects of tourism education in relation to the industry will contribute to the future development of tourism education and training in Indonesia. This interview will last less than one hour. Please feel free to stop the interview at any time, not to answer questions that you would not like or be uncomfortable with, or ask questions dealing with the research. This interview will be audiotaped. However, all of your answers will be treated confidentially and the recorded tapes will be locked in a cabinet after this interview.

CONSENT

The aims of this study have been clearly explained to me and I understand what is wanted of me. I know that taking part in this study is voluntary and I am aware that I can stop taking part in it at any time and may refuse to answer any questions.
I understand that any information I give will be kept strictly confidential and that no names will be used to identify me with this study without my approval.

NAME: *(printed)*

Signature:	Date:
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WITNESSED BY RESEARCHER OBTAINING CONSENT

NAME: *(printed)*

Signature: <i>(principal investigator)</i>	Date:
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**Appendix E2:
Informed Consent Form (Indonesian Version)**

School : School of Business, Tourism Department
Proyek : Tourism Education at the Tertiary Level in Indonesia
Peneliti Utama : Diyah Bekti Ernawati (Erna)

Kontak Phone: (024) 711163 (Indonesia)
Email: Diyah.Ernawati@jcu.edu.au
diyaherna@hotmail.com

Penerangan:

Proyek penelitian ini merupakan bagian dari penelitian untuk program doktor pariwisata di Universitas James Cook, Australia. Tujuan penelitian ini adalah untuk mengetahui pandangan para profesional di industri pariwisata, pejabat pemerintah, para pengajar pariwisata serta mahasiswa seperti anda sendiri terhadap pendidikan pariwisata di Indonesia. Dengan mengetahui pandangan serta pendapat anda terhadap kurikulum baik yang nasional maupun lokal dalam hubungannya dengan kebutuhan industri dan bidang yang terkait dengan pariwisata di Indonesia akan memberikan masukan yang sangat berarti untuk pengembangan pendidikan pariwisata di kemudian hari. Wawancara ini kira-kira akan berlangsung kurang dari satu jam. Jika anda merasa ada pertanyaan yang tidak mengena di hati anda silahkan untuk memutuskan menjawab atau tidak. Wawancara ini akan direkam. Meskipun begitu semua hasil wawancara baik yang masih di kaset ataupun yang sudah ditranskripsi akan disimpan secara hati-hati dan sifatnya sangat rahasia

PERSETUJUAN

Tujuan penelitian ini sudah dijelaskan secara gamblang dan saya mengerti apa yang diinginkan dari saya. Saya memahami bahwa keikut-sertaan saya dalam proyek penelitian ini adalah bersifat sukarela, dan saya sadar bahwa saya berhak untuk berhenti dari keikut-sertaan saya kapan saja, dan saya berhak untuk tidak menjawab pertanyaan yang diajukan.

Saya menyadari bahwa semua hasil wawancara baik dalam bentuk rekaman maupun tulis akan disimpan secara hati-hati dan rahasia. Dan bahwa penggunaan nama tidak akan digunakan tanpa sepengetahuan dan persetujuan saya.

NAMA TERANG:

TANDA TANGAN:

TANGGAL:

**DISAKSIKAN OLEH PENELITI /ASISTEN PENELITI SAAT MENANDATANGANI SURAT
PERSETUJUAN INI**

NAMA TERANG:

TANDA TANGAN:

TANGGAL

**Appendix F1:
Interview Guides (English Version)**

STUDY I (Semi-structured questionnaire)

This questionnaire is intended for government officials, tourism industry professionals, tourism educators and tourism students.

I Curriculum Content

1. In your opinion, what general curriculum content do higher tourism institutions offer in their programs?
2. Why do they mostly offer that program?
3. (a). Based on your opinion, do you think the curricula comply with the need of tourism industry for skilled workforces like receptionist?
(b). Do you think it complies with supervisory or managerial levels as well? (Why and why not)
4. If it does not comply how these could be improved?
5. Do you think that the current content of tourism education represent the appropriate tourism curricula? (Why and why not)
6. What could be done to improve or develop the appropriate one?
7. Do you think the percentage of the curricula between the practical and theoretical is just about right?
8. Do you think that core curriculum which is used nation-wide in tourism education is needed?
9. (a). What is your opinion about the elective subjects for each institution in each province?
(b). Do you think the current national curriculum being used is appropriate for tourism education? (Why and why not)

II. Approaches to tourism education

1. What do you think are the existing approaches to tourism education in higher institutions in Indonesia?
2. (a). Which one do you think suit the Indonesian context with the rapid development of tourism sector?
(b). Why do you think so?
3. What are the benefits and pitfalls of the approach?
4. Which approach do you think the industry need to fulfil their human resource development?

5. Do you think there is a possibility to develop an academic-based approach to tourism education in Indonesia so that we can develop postgraduate program? (Why and why not)
6. If so, how do tourism institutions provide their qualified human resources for tourism education?
7. What are the obstacles in developing the bachelor's and postgraduate degrees in universities?

III. Curriculum Relevance to professional careers in tourism industry.

1. Do you think the current curricula offered by tourism education are relevant to careers in tourism industry?
2. Why and why not?
3. Do you think the curricula can also provide the need of planners, researchers, and decision-makers on tourism area? Why and why not)

Appendix F.2: (Indonesian Version)

RISET 1

Kuesioner ini ditujukan untuk para pegawai pemerintah, praktisi pariwisata, dosen pariwisata serta mahasiswa jurusan pariwisata.

I Kurikulum

1. Menurut pendapat anda, secara umum apa isi kurikulum pendidikan tinggi pariwisata di Indonesia saat ini?
2. Mengapa kebanyakan dari mereka menawarkan program dengan kurikulum tersebut?
3. (a). Menurut anda, apakah isi kurikulum memenuhi kebutuhan industri pariwisata untuk menyuplai kebutuhan pekerja yang ahli (skilled) misalnya seperti resepsionis?
(b). Menurut anda apakah kurikulum juga memenuhi kebutuhan tenaga di tingkat supervisor atau tingkat managerial? (Mengapa ya/tidak?)
4. Jika kurikulum tersebut tidak memenuhi kebutuhan, apa saran anda untuk meningkatkannya?
5. Menurut anda, apakah kurikulum yang sekarang ini sudah tepat? (Kenapa ya/tidak?).
6. Apa yang perlu dilakukan untuk meningkatkan atau membuat yang tepat?
7. Apakah pembagian prosentase antara mata kuliah praktik dan teori sudah tepat?
8. Apakah penerapan kurikulum inti untuk seluruh Indonesia di bidang pendidikan pariwisata diperlukan?
9. (a). Apa pendapat anda tentang mata kuliah pilihan yang dipilih oleh masing-masing institusi dan provinsi?
(b). Apakah kurikulum nasional yang sekarang diterapkan sudah tepat untuk pendidikan pariwisata di Indonesia? (Mengapa ya/tidak?).

II. System Pengajaran Pendidikan Pariwisata

1. Menurut anda system pendekatan pengajaran apa yang sekarang diterapkan di Indonesia?

2. [a]. Pendekatan yang manakah yang paling cocok untuk Indonesia dengan perkembangan pariwisata yang cukup pesat?

[b]. Apa alasannya mengapa and menganggap begitu?
3. Apa keuntungan dan kerugiannya pendekatan pengajaran pariwisata tersebut?
4. Pendekatan Pengajaran yang mana yang bisa memenuhi kebutuhan tenaga industri pariwisata?
5. Apakah ada kemungkinan mendirikan tourism program Dengan pendekatan akademis bukan professional untuk pengembangan S2 pariwisata? (Mengapa ya/tidak)
6. Jika memungkinkan, bagaimana pendidikan tinggi pariwisata memenuhi kebutuhan pengajarnya?
7. Apa saja hambatannya jika mengembangkan S1 dan S2 pariwisata di universitas?

III. Relevansi antara kurikulum dengan karir di industri pariwisata

1. Menurut anda apakah kurikulum pendidikan pariwisata yang sekarang relevan Dengan karir di dunia industri pariwisata?
2. Mengapa ya/tidak?
3. Apakah menurut anda kurikulum yang sekarang sudah bisa memnuhi kebutuhan perencanaan, peneliti dan para pengambil keputusan di bidang pariwisata?

Appendix H1: Interview Guides

Study 2 (English Version)

This interview guide is intended to be used for collecting data from both tourism industry professionals and tourism educators.

I. Core Issues in tourism education – industry relationship in Indonesia

1. Do you think that there are some core issues restraining the relationship between tourism education and the industry? (If Yes, what are they)
2. Among the issues, could you mention the most important issues that need to be resolved by both stakeholders?
3. How would you solve the problems that exist within the relationship?

II. Industry involvement in the tourism education

1. Do you feel that the industry should be involved in tourism education?
2. Has the industry been adequately involved in the process of developing and administering a tourism program?
3. What are the positive and negative impacts of the industry involvement in tourism education?
4. What do you expect both the industry and tourism educators to participate in the administering a tourism program in Indonesia.
5. In the process of designing curriculum for a tourism program, how would you suggest the industry to participate?

III. Industry and Education Responsibility in Tourism Education.

1. What roles can the industry professionals and tourism educators play in the process of improvements of tourism education in Indonesia?
2. Has there been coordination between related sectors including the government and private sectors?
3. What improvements do you think need to be done in tourism education – industry relationship, particularly based on their roles?

IV. Industry Needs for tourism education and training

1. How does the industry improve the quality of the current employees?
2. Does undertake tourism education programs improve the opportunities of the graduates to work in the industry?
3. Does the industry need a specialised course for one sector or a course, which include wider focus of tourism?
4. What qualities do you expect from tourism graduates to suit the tourism industry needs for near future?
5. How do the educators and professionals rate the inclusion of industry experiences for tourism students in order to competitively join in the industry?

Appendix G2: Interview Guides (Indonesian Version)

Study 2

Study 2 (Indonesian Version)

Pedoman wawancara ini digunakan untuk pengumpulan data dari para profesional dan pengajar pariwisata.

I. Isu-isu penting seputar hubungan antara industry pariwisata dan pendidikan pariwisata di Indonesia.

1. Menurut anda apakah ada isu-isu penting seputar hubungan antara industri pariwisata dan pendidikan pariwisata di Indonesia yang menghambat hubungan baik antara keduanya?. (Jika ada, apa saja isu tersebut).
2. Diantara isu-isu yang ada, bisakah anda menyebutkan mana saja yang memerlukan penyelesaian dengan segera oleh kedua kelompok *stakeholder* tersebut?
3. Apa saran anda untuk menyelesaikan permasalahan tersebut?

II. Keikutsertaan profesional pariwisata dalam pendidikan pariwisata.

1. Menurut anda apakah perlu para profesional diikut sertakan dalam pendidikan pariwisata di Indonesia?
2. Jika industri profesional telah diikutsertakan secara memadai dalam proses pengembangan and pelaksanaan progam pariwisata?
3. Apa pengaruh negative serta positifnya dengan diikutsertakannya para profesional dalam pendidikan pariwisata?
4. Menurut anda bagaimana bentuk partisipasi pengajar pariwisata dan para profesional dalam pelaksanaan pendidikan pariwisata?
5. Dalam perencanaan kurikulum, menurut anda bagaimana para profesional itu seharusnya diikutsertakan?

III. Tanggung jawab profesional dan pengajar pariwisata dalam pengembangan pendidikan pariwisata.

1. Peran apa saja yang semestinya dimainkan oleh para profesional dan pengajar pariwisata dalam proses pengembangan pendidikan pariwisata di Indonesia?
2. Apakah selama ini telah ada koordinasi yang baik antara sector terkait termasuk didalamnya pemerintah dan sector swasta?



3. Menurut anda, hal-hal apa saja yang perlu dilakukan untuk meningkatkan hubungan timbale balik antara pendidikan pariwisata dan industri pariwisata, khususnya jika dikaitkan dengan masing-masing peran mereka?

IV. Kebutuhan industri akan pelatihan dan pendidikan pariwisata

1. Bagaimana sector pariwisata meningkatkan kualitas pekerjanya?
2. Apakah dengan mengikuti pendidikan pariwisata akan meningkatkan kesempatan kerja bagi para lulusan untuk bekerja di sector pariwisata?
3. Apakah sector pariwisata membutuhkan kursus khusus untuk bidang tertentu atau kursus yang mencakup pariwisata secara luas?
4. Kualitas lulusan yang seperti apa yang anda harapkan agar memenuhi tuntutan industri pariwisata dimasa yang akan datang?
5. Bagaimana anda merata-rata dimasukkannya job training bagi para mahasiswa pariwisata agar bisa bersaing di pasar kerja?

6.		1 2 3 1 2 3
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	<i>strategies. World market problem.</i>			
9.	Introduction to travel and tourism: <i>Survey of the travel and tourism activity. Travel agency, marketing of tourism, research and development of tourism destinations, socio-economic impacts of tourism.</i>	1	2	3
10.	Marketing in tourism: <i>Analysis of marketing problem, market segmentation, and channels of distribution, advertising, pricing and development of integrated marketing program.</i>	1	2	3
11.	Personnel management: <i>Identification of the labour force and labour markets. Industrial personnel and manpower programs, organisation and policy in personnel activities.</i>	1	2	3
12.	Planning & Design for tourism: <i>Integrated planning of travel & tourism organisations, financial and physical development for comprehensive tourism projects, basic concepts, approaches & model.</i>	1	2	3
13.	Principles of tourism: <i>Determination and motivation of tourism demand, measuring and forecasting tourism demand, public sector organisation, transport & economic, environment & social impacts of tourism.</i>	1	2	3
14.	Socio-psychology of tourism: <i>Impacts of tourism on cultural development and social values; specific emphasis on psycho-sociological aspects of tourism and recreation.</i>	1	2	3
15.	Social and physical impacts of tourism: <i>Investigation into questions of resource use & environmental quality. Emphasis on public policy and social attitude, public policies relating to conservation; environmental system, perceptions and impact studies.</i>	1	2	3
16.	System analysis of tourism: <i>Quantitative analysis for resource identification, design technology & other systems approaches applied to travel & tourism serves</i>	1	2	3
17.	Tourism and development: <i>Tourism systems: concepts and definition, integrated planning development, tourism and economic development, the impacts of tourism and the role of public sector.</i>	1	2	3
18.	Tourism forecasting: <i>Demand forecasting, regression analysis, qualitative forecasting, time series model, deseasonalising data and trend curves</i>	1	2	3
19.	Transportation in tourism: <i>Transportation planning principles, policy problems & methods for analysing demand and systems for urban travel; principal roles of public agencies and private interests in the planning and development of various modes</i>	1	2	3

Section II

Areas of Emphasis; comments on subjects listed in the questionnaire

1. Would you please provide comments on the list of proposed Tourism Master's Degree Curriculum and other general comments if you wish?

2. By considering the special needs of Indonesia's tourism industry, would you please provide the areas of emphasis you believe to be important for Tourism Master's Degree Program in Indonesia?

Section III

Fill in the question below by ticking the alternative that best describes you

Sex: Male Female

Age Group:

- 30 – 35 36 – 40 41 – 45
 46 – 50 Over 50

How long have you been in the area of tourism

- Less than 3 years 3 – 5 years 12 years or more
 6 – 8 years 9 - 11 years

Education:

- Secondary Diploma Certificate Doctoral Degree
 Bachelor degree Master's Degree

Thank you for your kind assistance!



Townsville Queensland 4811 Australia
Telephone: (07) 4781 4111

Appendix H2: Second Round Questionnaire

Study 3
Survey for Curriculum of Master's Degree in Tourism in Indonesia (Second-round questionnaires)

This survey is a part of a James Cook University PhD Project. The aim of this research is to generate information on the areas of emphasis for master's degree curriculum in Indonesia. By investigating what subjects deemed relevant to the current tourism industry by the experts such as yourself will provide valuable information for designing appropriate postgraduate programs in tourism studies to anticipate the fast development and growing needs of tourism industry. It would be much appreciated if you could spare your precious time to answer the following questions. All answers will be treated confidentially. If you have any enquires regarding this study please do not hesitate to contact me in the following addresses

Diyah B. Ernawati Tour Tourism Program, James Cook University, Townsville QLD 4811	E-mail: Diyah.Ernawati@jcu.edu.au Indonesia: Jl. Brigjend Sudiarto No 332, Semarang, Phone 024.6711163
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Thank you very much for your responses to the first questionnaire I sent to you sometime ago. This is a follow-up questionnaire aimed to investigate your opinions on the most required courses to be included in each concentration proposed for the master's degree curriculum. The proposed concentrations would include **Hotel Management, Tourism Planning and Development, and Tourism Marketing**. The courses listed below (n=15) are those selected in the first round questionnaires and considered important.

Please select the subjects you consider important to be included in each concentration by ticking on the space provided.

SUBJECTS	CONCENTRATION		
	Hotel management	Tourism Planning & Development	Tourism Marketing
Human Behaviour in Organisation			
Information Management			
Planning and Design for Tourism			
Marketing in Tourism			
Communication Skills & Interpersonal Relation			
Principles of Tourism			
Social and Physical Impacts of Tourism			
System Analysis of Tourism			
Tourism and Development			
Tourism Forecasting			
Administration of Travel & Tourism Services			
Advertising			
Economics of Tourism			
Hotel and Restaurant Marketing			
International Marketing			
Transportation in Tourism			



JAMES COOK UNIVERSITY *for your participation!!!!*
 Townsville Queensland Australia
 Telephone: (07) 4781 4111

Appendix I1: Questionnaires

Study 4 (English Version)

Survey for tourism education at the tertiary level in Indonesia

This survey is a part of a James Cook University PhD Project. The aim of this research is to generate information on the attitudes of tourism stakeholders towards the development of tourism education in Indonesia with reference to an academic-based education. It would be much appreciated if you would spare your precious time to answer the following questions. All answers will be treated confidentially. If you have any enquires regarding this study please don't hesitate to contact me at the following addresses

Diyah B Ernawati

Tourism Program

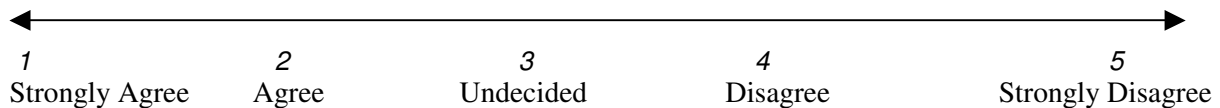
James Cook University, Townsville QLD 4811

E-mail: Diyah.Ernawati@jcu.edu.au

Indonesia: Jl. Brigjend Sudiarto No 332, Semarang

Phone. 024. 6711163

In your opinion, how do you view the development of tourism education, indicating your level of agreement with each of the following by putting **an appropriate number** that best describes your answers.



Agreement

1. Developing a four-year tourism program and master's program at universities will assist tourism industry in Indonesia with experts and professionals to successfully develop tourism industry.
2. Enhancing a better tourism industry requires people in higher education with wide variety of skills and talents.
3. The curriculum content of a four-year-degree program should include professional elements to equip graduates with both theory and practice.
4. Consortium has to be set up immediately to accommodate the development of tourism studies in Indonesian universities.
5. The teaching of tourism education at the degree program will expand the scope and knowledge of the graduates and enable him/her to handle any problems that tourism industry may face.



6. Tourism studies should be treated as a university 'major' as opposed to minor within another department
Townsville Queensland 4811 Australia
Telephone: (07) 4781 4111
7. Tourism education should aim more towards training 'hands on' professionals against theorist or planners, or both

- Part time faculty member

33. What level of responsibility does the group of people below have in designing and developing the *postgraduate program*?

- Full time faculty member
- Government officials
- Industry professionals
- Tourism Student
- Part time faculty member

Please fill in the answers that best describe you by ticking the alternatives.

34. Gender: Male Female

35. Age Group:
 18 – 20 21 – 25 26 – 30 31 – 35
 36 – 40 41 – 45 46 – 50 51 and over

36. Marital Status Single Married Other

37. Which of the following best describes you.

- Student Tourism Industry Professional Government Official Tourism educator
- Go to question 40

38. Years of involvement in tourism-related activities.
 1 – 5 years 6 – 10 years 11 – 15 years 16 years or over

39. Your area of experience
 Travel agency Tourism planning Tourism education
 Administration Tourism marketing Accommodation
 Guiding Meetings, Incentives, Conventions and Exhibitions
 Other _____

40. Level of Education
 Secondary Diploma level Bachelor degree (S1)
 Master's Degree Doctorate Degree Other (Please specify.....)

41. You are from:
 Jakarta West Java Central Java
 Yogyakarta Bali

Thank you very much for your kind assistance!



Appendix I 2: Questionnaires

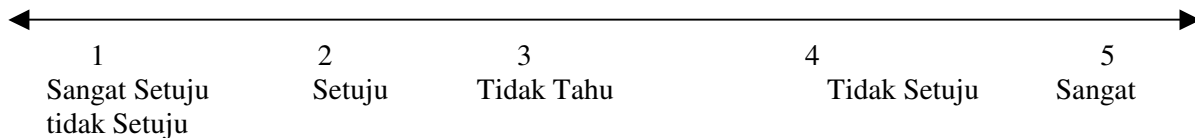
Study 4 (Indonesian Version)

Penelitian tentang pendidikan tinggi pariwisata di Indonesia

Penelitian ini merupakan bagian dari proyek untuk penulisan disertasi doktor jurusan pariwisata, Universitas James Cook, Australia. Tujuan utamanya adalah untuk mengumpulkan informasi sehubungan dengan pendapat mereka yang terlibat dalam kegiatan Pendidikan Tinggi Pariwisata di Indonesia, khususnya sehubungan dengan pendidikan tinggi pariwisata yang berbasis akademik (Academic-based education). Saya akan sangat berterima kasih jika Bapak/Ibu/Saudara bersedia menyisihkan waktu yang sangat berharga untuk mengisi kuesioner ini. Semua jawaban akan dirahasiakan dan jika ada yang kurang jelas, silahkan kontak saya saya di alamat berikut ini

Diyah B Ernawati Tourism Program, James Cook University, Townsville QLD 4811	E-mail: Diyah.Ernawati@jcu.edu.au Indonesia: Jl. Brigjend Sudiarto No 332, Semarang Phone: 024. 711163 Fax : 0271 46655
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Menurut pendapat anda, bagaimana anda melihat perkembangan pendidikan tinggi pariwisata di Indonesia. Tunjukkan sejauh mana anda "setuju" atau "tidak setuju" terhadap pernyataan-pernyataan dibawah ini dengan menuliskan angka yang sesuai dengan pendapat anda.



1. Dengan mengembangkan program S1 dan S2 Pariwisata di universitas , industri pariwisata akan memperoleh ahli dan professional pariwisata untuk pengembangan industri lebih lanjut.
2. Untuk mengembangkan industri pariwisata di Indonesia diperlukan lulusan pendidikan tinggi pariwisata dengan berbagai kemampuan bakat dan keahlian.
3. Kurikulum pendidikan tinggi pariwisata jalur gelar (S1) seharusnya menyertakan unsur-unsur profesionalisme untuk melengkapi para lulusan dengan kemampuan teori dan praktek.
4. Konsorsium ilmu pariwisata harus segera dibentuk untuk mengakomodasi perkembangan studi pariwisata pada tingkat pendidikan tinggi termasuk di universitas-universitas.
5. Pengajaran pendidikan pariwisata di tingkat sarjana akan memperluas pandangan dan penalaran lulusannya sehingga menjadikan mereka mampu menyelesaikan masalah-masalah yang dihadapi oleh industri pariwisata.
6. Pendidikan tinggi pariwisata harus di anggap sebagai 'mayor', bukan sebagai minor yang di berikan di jurusan lain
7. Pendidikan pariwisata seharusnya lebih diarahkan pada pendidikan untuk menghasilkan profesional, bukan menghasilkan para ahli teori atau perencana.
8. Pemerintah seharusnya mengalokasikan dana lebih banyak untuk pendidikan dan pelatihan pariwisata jika menginginkan industri pariwisata berkembang dengan baik.
9. Untuk meningkatkan kualitas pendidikan tinggi pariwisata dan menjaga link and match, pendidikan pariwisata seharusnya mengirimkan pengajarnya ke industri untuk magang dalam

jangka waktu tertentu.

10. Kurikulum pendidikan pariwisata S1 harus memenuhi kebutuhan pemerintah untuk perekrutan pegawai.
11. Kurikulum pendidikan pariwisata, baik untuk tingkat sarjana maupun master, harus memenuhi kebutuhan industri pariwisata.
12. Pemerintah seharusnya berinisiatif untuk membahas masalah pengembangan pendidikan pariwisata tingkat sarjana dan paska sarjana baik di universitas maupun di lembaga pendidikan tinggi lainnya.
13. Kurikulum untuk tingkat sarjana seharusnya mengandung mata kuliah yang akan meningkatkan pemahaman terhadap pengaruh-pengaruh sosial, budaya dan ekonomi akibat perkembangan pariwisata di Indonesia.
14. Pendidikan pariwisata tingkat sarjana dan paska sarjana seharusnya ditawarkan di universitas seperti bidang profesi lainnya, selain di lembaga pendidikan tinggi bukan universitas
15. Pendidikan pariwisata tingkat sarjana dan paska sarjana akan memberikan kontribusi terhadap profesionalisme di bidangnya.
16. Pengembangan pendidikan pariwisata baik untuk tingkat sarjana maupun paska sarjana sangat dibutuhkan untuk meningkatkan kesempatan kerja bagi pemuda Indonesia.
17. Pendidikan pariwisata membutuhkan pengajar yang lebih berkualitas dan berlatar belakang pariwisata untuk meningkatkan kualitas pengajaran pariwisata.
18. Industri pariwisata dapat memberikan kontribusi pada pendidikan pariwisata dengan berpartisipasi dalam proses belajar mengajar baik sebagai dosen maupun duduk sebagai pengurus di lembaga tersebut.
19. Pendidikan pariwisata Indonesia seharusnya bekerja sama dengan pendidikan pariwisata dari negara-negara maju untuk meningkatkan kualitas pengajaran.
20. Pendidikan pariwisata tingkat paska sarjana harus dikembangkan pada tingkatan profesionalisme maupun akademis
21. Diperlukan adanya pengakuan kemampuan profesionalisme di industri sebagai bagian dari pre-learning recognition (pengakuan sebelum belajar) sebagai salah satu persyaratan untuk memasuki pendidikan pariwisata tingkat paska sarjana.
22. Perlu adanya dorongan agar industri pariwisata mengalokasikan sebagian dananya untuk penelitian untuk meningkatkan kualitas industri itu sendiri dan pendidikan pariwisata.
23. Pendidikan pariwisata harus mendorong para anggotanya untuk lebih aktif menerbitkan jurnal ilmiah pariwisata sebagai media komunikasi antar anggotanya.
24. Untuk melengkapi para mahasiswa dengan pengalaman lapangan langsung, industri seharusnya lebih aktif berpartisipasi dalam memberikan kesempatan mahasiswa tingkat tertentu untuk latihan kerja (industrial experience)
25. Para profesional pariwisata harus di ikut sertakan dalam proses belajar mengajar di pendidikan tinggi pariwisata untuk menjamin hubungan antara teori dan praktek sebenarnya yang ditampilkan di industri.

33. Bagaimana tingkat tanggung jawab kelompok-kelompok dibawah ini dalam proses perencanaan dan pengembangan program paska sarjana pariwisata.
- Dosen tetap fakultas
 - Dosen tidak tetap fakultas
 - Pemerintah
 - Profesional pariwisata
 - Mahasiswa

Mohon diisi dengan jawaban yang sesuai dengan keadaan anda dengan memberi tanda untuk pertanyaan 34 – 40 pada pilihan berikut ini

34. Jenis Kelamin Pria Wanita
35. Kelompok Usia:
 18 – 20 21 – 25 26 – 30 31 – 35
 36 – 40 41 – 45 46 – 50 51 atau lebih
36. Status Perkawinan Single Menikah Lainnya
37. Yang mana yang paling sesuai dengan anda
 Mahasiswa ⇒ Langsung ke pertanyaan 40 Pemerintah
 Profesional Pariwisata Staf Pengajar
38. Berapa lama anda sudah berkecimpung di bidang Pariwisata
 1 – 5 tahun 6 – 10 tahun 11 – 15 tahun 16 tahun atau lebih
39. Bidang Pengalaman
 Travel Agent Perencanaan Pariwisata Pendidikan Pariwisata
 Administrasi Pemasaran Pariwisata Akomodasi
 Pemandu Wisata Meetings, Incentives, Conventions and Exhibitions (MICE)
 Lain-lain (*mohon dijelaskan*) _____
40. Tingkat Pendidikan
 Sekolah Menengah Lulusan Diploma Sarjana (S1)
 Magister Doktor Lain-lain _____
41. Anda berasal dari
 Jakarta West Java Central Java
 Yogyakarta Bali

Terima kasih atas waktu dan kerjasamanya!!

Appendix J

Practical Facilities of Sahid Tourism Academy

Front Office Laboratory

The front office is designed in such a way to accommodate Reservation Counter, Telephone Operator Room, Reception and Information Counter, Front Office Cashier, Concierge and Bellboy Trolley

Hotel Room Laboratory

Standard hotel rooms and suite rooms

Bar and Restaurant Laboratory

This laboratory is designed as a bar and restaurant found in starred hotels, completed with 20 tables and 80 chairs for dining in as well as cutlery, bar counter and cashier counter.

Kitchen Laboratories

Consisting of 2 main kitchens: Continental Kitchen and Oriental Kitchen, Bakery and Pastry Lab. The kitchens are also equipped with cold storage, gas stove, chilled holding cabinets, roasting machine, high pressure steamer, grill, and ice maker machine

Laundry and Cleaning Laboratory

The laboratory has 2 modern washing machines and dryers.

House Keeping Laboratory

Completed with wet and dry vacuum cleaners, butting machine, room boy trolley, cleaning equipments and garden equipment

Tour and Travel Laboratory

A tour and travel agencies equipped with counter information, Ticketing Reservation Counter and a computer

Tour and Travel Bus

Stationary bus used for practical classes for guiding tourists in inner cities as well as outside cities.

Computer Laboratory

The laboratory has 40 units of computers for practical classes such as computer hotline systems as well as for tourism activities.

Language Laboratory

The laboratory is completed with 60 unit booths for participants, monitor and earphone for conversational practices

Library

The library holds common books and references as well as some journals

Auditorium

A large room with 500 capacity is prepared for handling MICE activities for students during their practical classes.

Appendix K: Letter of Introduction

Diyah Ernawati
Jl. Brigjend Sudiarto 332
Semarang Timur
July_____2000

Yth: Director of Wita Tour
Jl. KH. Hasyim Ashari No 3-BB
Jakarta 10130

Fax: 62 21 231 2230

Attn: Letter of Introduction

Dear Sir

My name is Diyah Ernawati, an Indonesian student currently enrolled as a PhD candidate at Tourism Department of James Cook University, Australia.

Currently I am conducting a research on Tourism Education at the Tertiary Level in Indonesia and collecting data for the study. I would be grateful if you agree to participate in the research as a respondent who would provide valuable information for the completion of my study.

In the coming week I would send you a questionnaire for you to complete and please, return it to me either by mail in a self-addressed envelope provided or by fax 0271 46655 (Attn: Diyah Ernawati) as soon as possible.

The questionnaire would be completed with letters of recommendation from the head of School of Business, James Cook University and Deparsenibud (Ministry of Tourism and Arts)

Thank you very much for your kind assistance.

Sincerely Yours,

Diyah Ernawati

APPENDIX L: Cover Letter

Diyah Ernawati
Jl. Brigjend Sudiarto 332
Semarang Timur

July 15, 2000

Attn: Survey Questionnaire

Dear Sir/Madam

I am writing to seek your assistance in a survey on tourism education in Indonesia for my PhD dissertation to be submitted to the James Cook University, Australia in 2002.

In relation to that matter, I would appreciate if you could spare your precious time to fill in the attached questionnaire investigating tourism education at the tertiary level, particularly on the area of emphasis for postgraduate program subjects deemed relevant with current tourism industry. The information you provide would be very valuable for designing Master's Tourism Program in Indonesia.

Please return the attached questionnaire as you complete it by using self-addressed envelope provided or you may send it via fax: 0271. 46655 (Attn; Diyah Ernawati) if possible by 10 of August 2000.

I will appreciate your assistance and your cooperation would be endeavoured.

Sincerely Yours



Townsville Queensland 4811 Australia
Telephone: (07) 4781 4111

APPENDIX M: Letter of Reminder

Diyah Ernawati
Jl. Brigjend Sudiarto 332
Semarang Timur

July 17, 2000

Dear Sir/Madam

TOURISM EDUCATION AT THE TERTIARY LEVEL IN INDONESIA: *An Exploratory Study*

I am yet to receive your response to the enclosed survey. If you did not receive or misplaced this package, please complete one of the enclosed questionnaires and return it in the envelope provided.

I should be most grateful if you would complete and forward the enclosed questionnaire to me within seven days from date of receipt.

Sincerely Yours,

Diyah Ernawati



Townsville Queensland 4811 Australia
Telephone: (07) 4781 4111

APPENDIX N: Letter of Thank You

Diyah Ernawati
Jl. Brigjend Sudiarto 332
Semarang Timur

July 17, 2000

Dear Sir/Madam

Please let me take this opportunity to thank you for being a part of my doctoral dissertation research, Tourism Education at the Tertiary Level in Indonesia: An Exploratory Study. As I indicated during the survey and the interview, all information will be held in strict confidence.

The survey and interview were a required part of my dissertation process. Your input on tourism facilities, formal training, practicum, curriculum development, approaches, and future development of tourism education was a vital contribution to the project, and I am indeed very grateful for your assistance. My best wishes to you and the family.

Sincerely Yours,

Diyah Ernawati