



# Geografi permintaan (*Demand*) Pariwisata



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## **Tiga Komponen utama sistem pariwisata**

- Wisatawan
  - *Tempat*: asal / permintaan (demand)
- Sumberdaya
  - *Tempat*: destinasi / penawaran (supply)
- Industri perjalanan
  - *Layanan*: saluran distribusi produk wisata/penjualan

## Dampak kondisi geografi terhadap wisata

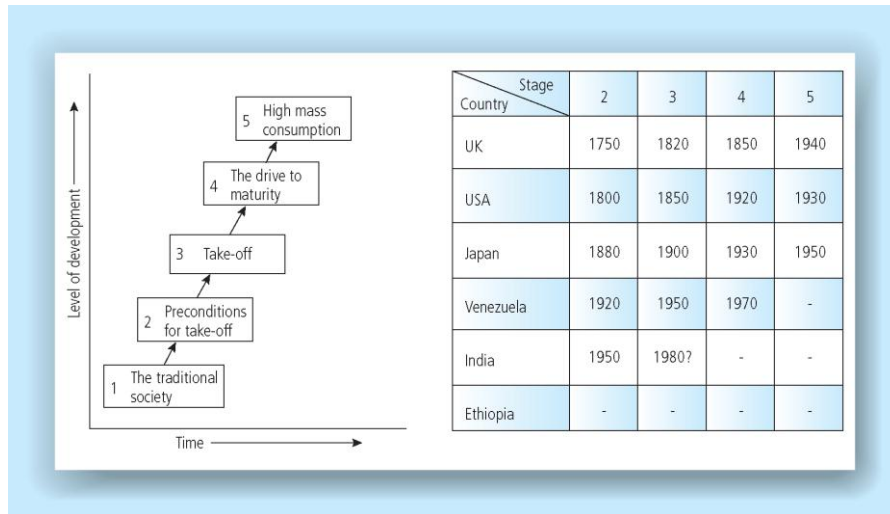
- Wisatawan  
(ORIGIN):
  - *generasi*
  - *pergerakan*
  - *skala*
  - *tingkahlaku*
- ➔
- Industri (*CHANNEL*)
  - pengembangan dalam batas-batas:
    - \* *menggerakkan pasar*
    - \* *sumberdya*
    - \* *berbagai variasi geografi ekonomi dari sistem pariwisata*
- Sumberdaya  
(DESTINATION)
  - *formasi*
  - *nilai-nilai*
  - *eksploitasi*

## Definisi dari Permintaan wisata

“The total number of persons who travel or *wish to travel* to use tourist facilities away from their places of work and residence.”

(Mathieson and Wall, 1982)

# Manusia dan Pariwisata: Tingkat perkembangan bangsa-bangsa (dalam periode tahun)

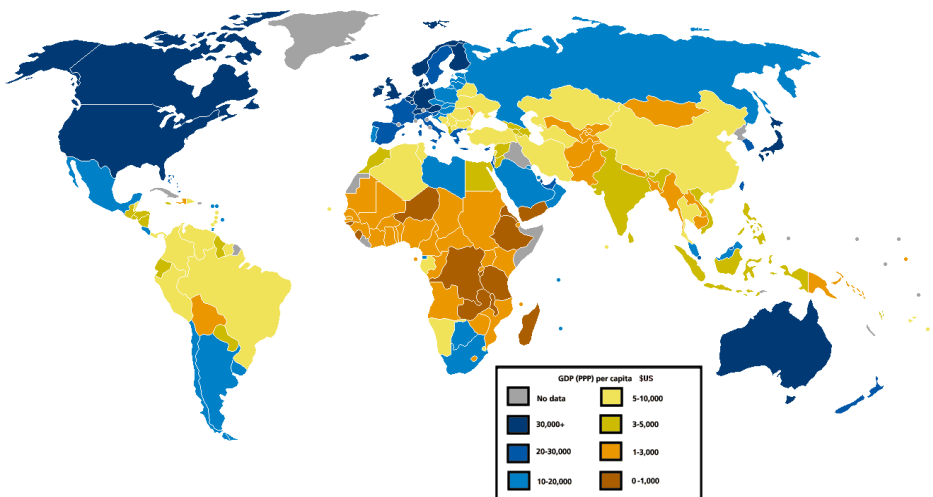


Economic stage	Some characteristics	Examples
<b>Traditional society</b> Long-established land-owning aristocracy, traditional customs, majority employed in agriculture. Very low output per capita, impossible to improve without changing system. Poor health levels, high poverty levels	<b>The least developed countries of the Third World</b> Economic and social conditions deny most forms of tourism except perhaps domestic VFR	Parts of Africa and southern Asia
<b>Pre-conditions for take off</b> Innovation of ideas form outside the system. Leaders recognize the desirability of change	<b>The more advanced developing countries of the Third World</b> From the take-off stage, economic and social conditions allow increasing amounts of domestic tourism (mainly visiting friends and relatives).	South and Central America <sup>(a)</sup> ; parts of the Middle East <sup>(a)</sup> , Asia and Africa
<b>Take-off</b> Leaders in favour of change gain power and alter production methods and economic structure. Manufacturing and services expand	Outbound international tourism is also possible in the drive to maturity. Inbound tourism is often encouraged as a foreign exchange earner	Mexico; parts of South America
<b>Drive to maturity<sup>(b)</sup></b> Industrialization continues in all economic sectors with a switch from heavy manufacturing to sophisticated and diversified products		
<b>High mass consumption</b> Economy now at full potential, producing large numbers of consumer goods and services. New emphasis on satisfying cultural needs	<b>The developed world</b> Major generators of international and domestic tourism	North America; Western Europe; Japan; Australia; New Zealand; parts of South-East Asia

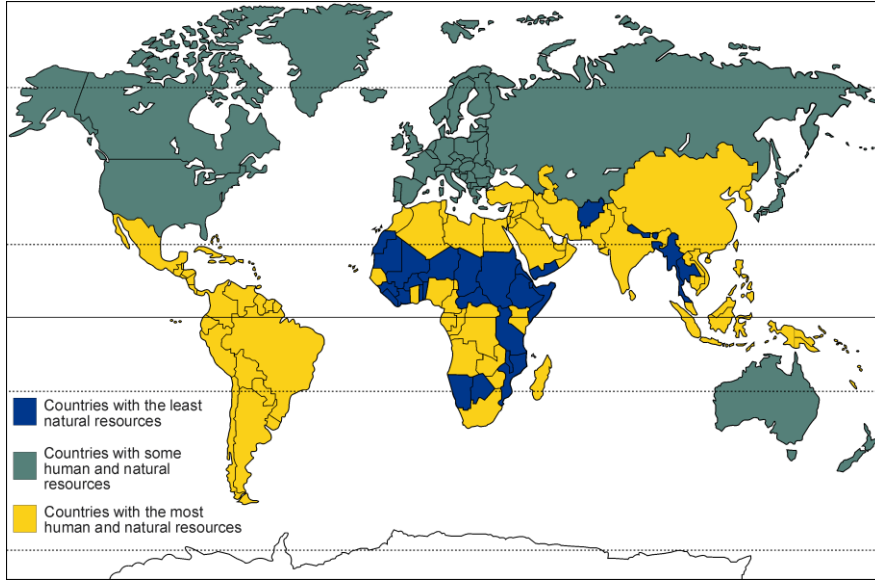
## Determinan dari permintaan wisata

- Tahap pembangunan ekonomi
  - Masyarakat tradisional
  - Prakondisi tinggal landas
  - Menuju tinggal landas
  - Matang
  - Konsumsi tinggi (*High mass consumption*)

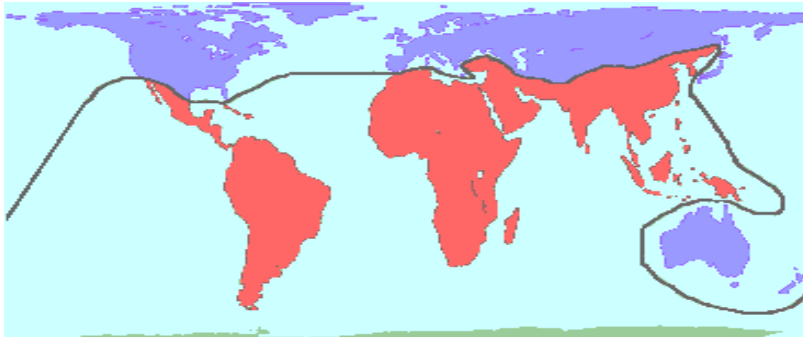
## Profil GDP Global

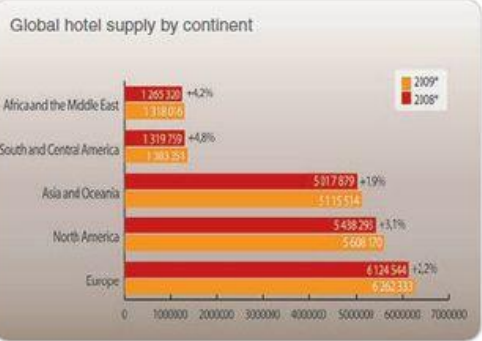
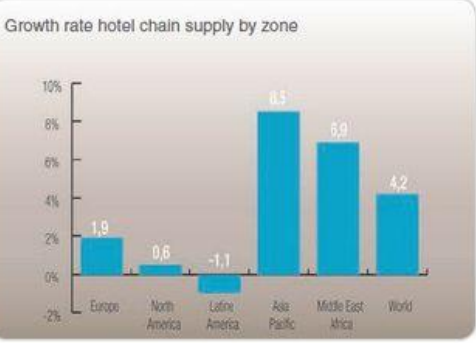


# Peta Global Sumberdaya Alam, Mausia dan pariwisata



# Peta global negara miskin-kaya





### TOP 10 ASIA-PACIFIC COUNTRIES FOR INTERNATIONAL TOURIST ARRIVALS IN 2010

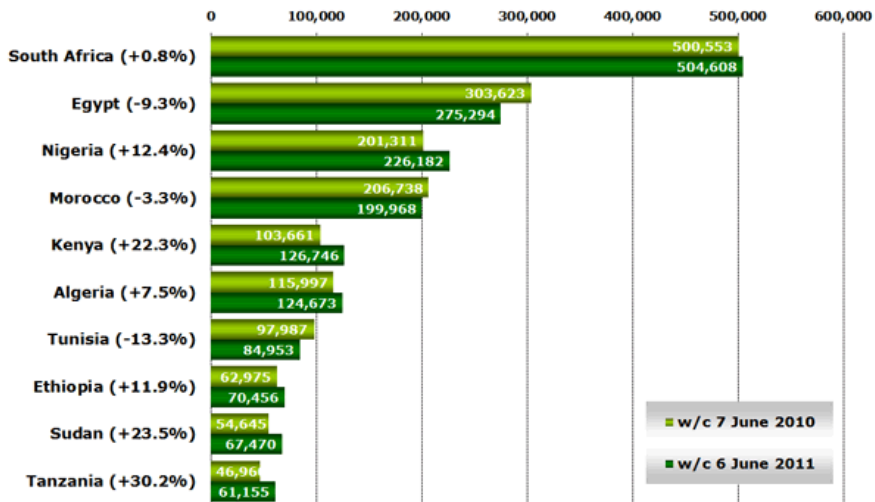
1	China	55.6 million	6	South Korea	8.7 million
2	Malaysia	24.5 million	7	Singapore	9.1 million
3	Hong Kong	20 million	8	Japan	8.6 million
4	Thailand	15.8 million	9	Indonesia	7.0 million
5	Macau	11.9 million	10	Australia	5.8 million

Source: United Nations World Tourism Organization



Countries	Arrivals		Percentage growth
	2012	2011	
China	1,033,463	586,152	+76.31%
Russia	503,135	454,328	+10.74%
India	243,949	243,983	-0.01%
Japan	225,259	152,801	+47.42%
South Korea	182,481	197,029	-7.38%
Vietnam	174,876	115,152	+51.87%
Taiwan	108,175	138,191	-21.72%
Hong Kong	103,512	86,533	+19.62%
Indonesia	80,886	70,343	+14.99%
UK	74,285	67,173	+10.59%

**Top 10 African countries**  
Weekly departing seats from airports in country



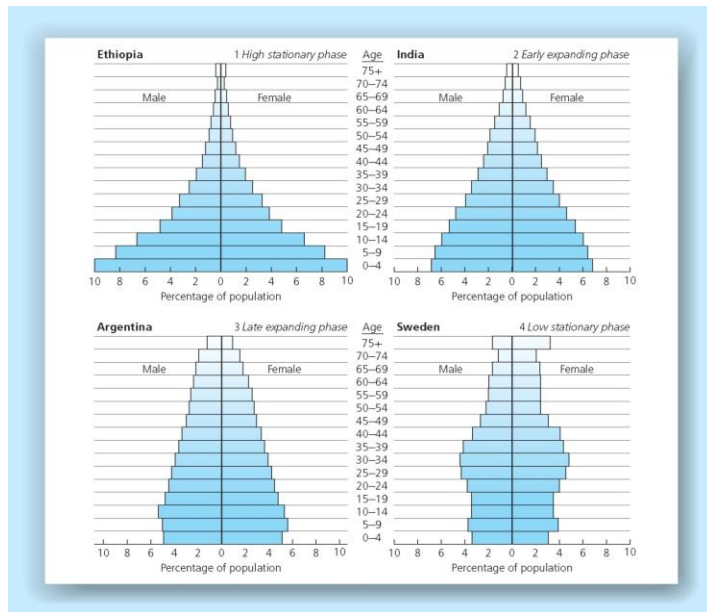
<b>Hotel Development in Africa 2012 Top 10 Countries by Number of Rooms</b>			
		<b>Hotels</b>	<b>Rooms</b>
<b>1</b>	<b>Nigeria</b>	43	6,808
<b>2</b>	<b>Egypt</b>	19	5,923
<b>3</b>	<b>Morocco</b>	35	5,809
<b>4</b>	<b>Algeria</b>	14	2,537
<b>5</b>	<b>Tunisia</b>	8	2,096
<b>6</b>	<b>Ghana</b>	11	1,752
<b>7</b>	<b>Gabon</b>	8	1,260
<b>8</b>	<b>Libya</b>	3	1,084
<b>9</b>	<b>South Africa</b>	8	990
<b>10</b>	<b>Cote d'Ivoire</b>	3	858

## Determinan permintaan wisata dunia

- Aspek demografi, terutama transisi demografi
  - Fase stasioner tinggi
  - Fase ekspansi permulaan
  - Fase ekspansi melambat
  - Fase stasioner lambat

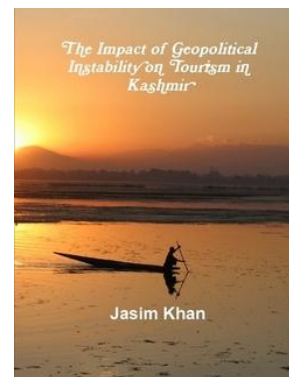


## Demografi negara miskin dan kaya



## Determinan permintaan wisata global

- Politik
  - Kompleksitas
  - Grouping
  - Deregulasi
  - Instabilitas



## Determinan permintaan wisata global

Gaya hidup (*Life Style*):

- Waktu untuk berlibur
- Pendapatan
- Pekerjaan
- Mobilitas
- Pendidikan

## Determinan permintaan wisata dalam asapek personal

Gaya hidup dan usia:

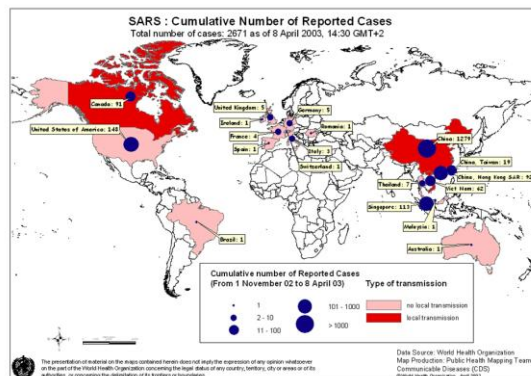
- Anak-anak
- Remaja
- Menikah
- Keluarga dengan anak
- Sendiri
- Orang tua

## Penghambat permintaan

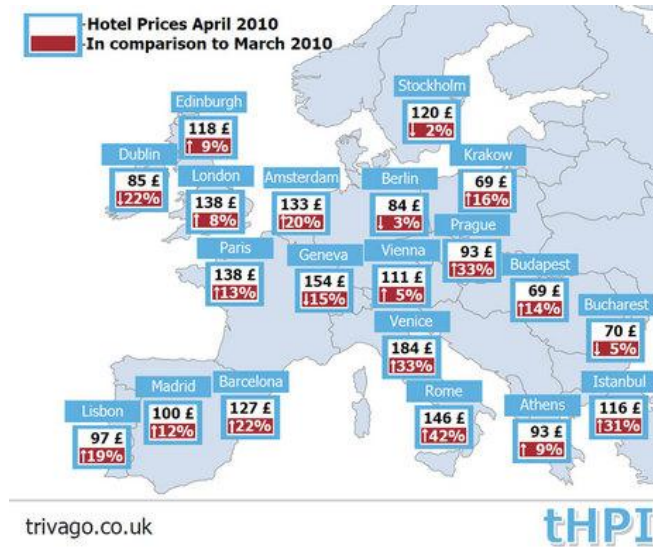
- Waktu
- Wabah penyakit
- Famili
- Biaya perjalanan dan harga-harga di destinasi tujuan
- Politik
- Terrorism, tsunami

## Dampak SARS terhadap sektor wisata

Country	Tourism GDP down (%)	Lost tourism jobs
Hong Kong	41	27,000
China	25	2.8 million
Singapore	43	17,500
Vietnam	15	62,000



## Harga Akomodasi dalam kontek spasial



## Wisatwan ke Indonesia

### Number of foreign tourists via major entry points (in thousands)

Entry points	Jan.-Dec. 2011	Jan.-Dec. 2012	Year on year changes (%)
Soekarno-Hatta	1,933	2,053	6.25
Ngurah Rai	2,788	2,902	4.07
Polonia	192	205	6.85
Batam	1,161	1,219	5.00
Sam Ratulangi	20	19	-4.80
Juanda	185	197	6.44
Entikong	25	25.8	2.55
Adi Sumarmo	23	21	-9.31
Minangkabau	30	32	7.14
Tanjung Priok	65	66	1.53
Tanjung Pinang	106	103	-2.26
Makassar	14	13	-5.05
Adi Sucipto	48	59	22.3
Husein Sastranegara	115	146	27.3

