

INTERNATIONAL TOURISTS TREND: THE CASE OF INDONESIAN OUTBOUND TOURIST IN AUSTRALIA

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Abstract: Type of tourists determines the development of tourism industry in certain region. This paper briefly analyzes the condition from each region in the world. Moreover, Indonesian tourist behavior in Australia is used as the case study to discuss the type of tourists that can influence the tourism industry, especially based on the type of accommodation and the food bought. Literature research is done to present the data in this paper, by using theories of tourists typology.

Keywords: tourist type, trend, accommodation, foods, Australia, Indonesia.

Being the most dynamic industry in the world, tourism is very responsive toward the international global condition. The fact that tourism mostly depends on tourists' behavior and perception about certain destination has made the industry become more fragile of changes. It is obvious that tourist, as the main component of the industry, has a tendency to change according to the global trend. Therefore, as suggested by Hall (1995, pp.52–53), the tourists trend basically determined by economic, political, social and technological factors. Furthermore, tourism industry throughout the world has undergone a rapid development, in terms of tourist mobility within the destination. Despite the tragedies, such as SARS, Iraq war and tsunami waves that hit some countries recently, international tourism in 2004 experienced a strong rebound. As stated by WTO Secretary General (2005), tourism in 2004 reached a record of 760 million international tourist arrival which indicating the best growth rate in the past 20 years. This is the result of many new emerging international destinations and new generating countries. This condition is related with the fact that there is a shifting of trend in international tourist pattern. Some destinations may become less popular than others, and some destination may gain its popularity. Both the increasing and the decreasing popularity of certain regions as an international tourists' destination is basically related with the phenomenon of tourists' trend. The changing pattern of tourists trend may influence international tourism industry as a whole. There are many suggested arguments about different type of tourists, which can be used to explain the phenomena of tourists trend. Specifically, Cohen (1972) explains tourists from sociological viewpoints and Graburn (1983) looks at from the anthropological perspectives. On the other hand, Plog (1974) reveals the psychological aspects of tourists.

The different type of tourists is considered to have a huge impact on the development of tourism industry in any country. The fact that the type of tourists may vary within one country to another shows the importance of having the right understanding about the tourists in the specific area. In this case, the implication of the tourist type for the tourism development can also be seen in Australia and Indonesia's cases. Both countries are located in the same area, which is the Asia Pacific region. The type of Indonesian tourists visiting Australia definitely affects the tourism industry development in both countries. Initially, this paper discusses the different kind of tourist types suggested by several experts. Moreover, this paper also aims to review the trend of the global tourism industry as the result of different type of tourists in the world. In this case, Indonesian outbound tourists to Australia are used to discuss further about the implication of the type of tourists that affect the development of tourism industry in the country.

DIFFERENT TYPES OF TOURISTS

The shifting trend of the global tourism is not only based on the economics, political and technological point of view, but also seen from the social perspectives. Tourism is considered as social activities. Therefore, understanding the type of tourists is important to identify the global trend of tourism industry in the world. As mentioned by Cohen (1972), tourists can be classified into the institutionalized tourists which consist of the organized mass tourists and the individual mass tourists, and the non-institutionalized tourists, which consist of the drifter and the explorer. In this argument Cohen (1972, p.167) divided tourists based on their behavior and

role on the destination. Meanwhile, Graburn (1983, p.11) considered tourism as a form of ritual and play. Furthermore, Graburn (1983) developed his arguments by explaining tourism as modern ritual or secular pilgrimage that is used to escape from the routine activities. Therefore tourists are divided into the ways they spent their time during the trips. Due to that, Plog's argument (1974, pp.56-57) stated that psychologically tourists could be divided into two types, which are psychocentrics and allocentrics. The former type tends to choose the popular tourist destination and has low level of activities. On the other hand, the second type of tourist prefers non-touristy areas and doing high level of activities.

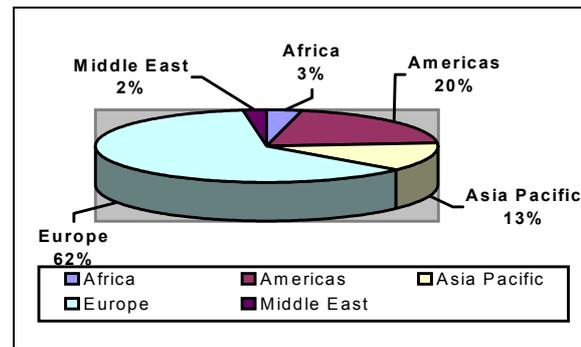
Besides those three arguments, there are other discussions about the type of tourists that can be used to explain the tourist trend. More complex arguments about the type of tourists are suggested by Yiannakis and Gibson (1992). In their opinion tourists can be classified based on their role, such as the Sun Lover (SNL), Action Seeker (ACT), Anthropologist (ANT) until Sport Lover (SPL) (Yiannakis and Gibson, 1992, p.291). Typically, tourists can also be classified into three dimensions, which are destination oriented, travel service and the social contact dimension (Jiang, Havitz and O'Brien, 2000, pp. 966-967). Interestingly, there is also study about the type of non-traveler conducted by Haukeland (1990). The aim of the study is to reveal the motivation of people for not traveling. From the study, it can be noticed that actually there are several reasons that make people are hesitate to travel. The economic factor does not necessarily become the major reason for people travel, but it more likely to be personal choice.

From various perspectives about the type of tourists (regardless the motivation that they may have), basically tourists can simply be divided into two types, the mass tourists and independent tourists. The former is characterized by the act of going through destination by using the service of other person or company to arrange everything, from the accommodation, food, transportation and itinerary. Meanwhile, the latter is indicated by the attitude of going somewhere with individual effort, from the process of planning, inquiring, booking and doing the travel activities.

RECENT STATUS OF GLOBAL TOURISM

According to World Tourism Organization (2003), the total number of international tourist arrival is increasing up to 2.7 per cent, regardless the terrorism and diseases issues that still haunted most of the destination in the world. The long recovery

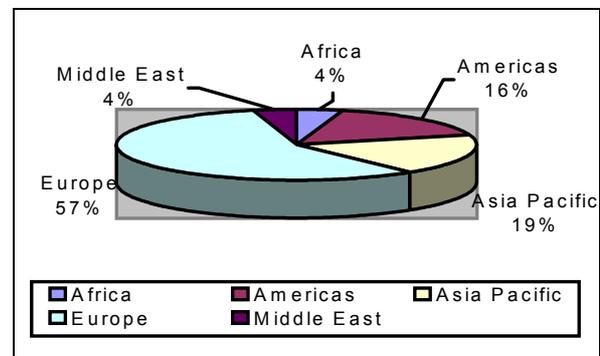
process, in terms of economic stability in certain generating countries also causes several changing in the global tourism industry. WTO noted that there are significant transformation of the percentage of international tourist arrival between 1990 and 2002. Figure 1 depicts the share of the international tourists arrival in 1990 based on the regional basis.



* Source: World Tourism Organization (WTO)

Figure 1. International Tourist Arrival Percentage in 1990

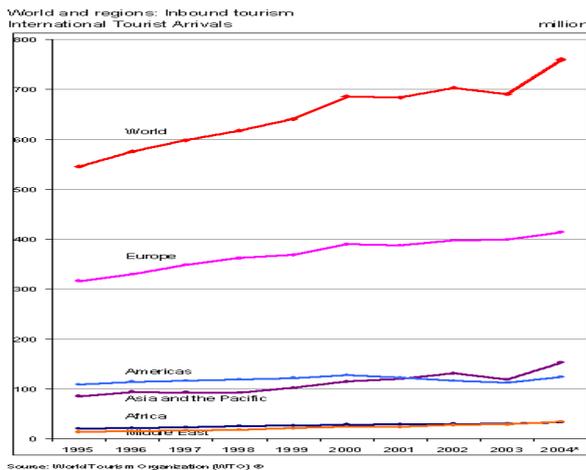
According to the data, Europe is the highest among all and Africa is lowest. Europe still becomes the number destination for most of international visitor, since there are many positive sentiments about the places in Europe such as, Paris, London, Venice, Roma, Madrid and other historical cities. However, from 1990 up to 2002 there is quite significant changing in terms of the international tourists arrival in the world. Some regions have gained a great development in international visitor. The regions such as Asia Pacific and Middle East have shown great increasing number of visitor for the past 10 years. Figure 2 shows the share of international visitor in 2002.



* Source: World Tourism Organization

Figure 2. International Tourist Arrival Percentage in 2002

Figure 2 shows that there is an indication of fast growing destination in the world beside Europe. Although Europe still score the highest among the other region, but the increasing number of visitor in Europe is less compared to the Asia Pacific region that score 131.3 million tourists in 2002, from only 57.7 million in 1990 (WTO, 2003). In this case, not only Europe and Asia Pacific that are having some changing in tourist visitation, other regions are also having similar transformation. The global condition of the world from 1990 up to 2002 obviously brings significant impact on each of the region. In 2004, the recent data from WTO shows the growth of several regions. However, it seems that the pattern is the same with the data in the year of 2002. In this case, Asia Pacific region still shows the biggest growth rate among all. Moreover, Europe still number one, though international visitation is increasing, but the number is not as significant as the growth of Asia Pacific regions. Furthermore, figure 3 illustrates the different growth of each region.



* source: World Tourism Organization

Figure 3. World and Regions: Inbound Tourism - International Tourist Arrivals (in million)

Inbound Tourism Growth in Europe

As the most powerful region in terms of attracting international tourists, recently Europe has only scored a fair increase in tourist visitation. WTO noted that in 2002 from 400 million international tourists, Europe gained US\$ 240 billion (2003). This number is considered fair in accordance with the weak economy within the region, especially Germany in 2002. The emerging of Euro as the currency in Europe initially brings benefits to most of the destination in Europe. However, as the Euro grows

stronger than ever, the price of having holiday in Europe becomes more expensive. This condition may affect the visitation in the region. The Olympic game, which was held in Athens had attracted international tourists to come to the region. Particularly, Greece had a significant increase on international tourists visitation during the Olympic. The data from WTO shows that in 2004 tourism in Europe grew in more modest rate, only 6%. In the case of tourists pattern, it is more likely that the packaged tourists in Europe will be lessen since the growing number of low budget airline has boosted the number of independent traveler to the region. WTO barometer 2004 notes that the capacity offered by the low cost carriers within Europe is increasing, from 5 % in 2000 up into 11 % in 2003. Airlines such as Ryanair, EasyJet, and SkyEurope open more opportunities for the type of independent tourists, such drifter and explorer (Cohen, 1972). This implies to the hotel business where, the low cost accommodation, such as backpacker hotel, will experience strong growth compare to the luxurious type of hotel.

Inbound Tourism Growth in Asia Pacific

Regardless the issues of terrorist attack and SARS, Asia Pacific region has undergone significant development in terms of the tourism industry as the whole. In the year of 2002, many countries in the region gain more international tourists. Table 1 shows the position of major destination in the region.

Table 1. International Tourists Arrival in 2002 within 10 Major Destinations in Asia Pacific

10 Major Destination in Asia Pacific	International Tourists Arrival in 2002 (000)
China	36,803
Hong Kong (China)	16,566
Malaysia	13,292
Thailand	10,873
Singapore	6,996
Macao (China)	6,565
Republic of Korea	5,347
Japan	5,239
Indonesia	5,033
Australia	4,841

* Source: World Tourism Organization 2003

The data from table 1 shows that China is the leader in the region, this due to the fact that in the past 10 years China has undergone crucial development in economic and political stability. The economic crisis that stroke almost all the countries in South East Asia, in 1997 made the development of tourism in the

region slower than the other parts of the region. Moreover, the Bali Bombing in Indonesia, the SARS attack in Hong Kong and China had brought huge impact on the tourism industries. However, with the strong cooperation within the region conducted by PATA those countries are gaining fast recovery. On the other hand, WTO (2003) noted that Japan has been affected by its economic decrease meanwhile China has shown its economics growth. Therefore, in terms of generating countries, China also begins to be a major generating country in the region.

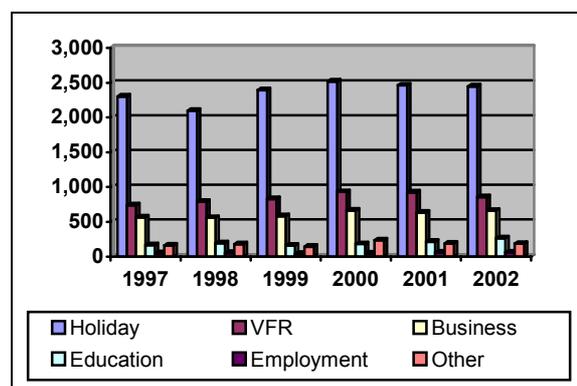
The tsunami wave that hit some countries in the region brings significant drop in tourist visitation in the end of 2004. Before the tragedy as noted by WTO (2004), Asia Pacific region has scored 29% for the growth rate. In this case, as a whole Asia Pacific region becomes one of the popular destinations in the world.

As one of the key countries in the Pacific, Australia, with its strong marketing campaign conducted by Tourism Australia, still remains in the list of major destination in the Pacific. The good quality of tourist facilities and distinctive attraction make Australia becomes attractive as an international tourist destination. Sydney Olympic game in 2000 was the major event that highlighted the growth of international tourists in the country. Though the geographical position of Australia becomes the major issues to attract more international tourists to come, the visitation in this country grows rapidly. Moreover, the development of Backpacker market in Australia has developed rapidly in the past 10 year. As reported by Jarvis (1998), backpacker market in Australia worth billion dollar. This fact is supported with the development of backpacker facilities throughout states within Australia. The low budget airline also influences the movement of tourist within the country. The establishment of Jetstar and Virginblue have made more independent traveler travel interstate. Backpackers hotel, hostel, or rented flat become the most popular type of accommodation.

As reported by Bureau of Tourism Research (2003), most of the international tourist comes to Australia because of the holiday whether they do it individually or in groups. Figure 4 describes the graphic of tourist motivation in visiting Australia.

The figure reveals the fact that for 1997 up to 2002, holiday still becomes the primary reason of International visitor to come to Australia. This means that Graburn's (1983) concept as tourism as ritual and play really seen in Australia. Most travelers come to Australia because they want to spend their holiday as a part of the leisure time that they have. Accordingly, the marketing campaigns conducted by the ATC

throughout the world, mostly reflect Australia as a great place to escape from the routines. On the other hand, in 1999 as reported by Clark and Sargent (2002), most of the tourists who come to Australia are the independent traveler that is not bound to certain tour packages. There are 2,748,800 Independent travelers in 1999, which is higher than the number of packages tour tourists. This data is supported with the report published by Tourism Australia (2004). In this report, 70 percent of tourists in Australia are non packaged tourists. It is likely that the type of tourists who visit Australia is the non-institutionalized tourist as described by Cohen (1972). Yet, they are not pure non-institutionalized tourist, since they sometimes still need arrangements about tours or accommodation. However, independent traveler more likely to have high level of activities and contact with the local remains high.



* Source: Australia's Bureau of Tourism Research

Figure 4. The Purpose of International Visitor in Australia 1997 - 2002

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Inbound Tourism Growth in America

In general, the region is still in the process of recovery after the horrifying terrorist attack on 11 September 2001. WTO reported that in 2002, the total decrease of the region reached 4%. United States as the major tourist destination in the region show negative result. The economic stability and the well-developed tourist facilities have made United States as one of the famous destination in the world. However, the recent political issues about Iraq may trigger negative sentiment among International tourists to come to United States. Moreover, the Visa restriction that published by the US Government can reduce the number of international visitors, especially from Asia and Middle East countries. On the other hand, Canada that has been struggling with the SARS problem is able to gain quick recovery, in terms of international tourist visitation with 20,057 of international tourists in 2002, Canada become the second major destination in the region (WTO, 2003). For the year 2004, WTO (2004) noted that Americas region has undergone an increase in international tourists about 12%. The trend of tourists in America now is doing some domestic traveling. Therefore, the accommodation for the domestic tourists grows steadily. Since there are some technical and natural problems that affected the stability of Airline industries, using caravan remains the main option for some Americans, mostly the people in the USA.

Inbound Tourism Growth in Africa

WTO reported that the region gained 2.8% of growth in international tourists arrival in 2002. However, the country result is quite varying in the region. North Africa experienced decline of 2% in its major destination; on the other hand, the South Africa gained 11% of growth (WTO, 2003). Basically, the region is still in heavy economic development. Therefore, the tourism industry has not been well developed yet. However, as noted in World Tourism Barometer (2003), Africa gained 6.3 of annual growth. This is very promising in terms of attracting tourism investment in the region. There is not much changing of pattern in Africa, in terms of international

tourists. Most people go to Africa to experience the wild. The image of Africa as a challenging destination for those who want do some adventures, has made Africa gain more tourists in the year 2004. There is 9% growth in international visitation to Africa noted by WTO (2005).

Inbound Tourism Growth in Middle East

Surprisingly, the region that currently facing major difficulties in terms of security issues have been experiencing significant improvement in international tourists arrival. WTO noted that the region gained 17% of growth with almost 28 million international arrivals. The new emerging destination, such as Dubai has greatly influenced the development of the region. As the home base of one of the world best airlines, Emirates, the city of Dubai has become a major player in attracting international visitor in the region. Throughout the years, all Moslems followers in the world will still visit Saudi Arabia in any condition, since it is one of the religious obligations to go on pilgrimage to Macca and Medinah (the cities in Saudi Arabia). However, the developments of tourism infrastructure and the huge investment have boosted the development of tourism in the region. WTO (2004) also noted that Saudi Arabia also become a source of market of international visitor within the Middle East region.

Accordingly, World Tourism Barometer reported that in 2003 the net increase remains of 7 million arrivals (1%) worldwide. There are positive development in the region except in Americas and Asia Pacific. The strong growth in Asia Pacific for the past 10 years has been decreased by the new emerging case of SARS and Bird Flue in South East Asia in 2003. On the other hand, in 2003 Middle East grows stronger than ever, with the increase of 27% international tourists arrival (WTO, 2004).

In this case, the advance development of technology, especially Internet, is also considered as the driving factors of the global changing tourism industry worldwide. Especially in Europe, Americas and Asia Pacific, the growing of Internet users has created new trend and ways of people in traveling. The significant growth of independent travelers and the decreasing number of packaged tour in certain destination have proven that Internet has influenced the changing on the global mobility of tourists throughout the world. However, the issue of technological barrier, in terms of accessing the Internet, especially in developing countries does not really stop the development of tourism industry in those regions.

INDONESIAN TOURIST BEHAVIOUR IN AUSTRALIA

The implication of the different types of tourist can be identified from the behavior of outbound tourists. In this case, as parts of Asia Pacific region, Indonesian outbound tourist to Australia is used as the case study of the effects of tourist type toward the development of tourism industry in the country.

Ways of Traveling

As reported by Battye and Suridge (2003), 84% of Indonesian traveling to Australia without buying any package tour, meanwhile only 16% buying package tour. Though many Indonesian are not buying package tour when they are traveling to Australia, but they cannot directly considered as independent traveler. This because many Indonesian visit Australia to study, doing business, visiting friend and relative or holiday (Australian Tourism, 2004). Almost all Indonesian rely on the services of educational institution when they want to study in Australia. In this case, although many Indonesian don't buy tour package when they visit Indonesia, but because of everything has been arranged by the educational institution, they are not independent traveler. Moreover, many Indonesians go to Australia to visit their friends or relatives. Indonesians traveling with this motivation will tend to go by themselves without buying any tour package, since they will be taken care by their friends or relatives. However, most of Indonesians travel to Australia by using package tour when they go for holiday or business. Holiday in this case is a pure holiday without any intention to visit their friend or relatives.

In terms of tourism development in Indonesia, the business of educational overseas agent is quite promising. Moreover, since the issues of technological and cultural barrier remain high in Indonesia, running travel agent and outbound tour operators in Indonesia is still profitable business for the next upcoming years. As reported by Clark and Sargent (2002, G.2), there are 11.8 million of packaged tours bought by Indonesian visitor in 1999. This number tends to increase as more Indonesian traveling to Australia every year.

Although, the numbers of internet users are increasing in Indonesia (www.usembassyjakarta.org/econ/Internet2001.html), people still feel more comfortable of going to travel agent to make booking and arranging their tour. Tourism Australia (2004) noted that only 14 per cent of Indonesian visitors used Internet to arrange their trip to Australia. In this case, travel agents in Indonesia still become the dominant

institutions that control the information about the tourist destination, especially the overseas destination. The ways of Indonesian tourist traveling to Australia directly affects the spending of Indonesian in Australia.

Indonesian Tourist Expenditures in Australia

In terms of tourists' behavior, Indonesian tourists to a certain extent suit with the Psychocentrics type of tourists suggested by Plog (1974), particularly, in terms of shopping and accommodation option. Indonesian tourists like to visit shopping area and staying in family resort hotel. Clark and Sargent (2002: G.2) noted that Indonesian tourist spend 53.9 million for shopping in 1999, the number is relatively increasing through out the year.

Moreover, as reported by Clark and Sargent (2002: G.2), the items of expenditure of Indonesian visitor to Australia can be seen in figure 5.



* Source: BTR International Visitors Survey 1999 as quoted in Clark and Sargent (2002: G.2)

Figure 5. Major Items of Expenditure in Australia by Indonesian Visitors (Package tours and prepaid international airlines excluded) 1999

From figure 5, it is obvious that most Indonesian spend their money in Australia for education. Moreover, the next biggest spending of Indonesian is for food and accommodation. In this case, the above figure is not only revealing the type of Indonesian tourist spending but also showing the type of Indonesian tourists that visit Australia. Since the highest expenditure is for education fees, it can be argued that most of Indonesian visitors are students. Therefore it explains the VFR market of Indonesian tourists to Australia is the second highest after the holiday. The high consumption of food, drink and accommodation may also a direct impact of the Indonesian students studying in Australia. From overall reasons of visiting Australia, excluding education and holiday, 18% of Indonesian visiting

their friend and relatives, and 13% are doing their business. Interestingly, though the business tourists seems to be the smallest group and spend less night in Australia (only 3% from total nights of Indonesian visitors), they have the highest yield on shopping, food and accommodation compared to other type of Indonesian tourists. This phenomenon is understandable, since the business tourist can be classified as High Class Tourists (HCT), according to the typology of tourist roles by Yiannakis and Gibson (1992: p.291).

Types of Accommodation Used by Indonesian Tourists in Australia

By the end of 2004, there were 75,300 Indonesian visitors to Australia, most of them lingering in "tourist bubble" area and they also tend to enjoy being in the same group with the fellow Indonesian citizen. The collective culture as a typical Indonesian way of life is also reflected on the way Indonesian is traveling overseas. This phenomenon suits with Cohen's concept (1972: p.166) stated that some tourists would like to experience the novelty of the macro environment of a strange place from the comfort of a familiar micro environment. This condition really affects the type of accommodation that Indonesian used in Australia.

It has been stated that most Indonesians go to Australia to have a holiday, besides studying. This kind of tourist tends to stay in hotels, motels or resort. Though the number of Indonesian holidaymakers in Australia is significant, around 40 percents from the total tourists (Clark and Sargent 2002: G.2), but the number of hotel, motel, or resort used are not many. Battye and Suridge reported that only 201.000 Indonesian tourists used hotel, motel and resort as their accommodation. Meanwhile large number of Indonesian tourists used rented house/apartment/flat or unit (2003). This number is understandable since many Indonesian tourists are studying in many Australian Universities as international students. In 2003, there were 1.382.000 Indonesians used rented house, apartment, flat or unit when they are in Australia (Battye and Suridge, 2003). Moreover, since the type of VFR Indonesian tourists in Australia are quite many, there are 656.000 Indonesians stay in their family or friend house when they are visiting Australia. It has been stated before in this paper that typical Indonesian tend to stay in their "tourist bubble" environment, that is why they like to stay around their family or rented flats or units. Furthermore, only few Indonesian in Australia are independent traveler. In 2003, only 13.000 Indone-

sians stayed in backpacker type of accommodation, 3.000 stay used caravan or commercial camping ground and 2.000 used caravan or camping by the side of the road (Battye and Suridge, 2003).

Eating Behavior of Indonesian Tourist in Australia

Although the essence of traveling and being somewhere outside their usual place is to experience other culture and tasting other food, but that idea does not seem applicable for Indonesian tourists. In this case, Indonesian tourists like being in their *comfort zone* and eating their familiar food. The fact that Indonesian tourists like to linger in their environment and living in their comfort zone has influenced the catering industry in Australia, especially in big cities such as Sydney and Melbourne. Though many Indonesian like to try international cuisine while they are on Holiday, but it cannot be denied that Indonesian tourist will tend to eat in Indonesian restaurant. Whether they are traveling in an organized tour or not, Indonesian tourists like to eat Asian foods, particularly Indonesian. This business opportunity is captured by many Indonesian living in Australia. Many Indonesian people who have a status as Permanent Residence in Australia open Indonesian restaurants in big cities, such as Sydney and Melbourne. Many Indonesian restaurants put their ads in Bulletin Indonesia which has a base in Sydney (www.buletinindonesia.com). This media also provides list of Indonesian restaurant in Sydney. The same thing happens in Melbourne. As stated in IndoMedia, a Melbourne base Indonesian Media, there are many Indonesian restaurant located in Melbourne (www.indomedia.com.au). Furthermore, the type of Indonesian restaurants also varies, in Melbourne there are some high class Indonesian restaurants and middle class Indonesian restaurants. Some the restaurants offer fast food style such as Nelayan in Swanston street Melbourne and some other use the café concept with live Indonesian music, such as Blok M at Commercial Road, Prahan. Though those restaurants may have different target market, but basically they serve the Indonesian Cuisine. Most of Indonesian tourists in Australia will buy the foods from any Indonesian restaurant that they find on the way.

The development of Indonesian restaurants is supported by the establishment of several Indonesian Groceries Stores. In this case, those groceries store are not only catering the need of Indonesian Holidaymaker in Australia, but also catering the need of Indonesian students in Australia. As reported by

Clark and Sargent (2003), the proportion of Indonesian student traveler in Australia is the highest compared to other country in 1999. This means that the need for Indonesian foods remains high throughout the year in Australia. In big cities such as Sydney and Melbourne, there are many Asian groceries stores that especially selling Indonesian groceries. The existence of those groceries store is important for Indonesian tourists. Most of Indonesian tends to look for Indonesian medicine or peripheral goods when they need something. For the VFR tourists, who tend to stay longer than the holidaymaker, Indonesian grocery stores really become the main source of food. Instead of buying foods from the restaurants, Indonesian tourists who come to Australia to visit their family tend to buy the groceries and cook their own Indonesian food. Therefore, the business of providing Indonesian food, either restaurants or groceries store is growing rapidly in Australia.

CONCLUSION

The WTO report has shown an indication of change in the global tourism industry, particularly from 1990 to recent year. The global condition of tourism industry is highly depending on the tourist's perception and behavior toward particular destination. This makes tourist as the focal element of tourism development in certain area. Europe still leading as the top visited nation, but the popularity is decreasing. On the other hand, Asia Pacific region started to get its popularity, regardless some tragedies that occur in the region. The global trend of international tourism is not only influenced by the global condition of the world, but also influenced by the typical of tourists.

Accordingly, tourist behavior is actually related to the different type of tourists. In this case, the type of tourists basically can be divided based on psychological perspective as suggested by (Plog, 1974), sociological point of view as proposed by Cohen (1972) and anthropological viewpoint as mentioned by Graburn (1983). There are also some other explanations about the various types of tourists, however all of them actually lead to the fact that tourists are divided into mass tourist and independent traveler, each of them carries different kind of behavior.

The implication of the different type of tourists is seen through the behavior of Indonesian outbound tourists to Australia. In this case, Australia needs to continue the educational product that they have and increase the promotion of educational program to Indonesian citizen, since the data shows that most of the Indonesian visitors who come to Australia spend

their money on education. Accordingly, the VFR Indonesian tourists to Australia remain high since the number of Indonesian students studying in Australia also increases every year. However, the outbound Indonesian tourist for business purpose becomes the highest spender compared to other type of Indonesian tourists in Australia. To cater the business people, it is necessary to provide a high-quality type of accommodation near the CBD, since the business people tend to stay in central town and shopping a lot. In terms of accommodation, it is better for tour operator, or travel agent to provide services for apartment or flat booking, since many Indonesian used it. About the catering business, since Indonesian tourist can be classified as individual mass tourists (Cohen, 1972), they tend to stay within their comfort zone, including consuming familiar food. In this case, the business of providing food for Indonesian tourists remains a prospective business. On the other hand, the tourism industry in Indonesia can increase its marketing on the overseas MICE tour together with the educational overseas program including housing services. Accordingly, since there are still significant cultural and technological barrier in Indonesia, the prospect of travel agent and tour operator as information provider still quite promising in the future, especially about tours, schools and accommodations in Australia.

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