



**MAPPING AND POSITIONING OF LEARNING MATERIALS IN
TOURISM STUDIES IN INDONESIA****Ida Ayu Suryasih, I Putu Anom, Ida Bagus Suryawan**

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ABSTRACT**Keywords:**
Tourism Science,
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Background: The debate about tourism science has entered a new chapter with the Declaration of Tourism Science on August 24, 2006 in Jakarta which states that based on various studies, tourism has met the requirements as a science based on the philosophy of science. Tourism has now developed into a subject of knowledge that deserves to be discussed scientifically to produce scientific knowledge (science).

Purpose: the purpose of compiling study materials related to the existing science in the Tourism Study Program and determining the positioning of the study program compared to study programs related to existing tourism. This research is a follow-up to the determination of the nomenclature of tourism study programs in 2017 and 2019.

Method: This research is located in a number of tourism destinations that have experienced different developments at each stage. The research will be conducted in the area of Bali Province as a tourist destination that has experienced a stage of development

Results: The development of teaching materials needs to be carried out systematically based on interrelated steps to produce useful teaching materials. Tourism in Indonesia has existed since the Dutch colonial era precisely since 1910-1920 with the issuance of a decree of the Dutch Governor General named VTV (Vereneiging Touristen Verker) the start of travel activities to the Dutch East Indies (Indonesia- present). The Field of Tourism Work according to the standard classification of Indonesian business fields (KLBI) in 2020 is included in the group of arts, entertainment and recreation. In general, the Decree of the Minister of Research, Technology and Higher Education of the Republic of Indonesia Number 257 / M / KPT / 2017 concerning the Name of the Study Program in Higher Education, study programs related to tourism are included in the group of applied science clusters. The scope of the study refers to tourism development efforts consisting of the development of tourism destinations, industrial development, marketing development and tourism institutional development. Related to the application of the scope of tourism studies, it is generally divided into 2 fields of education, namely vocational education and academic education.

Conclusion : The scope of what study materials are used in learning tourism science in existing conditions is more about tourism planning, tourist trips and management of accommodation and restaurants. Tourism science consists of 3 main groups, namely policies, territories and tourism businesses. The scope is more about how tourists, local communities and tourist activities are carried out.

INTRODUCTION

Since almost two decades there has been a debate about the science of tourism. At the beginning of the development of tourism in Indonesia, it was believed that tourism was related to vocational aspects. The discourse on tourism science in Indonesia was first raised by Nyoman S Pendit through his writing in the Bali Post, March 23, 1983. In 1985, a tourism scientific seminar was held at Udayana University, Bali, by presenting scientists from various disciplines as an effort to change the mindset about tourism science. However, tourism at that time was still only used as an object of study of established science. The efforts of Udayana University, STP Bandung, and several other universities, institutes, and colleges to open the S-1 tourism program have always been countered on the main reason that tourism is not a discipline (Cooper, 2012).

The debate on tourism science has entered a new chapter with the Declaration of Tourism Science on August 24, 2006 in Jakarta which states that based on various studies, tourism has met the requirements as a science based on the philosophy of science, so that in the Coordination Meeting of Tourism Education consisting of academics, associations, and the government, agreed to state: first, Tourism is an independent branch of science; second, the S1, S2, S3 Tourism Science programs in various higher education institutions are eligible to be granted permission by the Ministry of National Education, both as a Faculty in a University and an Institute as an independent institution (IGBR Utama & Bagus, 2016).

The study of the phenomenon of tourism is a new thing that has begun to be widely discussed among academics. The term tourism or tourist appeared around the beginning of the 19th century, used to describe the phenomena of the movement of people to vacation (Nash & Smith, 1991). There are generally three main perspectives relating to tourism studies (I. Gusti Bagus Rai Utama & SE, 2015). First, an intradisciplinary perspective, where tourism is studied by several disciplines that are first independent separately. Second, an interdisciplinary perspective where tourism is a study of several scientific disciplines together. Third, the perspective of tourismology or tourism science as an independent science where tourism is a separate independent science (Koshim, Sergeyeva, Saparov, & Wendt, 2019).

The challenges of the development of tourism science are increasingly challenging from year to year. Udayana University as the first and only higher education institution until 2016 that has a Faculty of Tourism, has had a level of tourism scientific education from diploma, undergraduate, to postgraduate study programs at the S2 and S3 levels. As a level of Undergraduate Education S1, the Tourism Study Program has 2 times received a high education accreditation rating with a grade of A. in 2022, it is targeted that the accreditation ranking will increase to international accreditation. For this reason, as an Educational Institution, the determination of the latest learning materials and still referring to science must be prioritized. For this reason, efforts to study and formulate the positioning and mapping of this learning material are important. The established learning materials will become a basic provision of learning subject matter that will be given to students so that, better and measurable management of the Institution can be carried out in the coming years. The purpose of this activity is to determine the technical study materials that will be given to students. The positioning and mapping process carried out will provide the position and position of the tourism study program compared to other study programs in tourism science. The benefits of compiling study materials related to the existing science in the Tourism Study Program and determining the positioning of the study program compared to study programs related to existing tourism.

RESEARCH METHODS

This research is located in a number of tourism destinations that have experienced different developments at each stage. The research will be conducted in the Bali Province area as a tourist destination that has experienced a stage of development. Tourism destinations of West Nusa Tenggara Province as a tourism destination that is undergoing consolidation. Tourism Destinations in the South Sulawesi Province area which is in the development stage. All regions of this province will be a source of data in the process of distributing questionnaires and interview processes so that they will be known about the formulation of basic competency needs needed for tourism (Hermawan, 2018).

The data obtained in this study through data collection techniques such as: Observation, namely data collection by directly researching, observing or seeing ongoing events Observation techniques in this study are carried out to get a clear picture of the situation and condition of the object of study (IGBR Utama & Bagus, 2016). This observation is supported by recording and documentation in the form of photos of tourist activities. The in-depth interview referred to in this study is to conduct a direct question and answer, where questions have been prepared in advance between the researcher and the informant, both the base informant and the key informant who have been appointed, the informant, namely the community and the manager of tourist attractions. Through in-depth interviews, more information will be obtained to be able to answer the problems discussed. Literature study is a data collection technique in the form of collecting data from archives such as literature or books, such as research results, the number of tourist visits, where the data is data that supports this research.

The informant determination technique in this study is the Purposive Sampling technique, which is a way of determining informants that is carried out deliberately for certain purposes and at the consideration of researchers (Etikan, Musa, & Alkassim, 2016). Key Informants are people who have knowledge, a deep understanding of certain elements / sectors of people's lives that are the object of research. In this study, key informants were tourist attraction managers, tourism-related agencies and tourism-related associations.

The development of teaching materials needs to be carried out systematically based on interrelated steps to produce useful teaching materials. Penatar often ignores this systematic teaching material development procedure because it assumes that, if it has been made well in accordance with the material to be taught, then the teaching material can be used effectively in the learning process. In fact, there are several steps that must be taken before coming to the conclusion that the teaching materials have been well developed, and the teaching materials used are indeed good. Five main steps in the procedure for developing good teaching materials, as follows: analysis, design, development, evaluation and revision.

RESULTS AND DISCUSSION

1. History of Tourism

Tourism in Indonesia has existed since the Dutch colonial era precisely since 1910-1920 with the issuance of a decree of the Dutch Governor General named VTV (Vereniging Touristen Verker) the start of travel activities to the Dutch East Indies (Indonesia-present). at first VTV activities were formed to increase trade between Europe and Asian countries including Indonesia, the Indian Sea at that time was used as a route often used by foreigners to go, especially trade activities. but with the times and the development of the times many Europeans who visited Indonesia not only carried out trade transactions but also wanted to travel to several tourist attractions in Indonesia. After independence, Indonesian tourism gradually showed an increase. During the period from Repelita I to Repelita IV, tourists in Indonesia increased drastically, even exceeding the target of 11,626,000 tourists from the original target of

only 3,000,000 people. Pendit (Alvianna, Astuti, Hidayatullah, & Krisnanda, 2022), explains that the term tourism was first introduced by two culturalists around 1960, namely Moh. Yamin and Prijono. These two culturalists provided input to the government at that time to change the term tour to match the typical language of the archipelago (Sosiady, 2022). The term Tourism itself comes from Sanskrit, namely Pari-Wis (man)-Ata or a combination of meanings Full, Complete, Circumferential-Home, property, village, community - go, continuously, wander. Which when interpreted as a whole, tourism is Going Completely, leaving the House (Kampung) to go around continuously.

2. Tourism Classification

The Field of Tourism Work according to the standard classification of Indonesian business fields (KLBI) in 2020 is included in the group of arts, entertainment and recreation. This category includes activities broad enough to meet the arts/culture, entertainment and recreational needs of the general public, including live performances, the operation of historic venues, gambling, sports and leisure venues.

In particular, areas of work related to tourism include the work of tourism services, tourist transport, tourist attractions and tourism accommodation (Saroji, 2018). The field of work of tourism services consists of retail travel, currency exchanges, tour operators, tourist boards. The field of transportation work consists of: Coach, aviation, rail, waterways. The field of work related to attractions consists of Museums, theme parks, zoos, heritage sites. The field of accommodation work consists of hotels, hostels, holiday parks (Muthahharah & Adiwibowo, 2017).

The development of the world of tourism education has provided an overview and grouping of fields of work related to tourism. In general, the field of work is divided into vocational and managerial. In addition to the school education process, the implementation of courses has good opportunities and prospects as a provision of skills possessed by workers. The implementation of courses for postgraduates is more focused on areas of management such as international tourism, hospitality, heritage and sustainability, ecotourism, rural development, tourism marketing, tourism human resources.

3. Field of Tourism Work

Tourism development as referred to in Article 7 of Law Number 10 of 2009 concerning Tourism includes: (1) the tourism industry, (2) tourism destinations, (3) tourism marketing, and (4) tourism institutions. The four pillars need to be done simultaneously, in balance, and not in a sequential order.

The nomenclature of the Tourism Study Program is determined by referring to Appendix I to the Decree of the Minister of Research, Technology and Higher Education of the Republic of Indonesia Number 257 / M / KPT / 2017 concerning the Name of the Study Program in Higher Education. The grouping of this study program is a reference in knowing the patterns and scientific groupings of tourism. Based on this regulation, tourism science or studies are classified into the family of applied sciences with the following classification :

- a. Architecture, design, and planning (architecture, design, and planning), in the field of regional planning, in the Tourism Planning Study Program at the S2 Education Level
- b. Tourism Study Program with S1, S2 and S3 Education Levels
- c. Applied programs consisting of:
 - 1) Tourism Planning and development Study Program (applied program) with Applied S2 Education level

2) Hospitality Management Study Program (applied program) with Applied S2 Education level

Based on this grouping, in general, study programs related to tourism are included in the group of applied science clusters. With this condition, this classification becomes a consideration for how the classification process and concentration of tourism science.

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Hospitality Management Study Program (applied program) with Applied S2 Education level (Ben, 2018). Based on this grouping, in general, study programs related to tourism are included in the group of applied science clusters. With this condition, this classification becomes a consideration for how the classification process and concentration of tourism science.

Table 1 Tourism In Intradisciplinary Perspectives

No	DISCIPLINES	FOCUS OF STUDY	SOURCE
01	Antropology of Tourism	<ul style="list-style-type: none"> the study of the tourists and the nature of tourism itself the study of the social. economic. and cultural impact of tourism on host populations and societies, including the nature of the host-tourist relationship. 	(Graburn, 1983)
02	Geography of tourism	<p>Six major areas of interest are identified:</p> <ul style="list-style-type: none"> spatial aspects of supply, spatial aspects of demand, the geography of resorts, patterns of movements andflows, the impact of tourism, and models of tourist space, Through an emphasis on spatial interaction an attempt is made to provide some cohesion and synthesis for this body of knowledge which constitutes the basis of the geography of tourism 	(Schott, 2016)
03	Sociology of tourism	<ul style="list-style-type: none"> sociology of tourism could be classified into four main issue areas: tourists themselves, 	(Dann & Cohen, 1991)

		inter action of tourists with locals, the tourism system, and tourism impacts.	
		<ul style="list-style-type: none">• the push and pull factors, which respectively dispose and attract persons to migrate towards greener pastures, are often apparently analogous to those encountered in tourism.• leisure as very much depends on their varying political, ideological, and social backgrounds.	
04	Sosiologi pariwisata	<ul style="list-style-type: none">• Aspek sosiologis wisatawan• Interaksi wisatawan dan masyarakat local• Struktur dan Fungsi Sistem Kepariwisata• Dampak Sosial Budaya Pariwisata	(Negara, Dewi, & Sagita, 2020)
05	Psychology of Tourism	Tourism proceeds by considering psychological and ergonomic studies, cognition, individual difference approaches, and the work in social psychology as applied to tourism.	(Pearce & Stringer, 1991)

Source: Extracted from various sources

In an intradisciplinary perspective, tourism is a study that can be studied in several disciplines at once. Tourism can be approached, explained and researched in various ways and focuses so as to produce different perspectives, methods and theories according to the rules of each discipline. This is the initial phase of the development of tourism science. However, some tourism experts such as Jovicic (1998) consider it as a fragmentation (urbanization/separation) of tourism science that can hinder the growth of tourism theory.

In perceptive interdisciplinary tourism is seen as a science so complex that it must be explained by several disciplines together. Scientists who are less supportive if tourism is developed as a discipline in itself and further develop tourism in an interdisciplinary perspective in his writings include Dann, Nash, Pearce (1988), Jafari (1990), Pearce (1993), Pearce and Butler (1993), Witt, Brooke and Buckley (1991). According to Witt, Brooke and Buckley are unrealistic if they expect tourism to be supported by a single theory, on the basis of the consideration that tourism is dynamic research, They support the development of tourism as crossdisciplinary research (Echner and Jamal, 1997:870).

In the perspective of tourismology, tourism must be studied a new science different from before or as an area of specialization from an existing discipline (Echner and Jamal, 1997: 869). Jovicic (1988) is one of the scientists who supports tourism as an independent science or other different discipline. Jovicic offers tourismology as an independent tourism discipline. To that end Jovicic put forward several arguments. Some experts who agree with Jovicic are Comic (1989) and Rogozinski (1985). They suggested that tourism studies be developed more totally and in depth by researchers who have so far still separated tourism in various disciplines. According to Rogozinski (1985) by conducting studies from various branches of science in an integrated manner, theories, models and basic concepts of tourism can be built. If tourism is not studied as a whole then it cannot produce a complete definition, scope, and structure.

The science of tourism is designed to provide a theoretical understanding of tourism. Tourism studies (as applied tourism studies) are designed to improve our ability to manage destinations effectively and, in doing so, improve the well-being of the population of tourism destinations.

5. Tourism Work Map

Tourism science in general describes the movement of tourists, interactions with local residents and their implications for tourist destinations. Tourism science consists of 3 main groups, namely policies that discuss services, organizing, planning, development and supervision. Furthermore, the discussion of the region in tourism which includes facilities, infrastructure, utilities, and transportation. The discussion about tourism business includes marketing, financing, services and human resources.

Capturing stakeholder aspirations is carried out by means of interviews and focus group discussions. In the implementation of the activity, 3 FGDs were carried out and 1 interview process was carried out to explore aspirations. This activity is carried out to obtain information as input / aspirations from tourism stakeholders in the regions. In technical implementation, FGD participants consist of employees of tourism-related agencies, tourism business actors, communities and associations related to tourism in the regions. There are 3 basic questions given to FGD participants and sources in the interview process. The questions asked are related to the profile of graduates, the standards of knowledge that must be possessed and the standards of skills that must be possessed by a tourism graduate. This approach is carried out in a number of areas that are analogous to being at a certain stage of tourism development. An overview of the results of interviews and FGDs related to aspirations can be seen in the following table.

Table 2. Stakeholder Aspirations

Stages of development	Graduate Profile	Knowledge	Skills
Development (Bongkasa - Bali)	1. Tourism consultant, 2. DTW Manager, 3. Tourism business services, 4. Content Creator	1. The development of tourism and tourist products 2. Other aspects of tourism (economic, legal, environmental, social and internet) 3. World tourism Code of Conduct 4. International language plus custom 5. History of places and objects 6. Story telling and story nomic	1. Planning and management of tourism (tourist attractions, tourism businesses), 2. analyze tourism development opportunities, 3. tourism promotion, 4. tourist services, 5. Create a new tourism product 6. Formulating tourism feasibility
Consolidation (West Lombok - West Nusa Tenggara)	1. Academics / educators, 2. tourism services	1. Language and customs 2. Tourism code of conduct 3. Standards of tourist services 4. Supporting aspects of tourism	1. Travel product services 2. Create a new tourism product 3. Identification, analysis, planning and

			evaluation of tourist services
Development (East Luwu - South Sulawesi)	1. DTW Manager, 2. tourism business services	1. Social Media 2. The development of tourism 3. Standards of tourist services 4. Promotion mechanism	1. Managing tourism potential 2. Travel promotion 3. Travel product services 4. Business management pariwisata
Discovery (Nunukan - North Kalimantan)	1. DTW Manager, 2. tourism business services	1. Language 2. Customs and culture 3. Tourist products 4. Sapta charm and conscious tourism 5. Service ethics	1. Managing tourism potential 2. Travel promotion 3. Travel product services

Source : Research results 2022

The scope of tourism studies refers to the established tourism development policy. This mechanism refers to the view of a number of experts that the scoping of tourism studies should be more adapted to existing policies and regulations in an area. The scope of the study refers to tourism development efforts consisting of the development of tourism destinations, industrial development, marketing development and tourism institutional development.

6. Tourism Scientific Map

Tourism science in general describes the movement of tourists, interactions with local residents and their implications for tourist destinations. Tourism science consists of 3 main groups, namely policies that discuss services, organizing, planning, development and supervision. Furthermore, the discussion of the region in tourism which includes facilities, infrastructure, utilities, and transportation. The discussion about tourism business includes marketing, financing, services and human resources. The scope is more about how tourists, local communities and tourist activities are carried out. An overview of the tourism scientific map can be seen in the following figure.

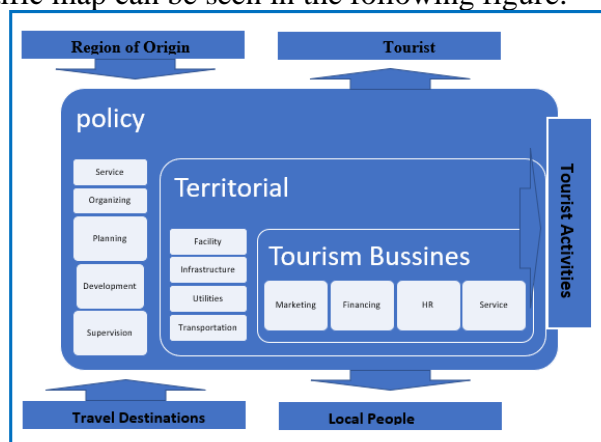


Figure 1. tourism scientific
Source : Research Results, 2022

CONCLUSION

The scope of what study materials are used in learning tourism science in existing conditions is more about tourism planning, tourist trips and management of accommodation and restaurants. Tourism science consists of 3 main groups, namely policies, territories and tourism businesses. The scope is more about how tourists, local communities and tourist activities are carried out. The excellence of the study program developed is more about the characteristics and cultural potential of Bali as a tourist attraction so that the development of cultural tourism and integrated tourism destination management are emphasized more.

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