

INTERNATIONAL SEMINAR ON TOURISM  
SUSTAINABLE TOURISM DEVELOPMENT  
BASED ON  
TOURISM BEHAVIOR



SEMINAR PROCEEDINGS

SEKOLAH TINGGI PARIWISATA AMBARRUKMO

**STIPRAM**

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## WELCOME NOTE

*Assalamualaikum wr. wb.*  
Best wishes for all of us  
*Salam sejahtera bagi kita semua*  
*Om swasti astu*

Praise be to God The Merciful that we are all here attending this very strategic international seminar.

When talking about tourism there will be no ending because tourism is alive. Tourism has existed since human civilization began to grow in this world. Tourism has become the needs in social life. Tourism is as old as human civilization. Included in the civilization are attitude, culture, arts, habitual, lifestyle and accompanied by an increase in intelligence, taste, interests, and needs that are growing.

Civilization has grown so great in all aspects of life but the true conscience, interests and touch of culture are still really needed. The needs of the role of tourists for all those true things are often called tourist behavior. Why are all those needs called behavior? Because they are true and systemized, along with the points of view of each of the very diverse travelers. Therefore, such needs have to be prepared and serviced well, not globally or only based on the industrial needs. The weakness of Indonesia in international tourism market among them is not able to read this tourism behavior seriously. So the development of such demands clearly has to form the conditions of tourism behavior too. Why do the needs develop that way? We can see the characteristics and characters of the tourists. Mass tourism has brought a large number of tourists in which tourists only followed their tour operator programs. Now, shifting to alternative tourism, they can organize and plan their own travel in line with their behavior because supported by advancements in technology, IT also access facilities.

It is time for us to show our commodities (our tremendous Indonesia tourism potentials) by analyzing, evaluating, and making/producing packages in the framework of this tourism behavior. What are they? Today we will try to find out through this international seminar. May this be useful.

Suhendroyono, SH., MM., M.Par  
STIPRAM Chairman

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