Hospitality and Tourism Development
and Education: Research and Practice
Editors: Azril Azahari and Rudyanto

Copyright 2012
AITTEI
Jl. IKPN Tanah Kusir – Bintaro,
Jakarta Selatan 12330, Indonesia
Phone: +62 21 7377738 – 40
Website: http://www.hildiktipari.org

First published September 2012

Azril Azahari and Rudyanto
Hospitality and Tourism Development
and Education: Research and Practice
Jakarta: Publisher Perhimpunan Anak Bangsa
355 halaman; 17x23.5 cm
ISBN 978-602-17019-0-4

Hak Cipta dilindungi Undang-Undang.
Dilarang memperbanyak sebagian atau seluruh isi buku ini tanpa izin tertulis
dari Penulis dan Penerbit.

All rights reserved. Printed in Indonesia. This publication is protected by
Copyright and permission should be obtained from the author and publisher
prior to any prohibited reproduction, storage in a retrieval system, or
transmission in any form or by any means, electronic mechanical,
photocopying, recording, or likewise.
PART II : TOURISM - Tourism Practice .........................................................109

HERITAGE CITY AS A LIVING MUSEUM: REVITALIZATION FOR TOURISM BASED ON LOCAL CULTURE IN YOGYAKARTA, INDONESIA ............................................ 111
   Fahmi Prihantoro

RECONSTRUCTING TOURISM ROLE FOR FACING GLOBAL FREE TRADE ................................................................. 121
   Ahmad H Galih

TOURISM WITHOUT REMORSE: THE NEED TO HEED THE PROPER PARADIGM.................................................. 132
   Anak Agung Gde Agung

PART III : TOURISM EDUCATION - Research ...........................................137

OVERVIEW OF HOSPITALITY AND TOURISM EDUCATION IN INDONESIA...................................................... 139
   Hera Oktadiana

QUALITY ASSURANCE (QA) OF TOURISM HIGHER EDUCATION IN BALI ...................................................... 150
   Made Sukarna and I Putu Anom

REVIEW MOTIVATING STUDENT’S STUDY AT THE INTERNATIONAL UNIVERSITY ................................ 169
   Yuliana

PUSH AND PULL FACTORS IN CHOOSING HOSPITALITY STUDY PROGRAM .................................................. 185
   Chondro Suryono, Rahmat Ingkadijaya and Christina

NEW HUMAN RESOURCES ROLE IN DETERMINING HUMAN RESOURCES MANAGEMENT STYLE: A CASE OF TOURISM EDUCATION INSTITUTION ........................................... 205
   Munawaroh and Soesilo
TOURISM WITHOUT REMORSE: 
THE NEED TO HEED THE 
PROPER PARADIGM

Anak Agung Gde Agung – Trisakti Institute of Tourism, Jakarta, Indonesia

ABSTRACT

The topic of this paper “Tourism Without Remorse – The Need To Heed The Proper Paradigm”, is highly relevant to beware in today’s rapid changing world of culture and way of life. What is yesterday’s wisdom may not necessarily be today’s enlightenment. That is why the need to follow the proper determining factors that makes for a right paradigm and its mass dissemination are of paramount importance in overseeing the right development of tourism. The basic paradigm of tourism here is that tourists come from far to a certain location to indulge in the difference of that location versus what they encounter everyday in their homeland. This difference is the uniqueness of the tradition, culture and nature of a certain tourist destination.

Keywords: Cultural heritage, tourist destination, lifestyle

INTRODUCTION

Tourists will flood a destination the richer that destination is in its cultural heritage and natural environment. Therefore the right type of tourist that will nurture the local culture and environment is paramount in ensuring the continuing success of a tourist destination. This is especially true in the Asean region where culture and tradition are the predominant attractions. In today’s fast paced globalization and modernization, of which tourism is the foremost carrier, these eastern symbol-oriented societies are daily pitted against the utterly more dynamic values of Western culture, such that the outcome is a foregone conclusion. Surely, and in no time, societies whose tourism are not guided by proper guidelines and the latest paradigms will suffer not only economic and environmental losses but also their cultural heritage and identity. And as they say, this can happen in a blink of an eye. It does not take long for a country basking in the limelight of being a prime tourist destination to become a fully eroded society ravaged by economic and environmental destitution.