



tourism
INDUSTRY

ASSOCIATION NEW ZEALAND

GET READY FOR INDONESIAN VISITORS



Indonesia

CULTURAL BRIEF



Strong economic growth, rising incomes and the emergence of budget carriers are fuelling Indonesian consumer demand for outbound travel. Almost 8 million Indonesians travelled internationally in 2013, mainly for leisure, and this figure is expected to grow strongly over the coming years.

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This Indonesian Cultural Brief is produced by the Tourism Industry Association New Zealand (TIA) and is available free to our members. See our website www.tianz.org.nz (News & Media – publications).

Sources include: Tourism New Zealand Indonesian Market Snapshot; 2014 and Indonesia Emerging Considerer – summary report 2013; Auckland Airport.

Why the Indonesian market is important



Politics and History

Indonesia is an important emerging visitor market for New Zealand. The world's fourth most populated nation, it has a rapidly expanding economy, fast growing middle class and importantly is located a non-stop flight away from New Zealand.

Indonesia is currently New Zealand's 24th largest visitor market. We welcomed 15,400 Indonesian visitor arrivals in the year ended February 2015, up 13% on the previous year.

With improvements in air connectivity, visa liberalisation and investment by Tourism New Zealand and other major tourism operators, the market is forecast to see good growth over the coming years.

Preparing now to welcome Indonesian visitors will help accelerate growth out of this big South East Asian market and ensure we understand and exceed visitor expectations.

Indonesia's culture and values have been influenced by its geographical location and long history of trade, colonisation, war and politics.

Indonesia was colonised by the Dutch for over 350 years from the early 1700s until the Japanese occupied the archipelago during World War II, after which Indonesia gained its independence.

Indonesia is now the world's biggest Muslim nation, with over 80% of its population stating that they practise Islam.

About the Indonesian Visitor

Facts and figures

- About 70% are holiday travellers and 16% are visiting friends and family (VFR)
- The largest travelling group is as a family, accounting for 40% of Indonesian holiday arrivals
- 83% stay in hotels
- About half visited another country on this trip
- 81% are first-time visitors to New Zealand
- Average length of stay for holiday visitors is 10 days, and VFR 23 days

In 2014, 36% of all Indonesian visitors to New Zealand travelled here in August. This is the Lebaran or Eid season, which has a moving date like Chinese New Year. In 2015 the Lebaran season will be mid-July. Lebaran is one of Indonesia's major national holidays.

November through to January is also a popular season for Indonesians to visit.

Travel style

- 65% are independent travellers
- 14% are package travellers
- 21% come in tour groups

Emerging Considerers

Around 8.3 million Indonesians could be considered Emerging Considerers. They are skewed towards the older age groups, although there is still a reasonable youth segment. Regardless of age, all travel predominantly as families.

Based on Tourism New Zealand research, Emerging Considerers come from a high socio-economic group, are travel decision-makers, have travelled internationally in the past five years and find New Zealand an appealing destination.

Indonesian Emerging Considerers are big users of Facebook, Twitter and Google+.

Opportunities

Indonesian travellers like meeting new people, learning about different cultures and trying new cuisines while having the ability to practise their religion.

They value friendliness, safety, security and cleanliness as important factors when travelling. They are attracted by New Zealand's natural environment.

Promoting travel to families is a key opportunity.

- Cost can be a major barrier to travel, so target higher socio-economic audiences
- Highlight New Zealand as a leisure destination, as a key barrier can be lack of knowledge of where to go and what to do.

Top 10 activities

- Walking and hiking
- Heritage attractions
- Boating
- Botanical gardens
- Farms
- Volcanic/geothermal attractions
- Visiting friends and relatives
- Bird watching
- Zoos, wildlife and marine parks
- Museums and galleries

Emerging Considerers enjoy:

- Bathing in geothermal pools
- Food markets & arts and crafts markets
- Taking photos
- Vineyards
- Scenic boat ride/cruise
- Beaches
- Cultural experiences

Customer needs and expectations



'FACE' IS IMPORTANT

The concept of saving face is very important in Indonesian culture. Face is a complex value encompassing status, respect and dignity and should not be underestimated.

Tips to give face:

- Remain polite and always smile
- Be humble at all times

It will potentially harm your relationship and business if you cause someone to lose face, especially in front of others. For example, do not argue, blame or accuse an Indonesian visitor.

COMMUNICATION

Like most Asian cultures, Indonesia is a relationship driven market. Build relationships and show respect by:

- Being patient
- Realise Indonesians are indirect communicators and do not always mean what they say
- Pay attention to body language and read between the lines
- Avoid crossing your arms or putting your hands on your hips as this comes across as aggressive
- Do not point with your finger as this is considered rude
- Indonesians love doing business with someone who they consider a friend or relative as opposed to a stranger

Indonesians might sit or stand very close to you. This is merely a show of friendliness and indicates they want to get to know you better.

SERVICE

Here are some ways to provide good customer service to your Indonesian visitors:

- Acknowledge the Indonesian visitor as soon as you see them
- Make sure you show your respect especially to the older generation – Indonesians will call someone Bapak (for male) or Ibu (for female) before their name to show respect – this is used for someone who is older or who has a higher rank in the business environment
- Serve the older generation first
- Avoid using your left hand to pass anything as this hand is considered dirty
- Avoid shaking hands with a woman unless she initiates it
- Avoid touching or reaching over a person's head, especially that of an older person
- Speak slowly and clearly to your Indonesian visitor as English is not their first language

IMPORTANCE OF RELIGION

As a largely Muslim country, the Indonesian culture is conservative compared to western culture. One important travel factor for Muslim Indonesians is that they are able to practise their religious beliefs safely and securely:

- Itineraries that offer options for Muslim Indonesians to pray five times a day would be advantageous – for prayer timing see www.fianz.co.nz
- Advise the direction of kiblat (or qibla) – this

is the direction Muslims face when praying (where Mecca is located) – your local mosque or a website can provide guidance

- Before Muslims pray, they wash/clean their feet, hands and faces – ideally a prayer room would be near a washing facility
- Larger accommodation providers could consider providing a prayer room and prayer mats (Muslim Indonesians will often travel with their own prayer mat, but it's good to provide an option)
- Provide directions to the local Mosque/ Islamist Centre if available on the itinerary route – www.fianz.co.nz has a list of Islamic Centres throughout New Zealand
- Provide information on restaurants, supermarkets and other food retailers selling halal certified products



FOOD & BEVERAGE

Indonesians practicing Islam are likely to follow the dietary requirements of halal certified foods and beverages. Some things to note when serving food and beverages to your Muslim visitors are:

FOOD

- Muslims don't eat pork – it would be useful to note on the menu which dishes have pork-related ingredients
- Be careful when you are cooking and serving food to avoid cross-contamination for people who don't eat pork or are strict vegetarians
- Pork maybe found in foods and ingredients that are not explicitly labelled pork, such as sausages and gelatine

Be mindful not all Indonesian visitors are Muslim – not all will adhere to Islamic dietary requirements.

Rice is a staple food for most Indonesians and is often served with many different side dishes.

Indonesians will use a spoon and fork as opposed to a knife and fork. Some may eat with their hands and not cutlery.

ALCOHOL

- Muslims don't drink alcohol so offer other beverages
- Be wary of using alcohol as an ingredient in desserts or sauces. Check ingredients as products such as vanilla essence or soy sauce can contain alcohol

SHOPPING

Indonesians are interested in locally made products. Arts and crafts markets and food markets are popular activities.

Be mindful that halal is relevant to food and non-food products such as cosmetics, which can contain animal products or alcohol.

LANGUAGE

English is the second language to most Indonesians so consider translating information and menus into Bahasa, the official language. Be mindful, however, that there are over 700 dialects and languages in Indonesia.

Use simple, plain English when speaking with Indonesians, and speak a little slower than usual.

Add value to your Indonesian visitors' experience by learning a few words of Bahasa:

The most powerful words for Indonesians are *apa kabar?* *a ba ka par* - how are you?

Other useful phrases are:

- good morning (until 11am) - selamat pagi *se-lah-mutt par-ghee*
- good afternoon (until 3pm) - selamat siang *se-la-mutt see-ahng*
- good evening (until 6pm) - selamat sore *se-la-mutt sore-ray*
- good night (at night from 6pm-ish) - selamat malam *se-la-mutt mah-lahm*
- good night (before going to bed) - selamat tidur *se-la-mutt ti-dur*
- goodbye (if you are leaving) - selamat tinggal, (to someone who is leaving you) - selamat jalan
- thank you - terima kasih *ter-ree-mar car-see*



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Here are some links your Indonesian visitors might find useful:

www.camping.org.nz

www.drivesafe.org.nz

www.newzealand.com/id/indonesia/

FOR MORE INFORMATION ON THE SERVICES OFFERED BY TIA

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