

# *Why do Women Choose to Continue Their Studies in Tourism?*

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**Abstract**—In the current development, women have improved their education in general. The presence of various forms of awareness for women to improve their quality through further study can be seen in various walks of life. In fact, specifically in Bali, the adherence to two systems putting men as the main power holders, namely patriarchal and purusa culture, currently do not necessarily affect women's choice in determining their future. The phenomenon related to women's education that occurs at this time is that many of them do not only take compulsory education set by the government, but they have also chosen to continue their studies at a higher level. The increasing number of tourist facilities that require professional services as an intangible product sold has implications for an increasing female study requests. Women who are considered more reliable to be recruited as direct tourism service providers have influenced women's thought to improve their quality, both in knowledge and skills in response to the increasing competition.

**Keywords**— *Women; Study Program; Tourism*

## I. INTRODUCTION

The current development shows that many women continue their studies in diploma, undergraduate and post graduate programs on tourism, based on initial searches on several tourism schools in Bali (interviewed on program studi perhotelan at Universitas Pendidikan Ganesha, Universitas Dhyana Pura, and Politeknik Negeri Bali). This is shown by the increasing number of women who continue their study in the tourism sector in Bali, at various levels and various types of tourism institutions. This phenomenon is different from the views of women as stated by [1] who put forward that they only have three obligations, namely good at cooking, good at makeup and capable of producing descendants. Bhasin also explains that women often get cultural title of kanca wingking, which means friends at the back line with their main duties as housekeepers. Thus, after marriages, they only become housewives. At present, there has been an increasing number of women who study tourism. An increasing number of women who choose tourism study programs occur almost in every tourism school in Bali.

Tourism, as described in [2], presents opportunities for broad income generation for women both in formal and

informal employment. Tourism work is often flexible and can be done in various locations, such as workplaces, communities and households. In addition, tourism creates opportunities for women through complex value chains they create in the destination of economy. In the practice of their involvement, women also experience challenges in tourism. Women are often concentrated in low status or low paid jobs in the tourism industry. The gender stereotyping and discrimination mean that women are likely to do work such as cooking, cleaning and hospitality. Many tourism jobs are seasonal and they fluctuate according to the changing nature of the industry. Some tourist attractions which are between tourism and the sex industry lead the women to be more vulnerable to sexual exploitation. Thus, a strong gender perspective which is integrated into the planning and implementation process of tourism is needed. Tourism can be used as a means to promote gender equality and empower women at the household, community, national and global levels. At the same time, greater gender equality will contribute to the overall quality of the tourism experience, with a large impact on profitability and quality in all aspects of the industry.

In practice, tourism is understood as a large industry, which is not only able to absorb many labors as workers, but also able to provide business opportunities for many parties. Tourism as an industry can be likened to billiard balls. When one of them is given a puncture on one side, the other balls inside the triangle space will scatter to various angles. As stated by [3], the benefits of the development of the tourism industry include, inter alia, the emergence of diversification of income, employment growth, and so on. The existence of very complex tourist needs also has implications for other good and service sectors, which both directly and indirectly support the development and expansion of tourism. In this context, tourists who visit a tourist destination need various things and this visit can also give implications for other economic sectors, both directly and indirectly.

The high service requirements in the tourism sector have implications for the high absorption of female workers, as stated by [4]. More specifically, she states that women are considered more appropriate to work in places that have similarities with housewife's works such as laundry workers

or janitors. However, when women have ideal body posture, the company will choose them to be placed in the front position such as a reception at a hotel or other entertainment places, to attract male consumers. Understanding this, it is very reasonable that if the number of tourism facilities increases, the service needs will also increase. Thus, women who are considered to be able to provide good and professional services for the consumers will get employment opportunities. However, there have been no studies investigating whether this is the only consideration causing the women improve their quality through education or study on tourism. In this study, the reasons that become the consideration of women to choose the tourism study program and the way of their selection were examined.

## II. METHOD

This research was conducted by using the ethnographic approach as one variant of the qualitative approach. The data collected by give 400 questioner to student in eight SMK/SMA in Bali and interview directly to the three university and hotel (The Oberoi Bali, Sense Sunset Seminyak, Desa Visesa Ubud, and The Jayakarta, Legian). The ethnographic approach which is an empirical and theoretical approach, in this study, aimed to obtain an in-depth description and analysis of the meaningful reasons of women to continue their studies at a higher level and choose tourism field of study. The results of data analysis were presented in an informal way, in the form of graphs, which were explained descriptive and narratively.

## III. DISCUSSION

### A. *Tourism and Job Opportunities for Woman*

Tourism as a large industry in Bali is certainly expected to be able to provide economic benefits for all people from various walks of life. Reference [5] divides the jobs created from the tourism industry into three parts, including (1) direct employment, that is formal jobs available in tourism businesses, (2) indirect employment, that is jobs available in factories, shops and other businesses, the products of which are used to meet the tourism needs, (3) inducing, that is employment created to meet the living needs of individuals or groups working in tourism such as supermarkets, vehicle dealers, beauty salons and others that support tourism workers to look elegant, fashionable and professional.

Job opportunities in the tourism industry are not only needed by women in the city but also those who live in the village. Reference [6]'s idea of expanding employment opportunities for local residents gets serious attention from the government and the private sector, as a part that is always in the top position and has power in the three pillars of tourism development (tree folding). In this case, reference [6] puts forwards that local workers should be prioritized even though they have low quality of knowledge and skills, of course by providing training that is appropriate to what is needed by the workers. This is very important because the recruitment of local personnel is proven to provide positive psychological effects for the community while minimizing the potential for social jealousy. Thus, women living in the

village are also resource that must be empowered to make tourism development and establishment able to give broad and comprehensive significances, not only for the government, but also for the investors and the public.

Tourism, in its practice, does not only provide employment opportunities for men, but also for women. As the case of the struggle of feminists, women are now able to get employment opportunities, including in the tourism sector. Feminism as a collection of various kinds of theoretical work and political movements, seeks to review women's position in society and realize their interests [7]. Women's struggles which are based on sociocultural conditions that affect different levels of understanding, awareness and perception, have implications for the diversity of feminism itself. This study focused on liberal feminism, as stated by reference [8] that the perspective of gender inequality assumes that the position of women in most situations is not only different, but also less fortunate or not equivalent to the position of men.

In the liberal feminism view, the thought is more focused on the differences between men and women as socio-economic and cultural constructions compared to biological inheritance which is given, so that the emphasis is on the equal opportunities for women in all spheres of life [7]. The flow of liberal feminism has the premise that humans are autonomous and are led by rasio, and through their ratio they are able to understand the principles of morality and individual freedom [9]. Through liberal feminism, it is hoped that the equality between men and women can be created, especially in the economic field. In order to get the same rights, women must be able to prepare themselves to compete with men, by increasing their education, skills and skills.

In the distribution of work, women are often in the second priority, not only in hotels but also in restaurants or in other tourist facilities. Even in term of the wages, salaries received by women are often below the amount received by men. This is in accordance with what was stated by [10] who cited the [11] that women always occupy a lower level in the work structure in the tourism industry; even the wages received by women are 20% lower than the wages received by men. In addition, women also occupy more positions as sub-contracted and part-time workers. The statement put forward by [10] can occur anywhere, that even though women are also accepted to work in the tourism industry which is the formal sector, they must accept the conditions set by the company to them, in this case, lower wages compared to men. Understanding this, women should improve their quality, namely by having better education, knowledge and skills.

### B. *The Meaningful Reasons of High School Graduated Women Continuing Studies in the Touriem Program*

The choice of study on tourism programs by high school graduates, especially women certainly has various reasons and considerations. Being a study program that is currently popular, tourism study programs are sought by many high school graduates. Based on the findings in the field,

gathered by using a questionnaire distributed to students in eight high schools/vocational schools in the province of Bali, namely SMA Negeri 2 Banjar, SMA Negeri 4 Singaraja, SMA Negeri 1 Sawan, SMA Negeri 1 Kubutambahan, SMA Negeri 1 Penebel, SMA Negeri 1 Seririt, SMA Negeri 1 Baturiti dan SMK Negeri 2 Singaraja, the reasons for choosing the tourism study program were obtained. In this study, the questionnaires were delivered and taken directly by the researchers in order to ensure the level of acceptance and return of the instruments. A total of 425 copies of the questionnaire were distributed and returned in the same number, but only 410 met the test requirements because the remainders were filled incompletely by the respondents. Of these, 160 data from male respondents were eliminated, resulting in a total of 250 copies which could be further analyzed. Elimination was carried out considering that this research was designed specifically for women. In this case, the research

specifically aimed to investigate the involvement of women in tourism, i.e. on the reasons women choose to continue their studies in the field of tourism, at various levels of education. This research was conducted by conducting a survey using a closed and semi-open questionnaire, which was distributed at eight schools, i.e. six schools in Buleleng Regency and two schools in Tabanan Regency.

Based on the findings, in general, the majority of respondents (98%) considered that further study at college level was important for women (Fig. 1). Feminism movements that occur globally have opened the public's insight that women should begin to move up by improving the quality of education, so as to achieve gender equality. It is in line with [7], who argues that feminism is a collection of various theoretical and political movements; it seeks to review women's position in the society and realize their interests. Various writings are presented to make the importance of gender equality happen in life.

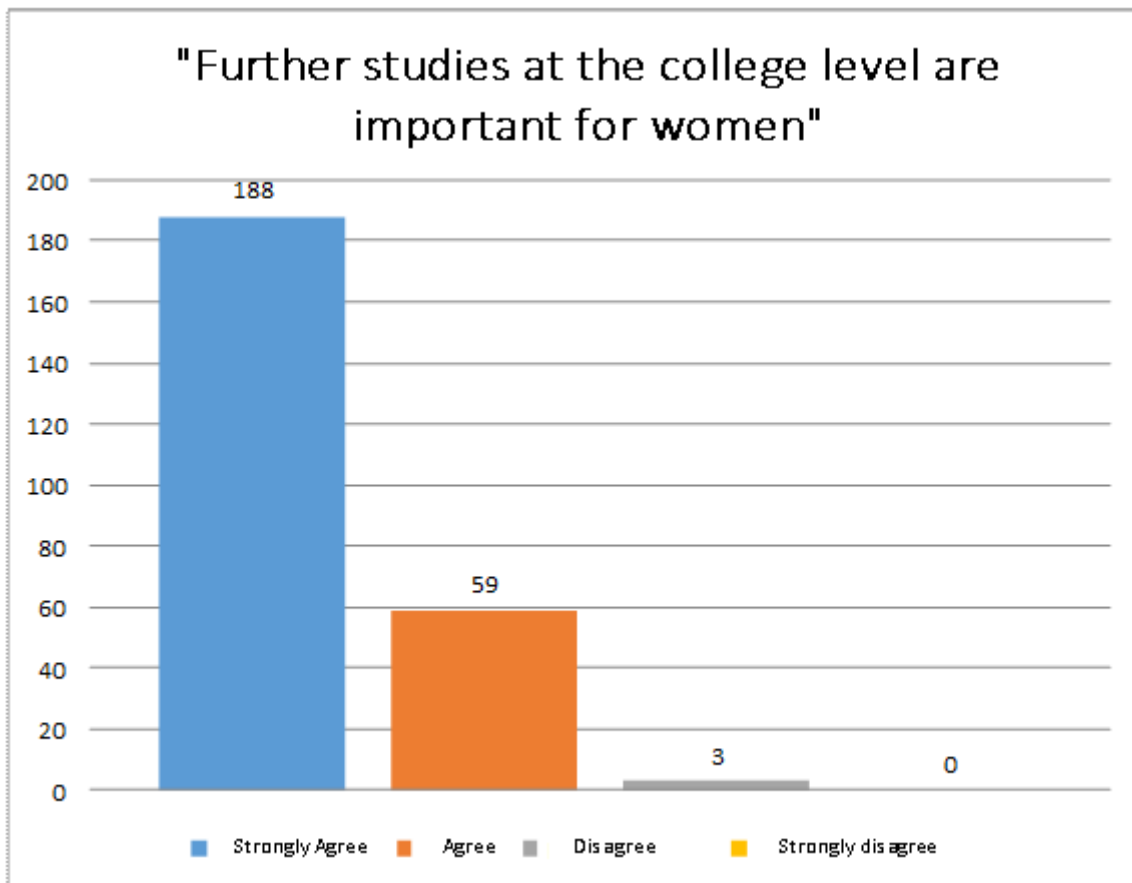


Figure 1.

The thought that has developed and advanced towards the importance of education for society especially the awareness of the importance of education for women to achieve a good future, recently continues to increase. As in the Gender Development Index (GDI) indicator, women's participation in education increasingly gets the momentum. It is similar to the mission of the Millennium Development

Goals (MDGs) which continued on the Sustainable Development Goals (SDGs) program. The thing to be achieved is to ensure that all men and women, especially the poor and vulnerable, have equal rights to economic resources and access to basic services including education by 2030. This has been implicitly contained in the Presidential Regulation of the Republic of Indonesia No. 59

of 2007 concerning the Implementation of Achieving Sustainable Development Goals. The SDGs program which is a continuation of the MDGs Program which ended in 2015 but had not achieved all its objectives has 169 targets and 241 indicators that are planned to be achieved by 2030.

The SDGs programs are in line with the ideas of liberal feminist views. Like the liberal feminism view that has been explained in the previous part, in its development, there has been a socio-economic and cultural construction in the discussion of gender which focuses more on the realization of equal opportunities for women in all spheres of life [7]. In this case, liberal feminism has the premise that humans are autonomous and led by ratio and through their ratio humans are able to understand the principles of morality and individual freedom [9]. Through liberal feminism, it is hoped that the equality between men and women can be created, especially in the economic field. Thus, in order to get the same rights, women must take actions to compete with men, one of which is by improving their education, including by taking further studies at a higher level for their living capital.

On the aspect of gender equality, the core of the goal is women's empowerment. In addition, gender equality is manifested in (1) the provision of public services, infrastructure and national social protection policies for women and (2) the increased use of information technology in the context of women's empowerment. The stipulation of the SDGs program that was ratified at the end of September 2015 in the Presidential Regulation of the Republic of Indonesia Number 59 of 2007 concerning Implementation of the Achievement of Sustainable Development Goals is a concrete manifestation of the government in providing good space for women, especially in the aspect of education and access to work. For the job opportunities, as stated in the 2012-2016 Bali Province workforces planning, released by the Bali Provincial Statistics Agency, the employment opportunities for women are estimated to increase. This can be seen in the following table.

TABLE I  
ESTIMATED EMPLOYMENT OPPORTUNITIES BY SEX IN 2012-2016

Sex	2012	2013	2014	2015	2016
Male	1,238,550	1,272,541	1,309,091	1,347,592	1,384,523
Female	986,362	994,607	1,004,169	1,014,502	1,022,943
Total	2,224,912	2,267,148	2,313,260	2,362,094	2,407,466

Source: Central Bureau of Statistics (Badan Pusat Statistik/BPS), (2016:52)

Fig. 1 shows women's awareness of the importance of education for themselves in order to achieve a better future. Economic activities in various business fields which were carried out by the community, both directly and indirectly, have a positive impact on job creation, which reflects the large number of job opportunities. On one hand, employment opportunities can be seen quantitatively from the number of population working on tourism, based on various characteristics such as the business field, main job

status, type of work and so on. On the other hand, it can be seen through employment that has not been filled which is as a result of the unfulfilled requirements of the type of work. The data are in fact not available in various publications so that the projection of employment opportunities for the next few years is carried out through the approach of the calculation of working population. Estimated employment opportunity which includes quantitative and qualitative aspects is an important part of workforce planning because it is an indication of the estimated labor requirements in each economic sector. On a macro scale, the estimation of employment opportunities gives broad benefits, such as becoming input and evaluation for the planning of education and training, so that the output of the education and training system can be attempted as close as possible to the demands of the job. It can also be the input and evaluation in the formulation of policies, programs and strategies for expanding the employment opportunities. The creation of employment opportunities is one of the steps to overcome unemployment. The more job opportunities created, the lower number of unemployment exists. The creation of employment opportunities in various sectors or business fields is expected to provide opportunities for residents to work.

Education for women is important, as stated by [12] that education for women is an important issue in efforts to improve the quality of a nation. This is in line with [13]'s idea that women have four important roles, namely (1) Women have an important role in forming a family that is conducive to children's education; (2) The women have a role as educators in the family; (3) Women as protectors and preservers; and (4) Women are the founders of basic education for children, who have an obligation to direct their children to grow up well and independently. The result shown by Graph 1 is positive, where women's awareness of education has increased. In this study, the data for Graph 1 were only examined from the aspect of women's perception of education. Thus, it requires further research on the implementation aspects of women's awareness about education by looking at the number of educated women in Bali at various levels of education. In addition, Table 1 presented an analysis of the needs of female workers which shows the government's concern of the existence of women in Bali.

This research also focuses on women's education in the field of tourism studies. Therefore, the data extraction was carried out specifically on the interest of women who are studying at the high school level towards further studies in the field of tourism. Based on the survey conducted, there were 64% of respondents who answered that the the further study program in the field of tourism was a good choice. The high level of tourism development has an impact on the high interest of the study of the community, especially women, in the tourism sector. This can be seen in Fig. 2.

Tourism as a multipurpose industry can be the basis for consideration of women to continue their studies in tourism field. In this case, tourism can be understood as an industry that provides accompaniment business opportunities along with the variety of products needed by tourists. Reference



[14] states that tourism as an industry can be likened to billiard balls. When one of them is given a puncture on one side, the other balls that are inside the triangle space will scatter to various angles. As stated by [3], the benefits of tourism industry development include the emergence of diversification of income, the growth of employment, and so on. The existence of very complex tourist needs also has

implications for other good and service sectors, which both directly and indirectly support the development and establishment of tourism. In this context, tourists who visit a tourist destination need various things that can also give implications for other economic sectors, both directly and indirectly.

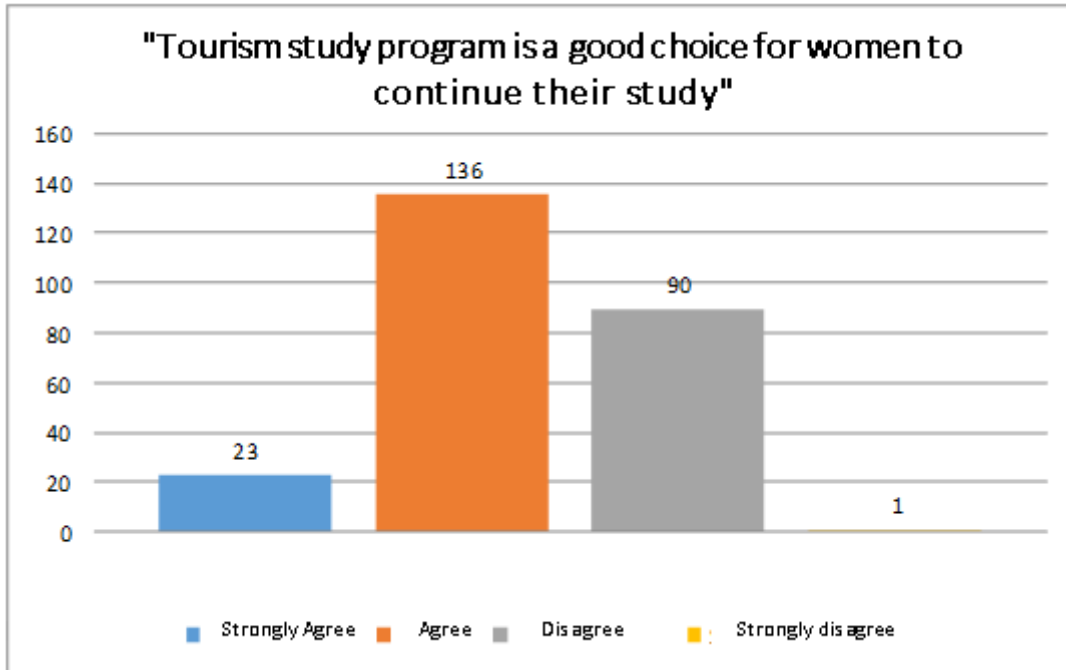


Figure II.

Tourist visits give implications for various economic sectors. The existence of transportation needs by tourists develops employment opportunities for many parties, such as travel, vehicle rental (car rent), freelance driver and freelance guide. When the tourists need an entertainment, they will come to a place that has tourist attractions. Furthermore, as a proof that they have visited a certain place, they also need souvenirs. Therefore, the producers of souvenir products and traders who are referred to as "acung" sellers, can live because of the presence of these tourists. As stated by Erawan and Cohen in [15], tourism can give economic impacts, namely the lives of other sectors and increased employment opportunities.

The condition of women, who tend to have a higher domestic burden than men, often causes women to succumb to job selection. In this case, tourism which is able to provide following employment, has been able to present new employment opportunities, especially in the informal sector. However, to be able to be involved in the tourism industry, women have to understand the scope of tourism, especially the needs of tourists for products and services, so that they understand what activities they can do to be able to engage and benefit from the presence of tourists in the area they live. This is in line with Cukier's idea in [16], stating that tourism creates jobs, but domestic obligations, religious beliefs, established cultural beliefs regarding gender roles,

the ability to travel longer distances to work, and the obligation to raise children, make them less accessible. Thus, women are often required to work without leaving their domestic obligations. Understanding this, through his research, [16] explains that the tourism sector clearly provides various entry points for women's work and opportunities to create entrepreneurs in the activities that generate small and medium income. Thus, the choice to continue studying in the field of tourism is the right choice for women, especially in Bali.

Tourism in Bali, which is currently experiencing high growth in the infrastructure aspect, especially the provision of accommodation facilities, which has reached 4,880 hotels in 2016 [17], directly implies to the absorption of employees in the tourism sector especially hotels, for the graduates from various levels of education: one-year diploma, two-year diploma, three-year diploma, four year-diploma, and undergraduate program. Understanding of high employment opportunities in hotels has become a rational reason for high school and vocational high school graduates to continue their studies in hospitality. As stated by Wiwin (27 years) and Yudiastuti (39 years) who explained in his interview that the hotel industry currently requires a lot of qualified hotel workers, as stated in the following interview extract.

“Hotels are a lot now, so the competition is getting higher. High competition requires us to provide a qualified workforce. For contract workers, at least one-year diploma graduates are required, while for permanent workers, the minimum requirements are three-year diploma graduates (Interview on June 14, 2018 and June 19, 2018)”.

Based on the interview above, it can be understood that graduates are expected to have specificity in the hospitality field, with the minimum level of education one-year diploma. However, for the recruitment as a permanent worker, at least three-year diploma graduates are required. In practice, many one-year diploma graduates continue their studies while working to obtain three-year diploma

certificate, to be accepted as permanent employees of the hotel. Based on the surveys conducted through questionnaires, the selection of three-year diploma study level are predicted by the majority of respondents (75%) can provide greater opportunities for women to work in the tourism industry, especially the starred hotels, as seen in the graph 3. The experience got through six semesters or three years education with the number of semester credit systems (SKS) of 110 to 120 credits, is a consideration owned by the hotel in selecting permanent workers. In addition, the three-year diploma graduates who generally have a minimum of six month training, and practice activities that are quite dense according to their competency needs, are considered by the hotel in determining employee recruitment policies.

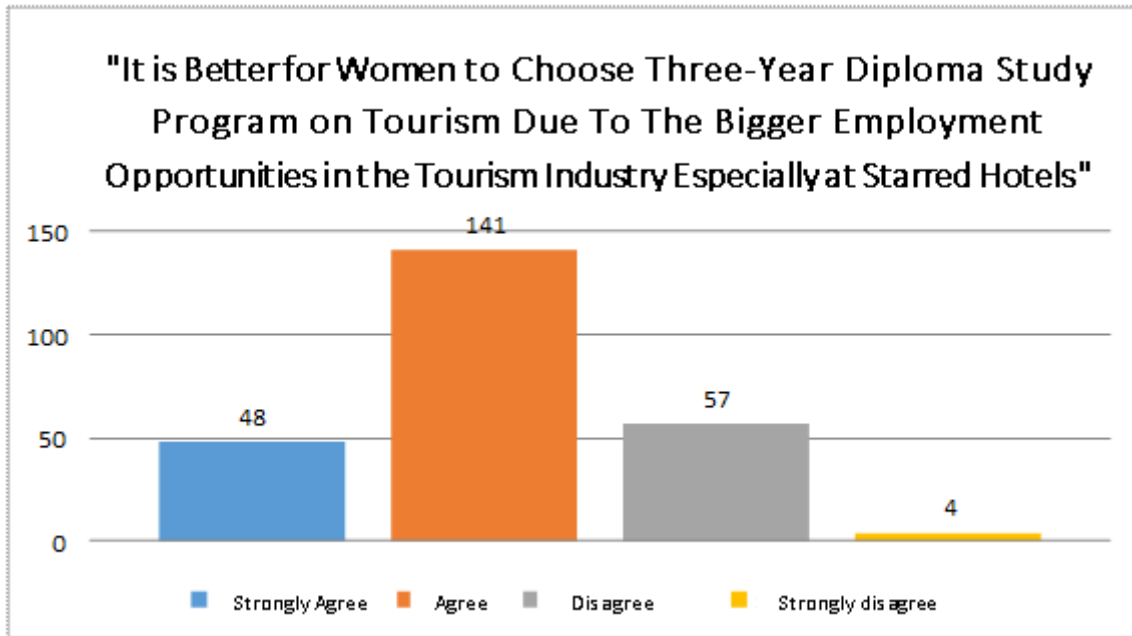


Figure III.

On graph 4, based on a survey conducted at eight schools involving female students, it was found that the level of tourism study at the three year-diploma level is the most recommended choice (71%), compared to one year-diploma (5%), two year-diploma (6%) or four year-diploma (18%). Based on the cross check on the DIII Study Program at the University of Dyana Pura (DIII Hospitality Accommodation Management), there was an increase in the number of female interest in further study from the 2016/2017 school year to the 2017/2018 school year as much as 34.4% and to the 2018/2019 school year as much as 37%. Likewise at the Triatma Jaya College of Tourism, increasing the number of female enthusiasts who chose the DIII Hospitality study program (Hospitality Accommodation Management), there was an increase from the 2016/2017 academic year to the 2017/2018 school year of 32% and to the 2018/2019 school year of 64%. Based on interviews conducted on the campus, an increase in the number of women in choosing DIII study programs is

estimated to be due to the need for women as permanent workers after graduating from college

A three-year diploma with a three-year study period is considered by the community regarding the quality received by the students. An advanced diploma program that usually takes one to three years to complete for most students is considered capable of providing more job opportunities, because the graduates are considered more experienced. In this case, it is in line with the idea of Kerangka Kualifikasi Nasional Indonesia (KKNI) or the Indonesian National Qualification Framework (IQF), which explains the position and qualifications of each level of education [18]. In the IQF concept, each level has certain competencies and work positions that are in accordance with the quality of education they have. In practice, each level and each study program have a different curriculum, which is in accordance with the graduates' competencies that they want to produce as the outcomes of student's learning process. In line with the idea of [19], curriculum is defined as the overall educational experience that is packaged as a

degree/diploma/certificate program and consists of various modules or courses teaching knowledge, skills/competencies, and attitudes. Tourism education and curriculum design at any level become the consideration for

the stakeholders, students, entrepreneurs (or industries) and government funding agencies. Thus, they are considered to be the most important.

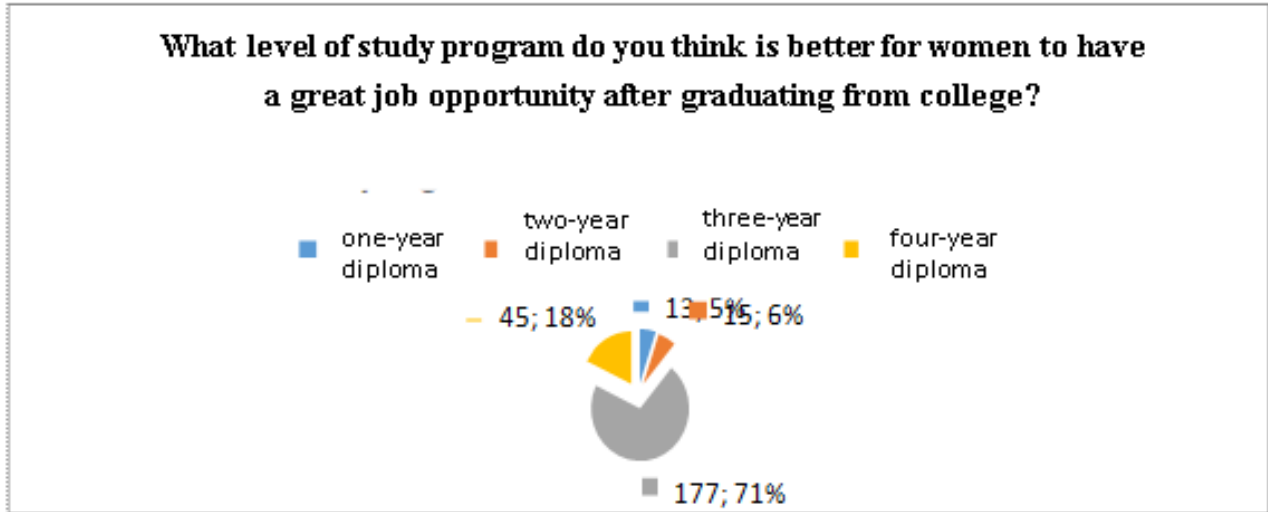


Figure IV.

The literature review shows that there is increasing discussion among hospitality and tourism experts about the effectiveness of more hospitality and tourism curricula at the university level. In this case, [20] explains that the university tourism education, often, in many cases has developed from pure vocational training courses. It has not been able to overcome its vocational focus. The vocational encouragement is better for technical colleges while for hospitality education and tourism at the university level the need to balance vocational and liberal aspects in the curriculum is more important. Students must be educated to think critically, be analytical and be able to use creative and new ways of thinking to solve problems and adapt easily to change. In their development, they must actively participate in creating and shaping the future of hospitality and tourism. This includes a strong focus on generic skills, which are described as transferable skills that are very important for a certain level of work worthiness [21]. Thus, the hospitality study program at the three-year diploma level is able to provide the answers both to the public and users of the graduate, especially the hotels.

*C. The Ways Female High School Graduates Choose a College to Continue Their Studies in the Tourism Program*

The further study program after graduating at the senior high school level has been considered important by the community because it is able to provide a guarantee for a better job. In the real implementation, for the job vacancies in the tourism industry, especially hotels, the educational level becomes one of the considerations for hotel staff recruitment, as shown in the example in the following figure.



Figure V. Example of Job Vacancies at Hotels in Bali

Based on the information provided in the example above, it can be seen that job vacancies are provided for those who have already passed a certain level of education. At certain class hotel, for example Padma Resort Ubud hotel, the graduates who are targeted are those who have graduated at the undergraduate level (S1) or four-year diploma. The industrial needs for professional human resources are also justified by graduate users (Wiwin, 27 years), that the higher the level of education, the more capable they are of working well, because the skills mastered and knowledge owned by them are considered adequate. In line with this, [22] explains that in relation to the needs and availability of human resources, the tourism industry as the recipient of graduates and colleges as a provider of graduates need to synergize in providing a reliable workforce in the tourism industry.

Understanding the need for synergy between industry and colleges, the government also prepared Presidential Regulation number 8 of 2012 concerning IQF (Qualification of the Indonesian National Curriculum). The curriculum as stated in Article 35 of the Higher Education Law Number 12 of 2012 is a set of plans and arrangements regarding the purpose, content, and teaching materials as well as the methods used as guidelines so that the implementation of the education can be based on what are needed by the

stakeholders. In the context of this study, the hotel needs for the employees must be understood by higher education as an education provider. Graduates' competencies should also pay attention to the competencies needed by the hotel, in terms of knowledge, skills and attitude. The following graph is a survey of material needs received by high school/vocational high school students, which become the basis for consideration in choosing a study program.

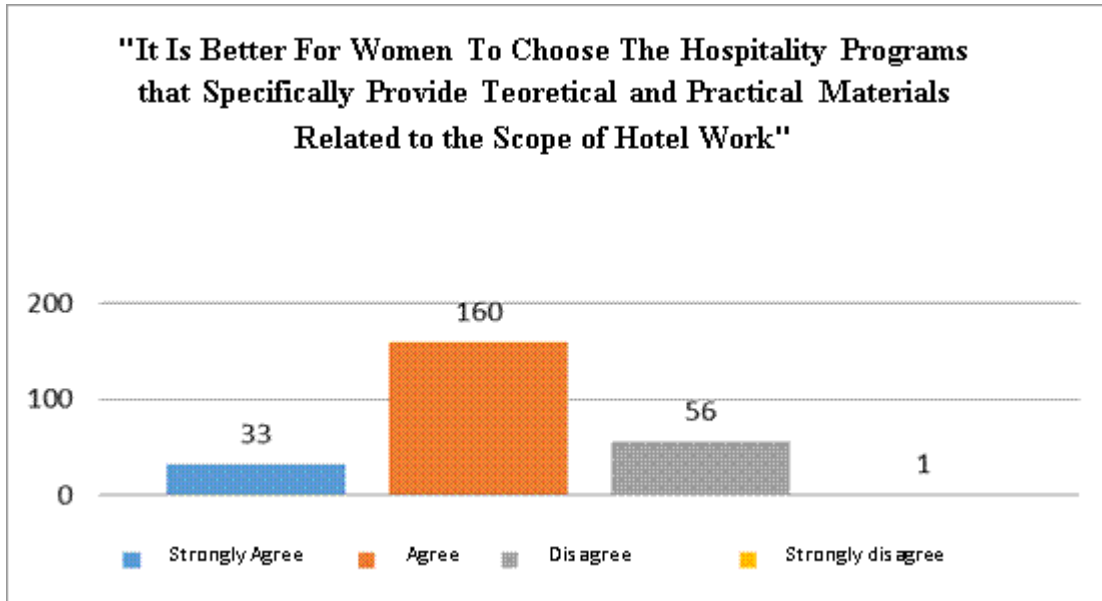


Figure VI. The Need of Curriculum Information of Hospitality Study Program

In graph 5, it can be seen that understanding the material or courses that will be got in a study program is an important thing to consider, including the number of credits (semester credit system) obtained when attending lectures at a college. In this case, the courses contained in the curriculum structure in the study program are understood as a reflection of the graduates produced. In addition, based on the Guide to Competency-Based Curriculum (KBK) by the Ministry of National Education in 2012, it is confirmed that a good education system must be supported by five elements, namely (1) a healthy organization; (2) transparent and accountable management; (3) availability of learning plans in the form of clear curriculum documents and according to the needs of graduate users/labor market; (4) the ability and skills of human resources in the academic and non academic fields which are reliable and professional; (5) availability of adequate facilities, learning facilities and a conducive academic environment. The information about the college, education, curriculum and competencies that is easily accessible to the community along with the development of sophisticated technology and the transparency of information, has implications for the way the community including women graduating from SMA/SMK in choosing study programs that are appropriate to the target after they graduate.

Based on a survey conducted at eight schools, in terms of the selection of study programs on tourism, graph 6 below illustrates that a number of 162 respondents (65%) perceives hospitality study programs as the best and most promising choice for women, while the rest recommend food and beverages management study programs (28%), travel business (7%) and room division management (0.4%). The majority of respondents (77%) subsequently agree that the tourism study program chosen by women should be a hospitality program that specifically provides materials in theory and practice related to the scope of work in the hotel, as described in the previous graph (Graph 4.3). The curriculum in its application has now been taken into consideration by the wider community in choosing the study programs. The curriculum, which in its implementation, does not only explain the direction of a study program but also provides an explanation of the learning experience that will be received by the students (Sanjaya, 2008), is able to provide an overview of prospective students related to the lecture programs that will be received during the study. Based on the survey, on graph 6, it is found that female interest mostly give attention to the hospitality study program, where during the lectures, the students are given lessons special about hotels both theory and practice.

In practice, there are many ways that the respondents do in order to gain access to the information related to the



selection of tourism study programs in order to stay in line with the ideals they have. Graph 7 illustrates that the majority of respondents (75%) tend to seek this information through the media, while others ask parents (13%), ask alumni (9%) and only 3% choose to ask the teachers at school where they are studying. In this regard, a total of 241 respondents (97%) argue that in the selection of further study programs, SMA/SMK should be able to provide as

much information as possible about tourism study programs in Bali, both for public and private institutions, so that the students are able to choose the study program that are in line with their expectations. However, the availability of sophisticated information technology is ultimately able to facilitate the students to find out further study information that is appropriate to their interests, talents, and abilities.

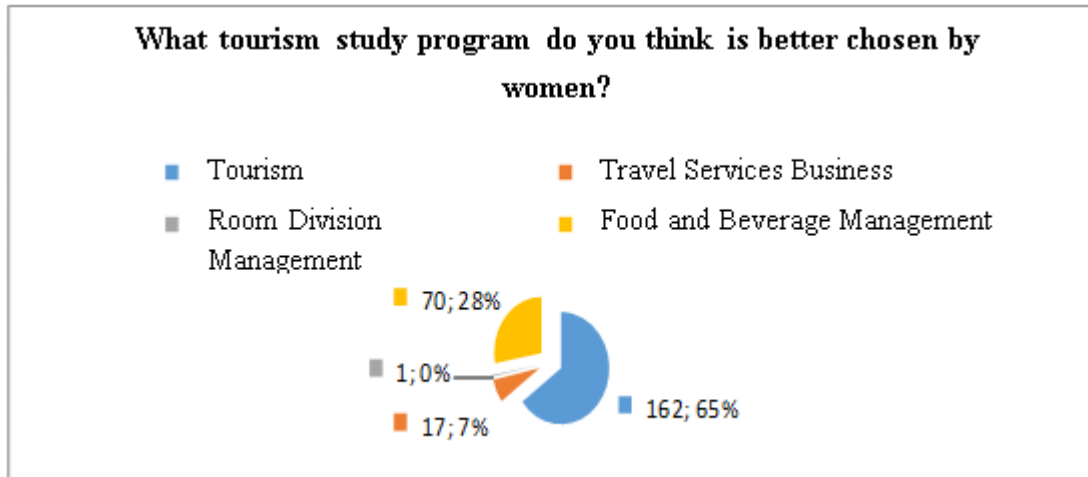


Figure VII. Female Student Interest in Hospitality Study Programs

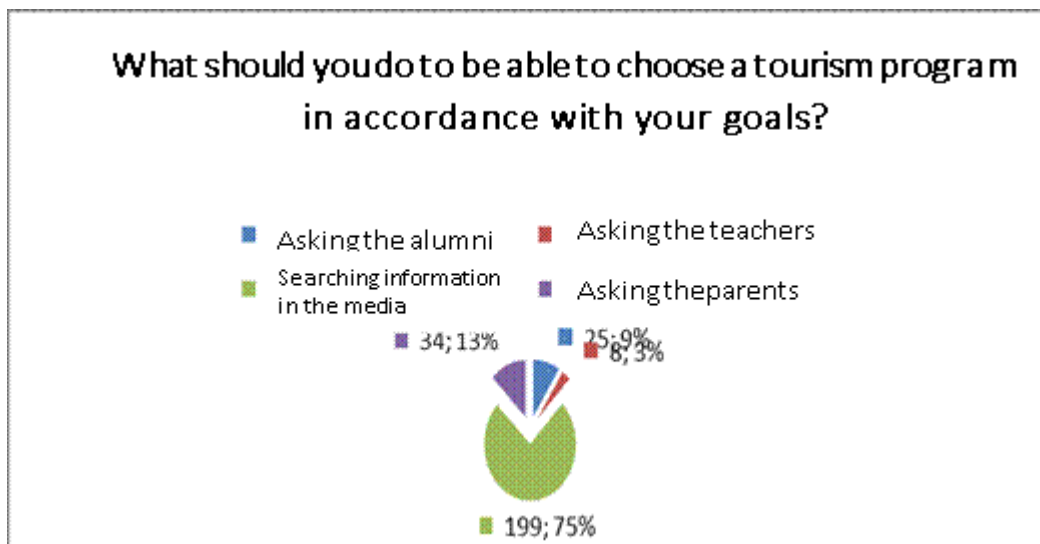


Figure VIII. Ways of High School/Vocational Students Looking for Information Related to Further Study

Based on graph 7 above, the availability of study information in the field of tourism, especially hospitality at various levels, quality and status, leads Vocational High School students to use these facilities in searching the data of the desired collage. This finding is in line with the research conducted by [23] which states that prospective students prefer to use internet facilities in finding information about study programs offered by a university.

In the study conducted by [23], it is found that 61% of students sought information about the study program. The internet, in this case, functions as the source of information that is trusted enough by the community, because it is considered to be open, and not subjective in providing the information. Even though, after getting information from the internet, they will cross check the data they get to those who are considered understand this and have the ability to provide information as a form of data validation. As the findings of [24] who conducts a survey to 238 patients, it is

stated that in seeking medical information, patients prefer to use the internet, but still validate the data obtained from the doctors they will meet.

As the findings in this study, vocational/high school students in the early stages tend to use internet to find information about further study programs. In this case, the amount of information about further studies in various levels offered by the internet which is objective has become an option for the community, including women who will continue their studies on tourism. The internet in its implementation is able to offer a variety of information about studies, including the levels, curriculum, learning methods, subject matter lecturers, and the information about scholarships that are targeted by the community, especially those who have achievements and low economical condition. The internet has been explicitly approved by the community as the main source of information. The following picture is one example of study information presented on the internet.

On the <https://www.youthmanual.com> page, the information about studies including tourism is presented openly to the public. The site is one of the pages on the internet, the number of which cannot be calculated. In practice, information about tourism available on the internet can be done by specialized or personal institutions. The community is also given the opportunity to freely open the desired page.

#### IV. CONCLUSION

Women in its development now have the awareness to improve their quality to be able to face the job competition presented by the existence of openness, namely globalization and the Asian economic community or MEA. The needs of tourism industry especially hotels for human resources that are able to provide a large number of direct professional services in tourism and the increasing number of tourism service provision, are the reasons causing women to continue their studies in tourism. Women, in choosing a tourism study program, take several ways, namely asking the older siblings who have graduated from the college (alumni), teachers, and parents and searching in various media. Based on the survey, women prefer to look for information related to the study they will choose through the media, especially social media. In this case, social media which presents information about the opportunity to study tourism with various levels leads the audience, especially women graduating from SMA/SMK to find information about further studies.

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