

CHAPTER I

INTRODUCTION

1.1 Background

Excursion is an important part of education, as lectures allow the students to experience direct experiences related to the theories that they have learned during the class lecturing through an overnight trip out of state or country. As Coughlin (2010) states that learning through the use of excursion is optimized only when teachers actively integrate the content of the field trip with the curriculum (cited in Infowisata, 2010). Therefore, Mulyasa (2005) points out that excursion is a journey undertaken by learners (students) to acquire learning experience especially the direct experience as an integral part of school curriculum. Although the field has a lot of things that are non-academic, general objective of education can be immediately achieved and mainly related to the development of students' insight by stimulating the students' creativity into the experience of the outside world. In this case, the members of excursion not only act as students and lectures, but they also act as tourists who visit tourism destination.

Excursion is influenced by some kinds of factors that connect one to others. According to Morgan (cited in DuniaPsikologi, 2008), the factors are motives, behaviours and satisfactions of doing excursion. Motives is one of the important factors for prospective tourists in making decisions on tourist destinations to be visited, potential travelers will have the perception in the area of possible travel destinations where this perception can be produced by individual preferences, previous experience, and the information can be obtained.

Students tourist behaviour is another important factors in performing an excursion. (March & Woodside, 2006; Laws, 1995; Holloway, 2004) points out that it is important to understand tourist behaviour because we have to know how the tourists interact with the

characteristics of the situation which influence destination choices of the tourists, accommodation, and transportation that they use during the trip (cited in Vuuren and Slabbert, 2011).

Tourists' satisfaction after doing study excursion is also important. Barsky (1992); Beeho and Prentice (1997); Hallowell (1996); Kozak and Rimmington (2000); Pizam (1994); Ross (1993) state that satisfied tourists tend to communicate their positive experience to others and buy the product. It means that satisfaction is a significant determinant of repeat visiting and we can see whether the students expectations met or exceeded by observing them (cited in Prebensen, 2004). If they are satisfied with the study excursion that they have already done, it will influenced on their revisit intention and it will be possible for them to go to the same places in the future. After doing excursion, we can analyze the satisfaction that the students fell after doing this kind of activity.

A study excursion is intended for students to obtain new knowledge and skills, apply and integrate theories and practices in the field, as well as stimulate the students' creativity. However, their motives, behaviours and satisfactions must be evaluated in order to provide effective educational excursion. Based on the afore mention reason, this final report investigated the motives, behaviours and satisfactions of study excursion by collecting data from the sixth semester students who have already done the study excursion to Malaysia and Singapore. The title of this final report is "Study Excursion to Malaysia and/or Singapore – Motives, Behaviours, and Satisfactions"

The sixth semester students of English Department were chosen because they have already learned Introduction to Tourism, Guiding Techniques, and Tour Planning and performed study excursion.

1.2 Problem Formulations

The problems of this final report are:

- a. What were the students' motives and behaviours in doing study excursion?
- b. What were the main sources of the students' satisfaction with their study excursion?

1.3 Purposes

The purposes of this final report are:

- a. To examine what the students' motives were in doing the study excursion.
- b. To examine what the students' behaviours were while doing the study excursion.
- c. To examine what the main sources of the students' satisfaction with their study excursion were.

1.4 Benefits

This study can help tourism business and service providers understand what motivate student tourists to choose their travel, behaviors and satisfaction in doing their excursions. It is hoped that this study will prove to be useful in improving students' participation in the travel industry and aid various travel and service providers.

Other studies on college students' excursion motives, behaviour and satisfactions could be used by various hospitality industries such as hotels, tourism destinations, as well as any colleges and universities. Similarly, this study could also be used by other students studying tourism. Student tourists as a target market for travel could provide incomes to local, national, and international service providers.

1.5 Limitation of Problems

The writer limited the participants of this research to the sixth semester students' of English Department at State Polytechnic of Sriwijaya who had already done their study excursion to Malaysia and

Singapore in the fifth semester. The writer limited the data collection and analysis on motives, behaviours, and satisfaction of students after doing study excursion that were collected through questionnaire and interview.