

DAFTAR ISI

	Halaman
HALAMAN JUDUL	i
HALAMAN PERSETUJUAN PEMBIMBING	ii
HALAMAN PENGESAHAN SKRIPSI	iii
HALAMAN PERNYATAAN	iv
KATA PENGANTAR	v
HALAMAN MOTTO	vii
HALAMAN PERSEMBAHAN	viii
ABSTRAK	xi
ABSTRACT	xii
DAFTAR ISI	xiii
DAFTAR GAMBAR	xvii
DAFTAR TABEL	xviii
DAFTAR GRAFIK	xix
DAFTAR SINGKATAN	xx
BAB I. PENDAHULUAN	1
A. Alasan Pemilihan Judul	1
B. Latar Belakang Masalah	2
C. Rumusan Masalah.....	12
D. Kerangka Teori	12
E. Asumsi Dasar.....	17
F. Tujuan Penelitian	17
G. Jangkauan Penelitian	18
H. Metode Penelitian	18
1. Teknik Analisis Data	19
2. Teknik Pengumpulan Data	19

I. Sistematika Penulisan	19
--------------------------------	----

BAB II. SEJARAH TERBENTUKNYA SUSTAINABLE TOURISM, MARRAKECH PROCESS DAN THE 10-YEAR FRAMEWORK

PROGRAMME.....	
A. Pengertian <i>Sustainable Tourism</i>	21
B. Sejarah <i>Marrakech Process</i>	26
C. Struktur Organisasi <i>The 10-Year Framework Programme</i>	32
D. Satuan Kerja Marrakech.....	35
1. <i>Cooperation with Africa</i>	37
2. <i>Sustainable Product</i>	37
3. <i>Sustainable Lifestyle</i>	37
4. <i>Sustainable Public Procurement</i>	37
5. <i>Sustainable Tourism Development</i>	38
6. <i>Sustainable Buildings and Construction</i>	38
7. <i>Education for Sustainable Consumption</i>	39
E. <i>The International Task Force on Sustainable Tourism Development</i>	39
F. <i>The 10-Year Framework Programme on Sustainable Tourism</i>	43
G. Sektor Pariwisata Perancis.....	47

BAB III. KEBIJAKAN DAN IMPLEMENTASI SUSTAINABLE TOURISM DI PERANCIS.....

A. Langkah-Langkah Kebijakan <i>Sustainable Tourism</i> di Perancis	53
1. <i>Low-Emission Transport</i>	54
2. <i>Eco-Label Accommodation</i>	57
3. <i>Global Campaign for Sustainable Holidays</i>	61
4. <i>Sustainable Tourism in the Protected Area</i>	65
5. <i>National Agency for Holiday Vouchers</i>	66

B. Implementasi <i>Sustainable Tourism</i> di Perancis	68
1. <i>Eco-Label Accomodation</i>	68
a) <i>Hotels in the PCVB Sustainability Programme</i>	68
b) Hotel dengan <i>eco-label</i> atau sertifikasi	70
c) <i>Qualite Tourism</i>	72
d) <i>Nearly Zero Energy Hotel (NEZEH)</i>	75
2. <i>Low-Emission Transport for Tourism</i>	81
a) <i>Velib Cycles</i>	81
b) <i>Autolib</i>	82
3. <i>Global Campaign for Sustainable Holidays</i>	83
a) <i>Green Passport</i>	83
4. <i>Sustainable Tourism in the Protected Area</i>	86
a) <i>Loire a Velo Tour</i>	86
5. <i>National Agency for Holiday Service</i>	87
a) Voucher Hari Libur	88
b) Kupon Olahraga	89
c) Voucher Hari Libur Elektronik	90
d) Bantuan Untuk Proyek Liburan	91
e) <i>The Solidarity Holidays Grant</i>	91
f) <i>Vac Ensemble</i>	91
g) <i>Seniors on Holidays</i>	91
h) Bantuan Kepada Perlengkapan Wisata	92
i) Biaya Teknis	92
j) <i>Departure 18:25</i>	92

BAB IV. PENUTUP	
Kesimpulan	98

DAFTAR PUSTAKA

LAMPIRAN

