

# DESCRIPTIVE STUDY ON DESTINATION IMAGE PERCEPTION BY THE SURABAYA DOMESTIC TOURISTS

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## Abstract

Tourist destinations is an important sector role in the economy. For that a tourist destination should be handled properly in order to meet the expectations of tourists and the community. Indicators that can be used to find out how the performance of tourist destinations is the image of tourism destinations.

This study aims to describe how the image of tourists to the city of Surabaya as a tourist destination. Dimensions are used to measure the perceptions of tourists are (1) environmental beauty and convenience, (2) the country's citizens, (3) place and architectural structure, (4) shopping and tourist accommodation, and (5) local culture and cuisine.

The results showed that respondents are divided into 2 based on the perception of the destination image Surabaya city. The most positive image in the dimension of the shopping and accommodation, and the lowest image is the structure of space and architecture. Tourists give the perception that the city of Surabaya has a shopping tour of interesting places to visit, but the historic sights and natural attractions are still not yet become an attractive option to visit.

Keywords: Tourism, tourists, destination image

## Introduction

WTO has predicted that by 2020 the tourism industry will be leading the industry in terms of revenue from foreign tourists. Estimated daily expenditure of foreign tourists in 2020 amounting to 5 billion U.S. dollars (Wahab, 2003). It is anticipated the government through various government policies. Keputusan Presiden No 38 tahun 2005 mandated that all sectors should support the development of tourism in Indonesia. This message is very supportive of tourism development and tourism benefit Indonesia. Even the government has declared that tourism development should be the mainstay of Indonesia (<http://www.indonesiaberprestasi.web.id>).

Government expectations of the tourism sector is very large. The tourism sector is expected to spearhead the government's economy in the period 2009-2014. This sector is expected to be able to contribute about 10%-15% of the Gross Domestic Growth (GDP) coming year (<http://travel.kompas.com>).

In the program increased community empowerment in tourism, for example, Ditjen PDP in 2010 to support PNPM Mandiri program the field of tourism in an effort to improve the independence and capacity of local governments and community groups in tackling poverty in the region (<http://traveltexonline.com>).

Independence of government and community programs in the field of tourism is also in line with what is declared by the world tourism organization. World Tourism Organization (WTO) to see the local tourist destinations as a major contribution in the development and delivery of tourism products (Illiachenko, 2005).

Surabaya as the capital of East Java province also tried to reorganize themselves in the field of tourism. According to data from the Department of Tourism and Culture, Surabaya in the year 2004-2009 has been a decline in tourism visitor numbers fluctuate. This resulted in no growth of tourism as a whole. Consideration of factors that influence the development of