

ABSTRACT

This study aims to determine the description of the image of Mount Bromo and Pekalen Rafting as one of the destinations on the basis of domestic tourists in Surabaya. Perception is not everyone should be equal to each other. To know this, it is necessary to aim Picture Mount Bromo and Pekalen Rafting, where there are 5 Image aim dimension, namely the Environmental and Beauty Convenience, Country's Citizen, Place and Architecture Structure, Shopping and Tourist Accommodation, and Local Culture and Cuisine.

This research is purely descriptive, the study aims to determine the description of the image of Mount Bromo and Rafting Pekalen based on the perception of domestic tourists in Surabaya. The sampling technique used is nonprobability sampling. The samples used in this study were 97 respondents to Mount Bromo and 91 respondents Pekalen Rafting.

The results showed that the overall dimensions Destination Image, Country's Citizen has the highest average as at Mount Bromo and Pekalen Rafting. Cross tab showed that the positive perception of all dimensions of the destination image to mount Bromo and rafting Pekalen.

Keywords : Destination Image, Tourism, Tourist, Mount Bromo, Pekalen Rafting.

