ABSTRACT

This study aimed to know the description about the image of Singapore as one touriism destiination based on the perception of tourists in Surabaya. Where yhe perception of each person would probably not have the same, whether first time tourists who come or who have more than one time to come to a tourist area.

To determine this, the required destination image on singapore, where there are twenty dimensions namely Food and Drink, Climate, Cost, Hospitality, Cleanliness, Restful, Cities, Accessibility, Service, Diverse experience, Countryside, Beaches, Ease of communication, Reputation, Historical sites, Events, Nightlife, Shoping, Economic affluence, Familiar Atmosphere. This reseach is purely descriptive, ie research aimed to know the description of the image based on the perception tourist Singapore in surabaya. The sampling tecnique used in this study is non probability sampling. Number of samples used in this study were 100 respondents. The results that the overall dimensions of destination image, Cleanliness has the highest average whereas Beaches has the lowest average.

Keywords: *Destination image, Cleanliness, Beaches*