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THE ASSESSMENT DESTINATION IMAGE OF ECO-TOURISM IN EAST JAVA

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Abstract

The tourism industry is a sector which plays an important role in the economy of a country. Incessant environmental issues related to making the tourism sector experienced a shift towards environmental-based tourism.

Election attractions as tourism destination is affected tourism image itself (destination image). Services of tourism will contribute to the formation of destination image. Whenever the services of both the tourism destination image formed will also be good and vice versa. However, there are many factors that influence destination image formation.

This study will discuss the destination image at 4 attractions in East Java. Object selected tourist attractions which is environmental sustainobility (eco-tourism). The measurement of destination image includes functional (Measurable physical) and psychological (abstract) related these attractions.

Keywords: destination image, eco-tourism, east java

Introduction

Tourism creates special benefits, both concerning the reconstruction of the national economy of many countries having a high touristic potential, and also due to the fact that according to the WTO evaluations, the touristic industry stands first in the world from the contribution to the workforce employment point of view (Gruescu, Nanu, & Pirvu, 2009).

The opinion was also in accordance with the statement Yoeti (1999) that in the 21st century is estimated that the world economy will be spearheaded by three leading service industry is information technology, telecommunications and tourism services. In the tourism industry unique opportunities to score more than 100 million new jobs in the world economy, almost 2 million of them in Indonesia.

WTTC states one vision of the millennium in 21st century set the tourism industry as a strategic priority for economic development and employment. In addition, another vision is to establish sustainable development policies. The important thing is to encourage initiatives in the industry parties to maintain an environment with the green movement globe. Green globe is a world-level program for the tourism industry in the field of environmental management and dissemination of appreciation of the importance of environmental preservation efforts.

Environment becomes important in the development of the tourism sector, because the environment is a major part of tourism activity. Edington and Edington (1986) stated that the effects of tourist on the environment are not
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