



The 4th International Conference on Managing Service  
**ENHANCING NATIONAL COMPETITIVE ADVANTAGE  
THROUGH GREEN SERVICE MANAGEMENT**

# PROCEEDINGS

Organized By  
Faculty of Economics  
Trisakti University

Co-Host  
Prince of Songkla University  
Karlstads University



FACULTY OF ECONOMICS  
TRISAKTI UNIVERSITY



Prince of Songkla  
University



Prince of Songkla University  
Faculty of Hospitality and Tourism



KARLSTADS UNIVERSITY

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Phuket - Thailand



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# THE ASSESSMENT DESTINATION IMAGE OF ECO-TOURISM IN EAST JAVA

Erna Andajani,  
Siti Rahayu,

Faculty of Business and Economics University of Surabaya, Indonesia

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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 sustainability (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 21<sup>st</sup> 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



24	Economic development / affluence	Welfare society	4.55	
25	Extent of commercialization	Community Prigen have high creativity to commercialize the existing tourism potential Prigen.	4.98	4.98
26	Accessibility	Ease of reaching Prigen of tourist destinations	4.99	5.06
27		Ease of reaching many sights	5.13	
28	Personal safety	Tourist Safety while traveling	4.79	4.79
29	Ease of communication	Ease of communicating with local communities	4.71	4.71
30	Different cuisine / food and drink	Delicious cuisine in the tastes of tourists Prigen	4.50	4.50
31	Hospitality	Prigen community friendliness toward tourists	4.72	4.63
32		Good of society against tourists Prigen	4.54	
33		Familiarity Prigen society towards tourists	4.62	
34	Restful	The atmosphere in Prigen able to bring peace to the tourists	5.00	5.00
35	Atmosphere	Blogging tourists about the atmosphere in Prigen	5.04	5.04
36	Opportunity for adventure	Ease of finding a place to do adventure in Prigen.	4.93	4.93
37	Opportunity to increase knowledge	Ease of learning new knowledge	4.88	4.88
38	Family or adult oriented	Ease of finding a place for family tourism	5.11	5.04
39		Ease of finding a place for adult tours	4.96	
40	Quality of service	Quality of service at various tourist spots	4.99	4.99
41	Fame / reputation	Popularity Prigen as tourist attractions	5.65	5.65
Mean Total			4.76	

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