

THE IMPACT OF SHOPPING TOURISM IN SURABAYA

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Abstract

Tourism is a key sector for the economic development of a city. The local government develops tourism in accordance with its potential. However, the development of tourism needs to consider the sustainability of the related industry in the area, as the industry is very much relates to social aspects and environment. This study examines the impacts of tourism business industry within several important factors: demography, economy, environment, and social impacts in supporting shopping tourism in Surabaya. The focus is on a tourist shopping area. The results show that the growing of malls in Surabaya makes the city more flourishing and populous. This finding is in line with the argument of the sustainability on tourism.

Keyword : shopping tourism, resident perceptions, market segmentation

1. Introduction

Economists estimate the tourism sector will be one of the important economic activities in the 21st century. The role of the tourism sector in the economy of a country will exceed the oil and gas sector (petroleum and natural gas) and other industries, if developed in a planned and integrated. The tourism sector will serve as a catalyst for development (agent of development) will also accelerate the development process itself and will be the main drivers of the 21st century economy. This will generate new opportunities in the tourism industry (Yoeti, 2008; Karim, 2008; Omerzel, 2006, quoted in Rahayu, 2010).

The study by Zortuk (2009), tourism business development has been the focus of study in recent times. A general consensus has emerged that it not only