DESCRIPTIVE STUDY ON DESTINATION IMAGE PERCEPTION BY
THE SURABAYA DOMESTIC TOURISTS

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Abstract
Tourist destinations is an important sector role in the economy. For that a tourist destination
should be handled properly in order to meet the expectations of tourists and the community.
Indicators that can be used to find out how the performance of tourist destinations is the image
of tourism destinations.
This study aims to describe how the image of tourists to the city of Surabaya as a tourist
destination. Dimensions are used to measure the perceptions of tourists are (1) environmental
beauty and convenience, (2) the country’s citizens, (3) place and architectural structure, (4)
shopping and tourist accommodation, and (5) local culture and cuisine.
The results showed that respondents are divided into 2 based on the perception of the
destination image Surabaya city. The most positive image in the dimension of the shopping and
accommodation, and the lowest image is the structure of space and architecture. Tourists give
the perception that the city of Surabaya has a shopping tour of interesting places to visit, but the
historic sights and natural attractions are still not yet become an attractive option to visit.

Keywords: Tourism, tourists, destination image

Introduction
WTO has predicted that by 2020 the tourism industry will be leading the industry in
terms of revenue from foreign tourists. Estimated daily expenditure of foreign tourists in
2020 amounting to 5 billion U.S. dollars (Wahab, 2003). It is anticipated the government
through various government policies. Keputusan Presiden No 38 tahun 2005 mandated that all
sectors should support the development of tourism in Indonesia. This message is very
supportive of tourism development and tourism benefit Indonesia. Even the
government has declared that tourism development should be the mainstay of Indonesia
(http://www.indonesiaberprestasi.web.id).

Government expectations of the tourism sector is very large. The tourism sector is
expected to spearhead the government's economy in the period 2009-2014. This sector is
expected to be able to contribute about 10%-15% of the Gross Domestic Growth (GDP)
coming year (http://travel.kompas.com).

In the program increased community empowerment in tourism, for example, Ditjen
PDP in 2010 to support PNPM Mandiri program the field of tourism in an effort to improve the
independence and capacity of local governments and community groups in tackling poverty in
the region (http://traveltextonline.com).

Independence of government and community programs in the field of tourism is also in
line with what is declared by the world tourism organization. World Tourism Organization
(WTO) to see the local tourist destinations as a major contribution in the development and
delivery of tourism products (Illiachenko, 2005).

Surabaya as the capital of East Java province also tried to reorganize themselves in the
field of tourism. According to data from the Department of Tourism and Culture, Surabaya in
the year 2004-2009 has been a decline in tourism visitor numbers fluctuate. This resulted in no
growth of tourism as a whole. Consideration of factors that influence the development of