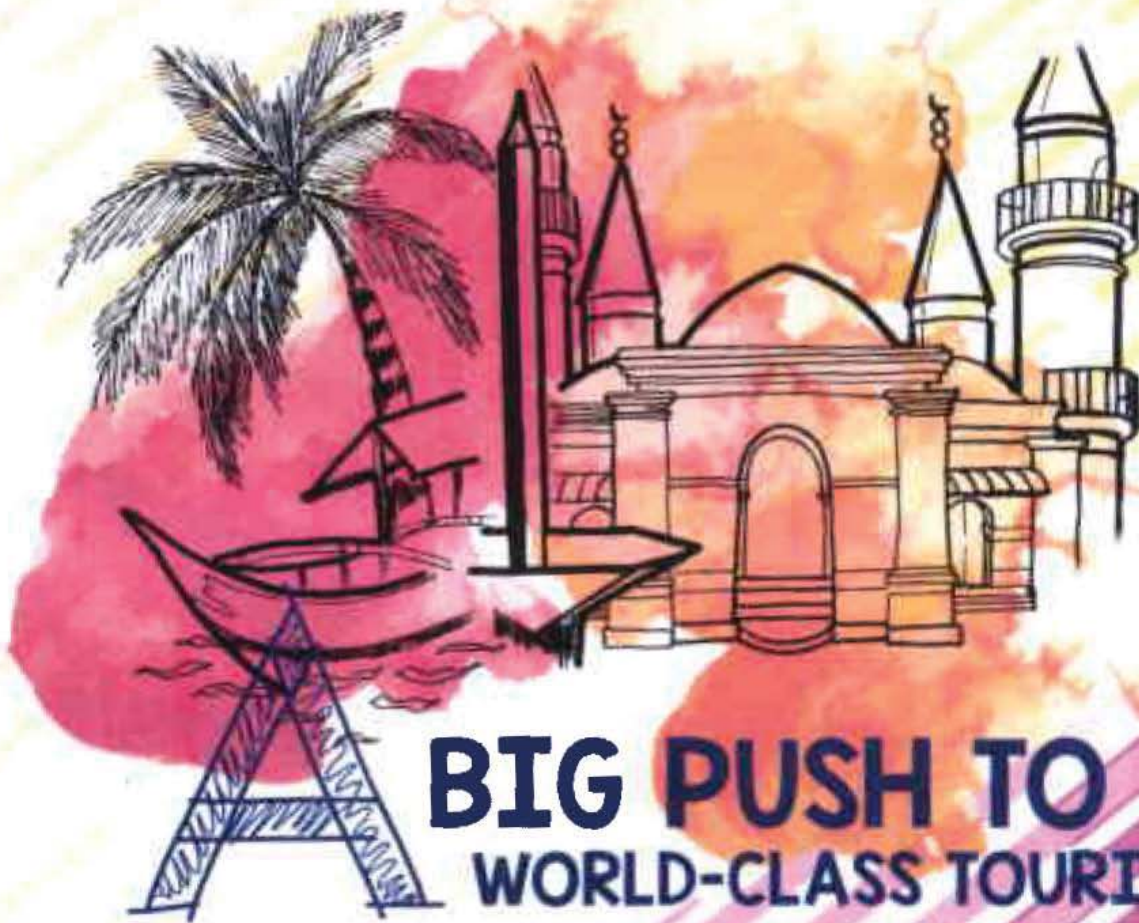


A Big Push to World-Class Tourism: Strategic Analysis & Opportunities



14<sup>th</sup> INSYMA

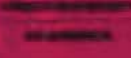


# BIG PUSH TO WORLD-CLASS TOURISM: Strategic Analysis & Opportunities

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14<sup>th</sup> INSYMA

Co-Host



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Management**

**A BIG PUSH TO A WORLD-CLASS  
TOURISM: STRATEGIC ANALYSIS  
& OPPORTUNITIES**

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**Department on Management  
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## FOREWORD

We are delighted to welcome you to 14<sup>th</sup> International Symposium on Management (INSYMA) Tanjung Pinang, Riau, Indonesia. The high quality of the papers and the discussion represent the thinking and experience of researchers, academics and practitioners in the particular fields. Their contributions helped to make the conference as outstanding as it has been.

This proceeding is a compilation of papers submitted for the 14<sup>th</sup> International Symposium on Management (INSYMA) conducted by the Department of Management, the Faculty of Business and Economics, University of Surabaya (UBAYA) themed **“A BIG PUSH TO WORLD-CLASS TOURISM: STRATEGIC ANALYSIS AND OPPORTUNITIES”**. The conference organizers have put together both the latest research and provide an opportunity to make friendship and new acquaintances.

The 14<sup>th</sup> INSYMA is a means for participants consisting of researchers, academics and practitioners to have a discussion forum. The event is expected to enable participants in sharing initiatives, ideas and efforts from the results of research and discussion concerning how to create a Big Push in a strategy to deal with all the challenges and find opportunities in the tourism industry of each country to be a world-class tourism.

In this opportunity, we would like to say that we are greatly honored by all presenters and participants' presence both from Indonesia and from other country. We would like to share our grateful to the Sponsorship and partnership in this 14<sup>th</sup> INSYMA. This theme represents strategic analysis and opportunities of implementation that will extend far beyond the sector, as tourism enhances province's reputation as a premier destination to visit, invest, work-live, and integration with the global community. The strength of tourism destination product will be counted and will continue to find ways how economic integration in tourism

sector can achieve the sustainability of: growth of economic, prosperity and welfare to all countries.

Finally, we would like to thank the researchers for their willingness to share their research and ideas. Without their efforts, this proceeding would not possible. The committees and editors deserve special thanks for their outstanding effort in reviewing and preparing the event and manuscripts for publication. We hope that this compilation of papers can enrich our perspective in Tourism strategic analysis and opportunities.

Tanjung Pinang, March 3<sup>rd</sup>, 2017  
Prita Ayu Kusumawardhany  
Chairwoman of 14<sup>th</sup> INSYMA



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## SOME FACTORS IN THE ADOPTION OF UBAYA LEARNING SPACE BASED ON TECHNOLOGY ACCEPTANCE MODELS

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### Abstract

The purpose of this paper is to study the factors that affect the acceptance of UBAYA Learning Space based on Technology Acceptance Model. The theory used in this paper is technology acceptance model which designed specifically to study the acceptance of particular technology.

A total of 176 respondents in University of Surabaya completed the survey. The paper use six variables in e-learning context: technical support (TS), perceived usefulness (PU), computer self-efficacy (CSE), perceived ease of use (PEOU), attitude (A), and system usage (SU). SPSS version 23 and Lisrel version 8.70 are used to analyze the data.

The result of this paper reflect that acceptance and usage of ULS are directly influenced by perceived usefulness and indirectly by perceived ease of use. The biggest indirect effect is given by technical support, thus bring us to conclusion that technical support affect the usage of ULS.

Keywords: University of Surabaya, technology acceptance model, WebCT, Virtual learning platforms

## ANALYZING THE DEVELOPMENT OF TOURISM INDUSTRY IN SEVERAL CULTURAL EVENTS AT BATAM REGENCY, RIAU ISLAND PROVINCE

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### Abstract

This study aimed to discover the development of tourism industry in several cultural events at Batam Regency, Riau Island Province. This is seen crucial as it deals with how the cultural event in tourism industry may affect the intensity of tourists' revisit and tourism development. The data were obtained from interview and library research about the number of tourists' visits on the cultural events and the increased number of the local revenue. The data were analyzed through qualitative data analysis. The results from the study showed how effective the cultural events to attract tourists' revisit, develop the tourism industry, and local revenues. These are seen from the aspects like quality of accessibility, marketing, accommodation and venue

Keywords: development, tourism industry, cultural event, tourists' revisit, effectiveness



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