

UNIVERSITAS INTERNASIONAL BATAM

Undergraduate Bachelor Management of Tourism Concentration
Bachelor of Management Program
Even Semester 2018/2019

Residents' support for tourism development: The role of residents' place image and perceived tourism impacts in Batam City

NPM: 1541383

Andoli Efrani

Abstrak

Current research to measure citizens' perceptions of the impact of tourism, this study explores the role of images of places where citizens form their support for tourism development. Based on the literature review in the last 1 decade, this study uses the image of place as an independent variable. The perceived economic, socio-cultural and environmental impacts are intervening variables in this study. Support for tourism development is the dependent variable in this study.

This study uses permanent residents of Batam City as samples or research objects. The use of the method in this study is non probability sampling that is by purposive sampling method, where the sample is taken by the researcher based on subjective considerations, with the requirements made as criteria that must be met in the sample. The sample size in this study was analyzed using the Statistical Package for the Social Sciences (SPSS) program.

After processing and analyzing data on the existing questionnaire, the results obtained indicate that the perceived socio-cultural, environmental and economic impacts of tourism as well as the role in the image where the population has a significant positive and negative relationship with the perception of citizens in providing their support for tourism development. Residents through the image they live in can shape their perceptions of tourism development, and can have a positive impact on the socio-culture, environment and economy.

Keywords:

Destination image, Support for tourism development, Impact of tourism