

**ANALYSIS OF THE EFFECT OF ECONOMIC FACTORS AND
RESIDENTS 'WELCOMING TOURIST TO PRO-TOURISM BEHAVIOR IN
BATAM WITH ATTITUDE AS INTERVENING**

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ABSTRACT

The current rapid development of tourism has become the livelihood for residents, as a result the living standard of local populations greatly depend on it. The behavior of the population in tourism development is seen as a prerequisite for sustainable tourism. This sustainability can be realized if the opinions of the population are considered and integrated into tourism development to figure the continuation of tourism development. This study examines economic factors, namely the state of the local economy and personal economic benefits, and also non-economic factors, namely residents' welcoming tourists as an antecedent of people's attitudes toward tourism and the behavior of developing pro-tourism behavior.

Results of the study indicate the variable attitude to negative impacts on pro-tourism behavior, personal economic benefit variable to attitude to negative impacts, state of the local economy variable to attitude to negative impacts and pro-tourism behavior have no significant effect. As for the variable attitude to positive impact on pro-tourism behavior, personal economic benefits to attitude to positive impact and pro-tourism behavior, residents' welcoming tourist to attitude to negative impact, positive impacts, and pro-tourism behavior, also state of the local economy to attitude to negative impact have significant results.

Keywords: *Financial ability, population behavior, attitude to tourism, welcoming tourists*