

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS OF POPULATION ATTITUDE TOWARDS SUSTAINABLE TOURISM DEVELOPMENT POTENTIAL IN BATAM CITY

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ABSTRACT

The purpose of the research is to find out various factors influencing the variable sense of place, tourism development potential, perceived collective benefit, perceived collective cost, perceived personal benefit, perceived personal cost, and tourism development support that were analyzed in this study.

The object of this research is residents of Batam who have visited villages having a historical and cultural object in Batam such as Camp Vietnam, Kelembak Village, Kampung Tua Terih, and Sembulang. By using a random sampling method in taking samples and analyzed using the PLS-SEM (Partial Least Square Structural Equation Modeling) system.

The data obtained in this study shows the results of the variable sense of place, tourism development potential, perceived collective benefit, and perceived personal benefit positively affect tourism development support. While the variable perceived collective cost and perceived personal cost which is the cause of the lack of support from the community negatively affects tourism development support.

Keywords: *Sense of Place, Tourism Development Potential, Perceived Collective Benefit, Perceived Collective Cost, Perceived Personal Benefit, Perceived Personal Cost, Tourism Development Support.*