

**DAYA SAING DESTINASI PARIWISATA SURABAYA
BERDASARKAN PENILAIAN WISATAWAN**

**TOURISM DESTINATION COMPETITIVENESS OF
SURABAYA BASED ON TOURIST'S ASSESSMENT**

TESIS

Diajukan untuk memenuhi salah satu syarat mendapatkan gelar
Magister Manajemen Pariwisata pada Program Pascasarjana
Sekolah Tinggi Pariwisata Bandung



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**PROGRAM STUDI ADMINISTRASI PARIWISATA
SEKOLAH TINGGI PARIWISATA
BANDUNG
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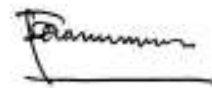
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PERNYATAAN KEASLIAN TESIS

Dengan ini saya menyatakan bahwa:

1. Karya tulis saya, tesis ini adalah asli dan belum pernah diajukan untuk mendapatkan gelar akademik, baik di Sekolah Tinggi Pariwisata Bandung maupun perguruan tinggi lainnya.
2. Karya tulis ini murni gagasan, rumusan, dan penelitian saya sendiri tanpa bantuan dari pihak lain kecuali arahan dari tim pembimbing.
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4. Pernyataan ini saya buat dengan sesungguhnya dan apabila dikemudian hari terdapat penyimpangan dan ketidakbenaran dalam pernyataan ini, maka saya bersedia mendapat sanksi akademik berupa pencabutan gelar yang telah diperoleh karena karya tulis ini serta sanksi lainnya sesuai dengan norma yang berlaku.



ABSTRAK

Penelitian ini bermaksud untuk mendalami dan menganalisis daya saing destinasi pariwisata Kota Surabaya berdasarkan penilaian wisatawan melalui pendekatan model terintegrasi Dwyer and Kim pada tingkat regional. Guna menilai daya saing industri pariwisata dapat menggunakan parameter daya saing dengan menerapkan enam komponen utama diantaranya sumber daya yang diwariskan (alam dan kebudayaan), sumber daya yang diciptakan, faktor pendukung, faktor situasi kondisional, faktor permintaan dan faktor manajemen destinasi yang selanjutnya dijabarkan ke dalam 69 indikator daya saing.

Penelitian ini dilakukan dengan pendekatan kuantitatif dengan informasi penelitian dikumpulkan dari 345 responden dengan menggunakan kuesioner. Informasi yang terhimpun selanjutnya diproses melalui analisis faktor. Temuan penelitian menunjukkan bahwa penilaian wisatawan terhadap enam komponen daya saing destinasi Kota Surabaya tergolong tinggi yaitu: (1) sumber daya yang diwariskan 3,34 atau cukup baik; (2) sumber daya yang diciptakan 3,67 atau baik; (3) faktor pendukung 3,91 atau baik; (4) faktor situasi kondisional 3,76 atau baik; (5) faktor permintaan 3,69 atau baik; dan (6) faktor manajemen destinasi 3,19 atau cukup baik. Sedangkan berdasarkan hasil uji analisis faktor dari enam komponen utama model terintegrasi Dwyer dan Kim terbentuklah 3 faktor baru yaitu (1) *suprastructure supporting*; (2) *destination management and attraction*; dan (3) *destination efficiency (value)*.

Kata kunci: daya saing destinasi, penilaian wisatawan, model terintegrasi Dwyer and Kim, analisis faktor.

ABSTRACT

This study intends to explore and analyze the competitiveness of Surabaya City tourism destinations based on tourist assessment through the integrated approach model of Dwyer and Kim at the regional level. To assess the competitiveness of the tourism industry, it can use the competitiveness parameter by applying six main components including inherited resources (natural and cultural), resources created, supporting factors, conditional situation factors, demand factors, and destination management factors which are further described in 69 indicators of competitiveness.

This research was conducted with a quantitative approach with research information collected from 345 respondents using a questionnaire. The information collected is then processed through factor analysis. The research findings show that the assessment of tourists on the six components of Surabaya City's destination competitiveness is high, namely: (1) the inherited resources are 3.34 or good enough; (2) resources created are 3.67 or good; (3) supporting factors 3.91 or good; (4) conditional situation factors 3,76 or good; (5) demand factor 3.69 or good; and (6) destination management factor 3,19 or good enough. While based on the results of the factor analysis test of the six main components of the integrated model Dywer and Kim, 3 new factors were formed, namely (1) suprastructure supporting; (2) destination management and attraction; and (3) destination efficiency (value).

Keywords: destination competitiveness, tourist assessment, Dwyer and Kim's integrated model, factor analysis

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