

ABSTRAK

Siti Fatimah Abd Rachman, 2024. Analisis Daya Saing Industri Pariwisata Di Kota Ternate Untuk Meningkatkan Ekonomi Daerah (Studi Kasus Pantai Tolire kecil)
Dibimbing: Mohammad Khotib, Dan Muhammad Kamal.

Kota Ternate memiliki potensi obyek wisata yang banyak dan tidak kalah dengan kabupaten/kota yang lain berada di Provinsi Maluku Utara khususnya dan Indonesia umumnya, dari wisata alam hingga wisata sejarah. Namun hal ini masih belum mampu menjadikan pariwisata sebagai sektor unggulan yang dapat berkontribusi bagi pertumbuhan ekonomi di Kota Ternate. Penelitian ini merupakan penelitian deskriptif dan survei, yang bertujuan untuk mengukur daya saing pariwisata Kota Ternate. Pengukuran daya saing pariwisata dilakukan secara kualitatif, daya saing secara kuantitatif dilakukan dengan perhitungan Human Tourism Indicator (HTI), Price Competitiveness indicator (PCI), Infrastructure Development Indicator (IDI), Environment Indicator (EI), Indikator ini menunjukkan kualitas, Technology Advancement Indicator (TAI), Human Resources Indicator (HRI), Openess Indicator (OI) dan Social Development Indicator (SDI).

Pengukuran daya saing secara kualitatif dilakukan berdasarkan perspektif wisatawan terhadap citra dan aksesibilitas destinasi wisata, kepuasan dan minat kunjung ulang wisatawan ke destinasi wisata Kota Ternate dan sekitarnya. Populasi dalam penelitian ini adalah wisatawan di Kota Ternate dan sekitarnya. Sampel berjumlah 103 responden. Pengumpulan data dilakukan secara purposive sampling. Data dianalisis secara kualitatif melalui pengukuran indikator daya saing pariwisata dan statistik deskriptif.

Kata kunci: Indeks Daya Saing Pariwisata, Citra Destinasi, Aksesibilitas, Kepuasan, Minat Kunjung Ulang

ABSTRACT

Siti Fatimah Abd Rachman, 2024. *Analysis of the Competitiveness of the Tourism Industry in Ternate City to Improve the Regional Economy (Case Study of Tolire Kecil Beach)* Supervised: Mohammad Khotib, and Muhammad Kamal.

The city of Ternate has a lot of potential tourist attractions and is no less than other districts/cities in North Maluku Province in particular and Indonesia in general, from natural tourism to historical tourism. However, this is still not able to make tourism a leading sector that can contribute to economic growth in Ternate City. This research is a descriptive and survey study, which aims to measure the tourism competitiveness of Ternate City. The measurement of tourism competitiveness is carried out qualitatively, quantitative competitiveness is carried out by calculating the Human Tourism Indicator (HTI), Price Competitiveness Indicator (PCI), Infrastructure Development Indicator (IDI), Environment Indicator (EI), This indicator shows quality, Technology Advancement Indicator (TAI), Human Resources Indicator (HRI), Openness Indicator (OI) and Social Development Indicator (SDI).

Qualitative competitiveness measurements are carried out based on tourists' perspectives on the image and accessibility of tourist destinations, satisfaction and interest in returning tourists to tourist destinations in Ternate City and its surroundings. The population in this study were tourists in Ternate City and its surroundings. The sample consisted of 103 respondents. Data collection was carried out using purposive sampling. Data were analyzed qualitatively through measuring tourism competitiveness indicators and descriptive statistics.

Keywords: *Tourism Competitiveness Index, Destination Image, Accessibility, Satisfaction, Interest In Repeat Visits*