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Judul Artikel : Oportunities and Challanges of Tourism Industry
Nama Penulis : Eddy Yunus, Meithiana Indrasari
Jenis Publikasi : Jurnal Ilmiah Internasional
Tempat Publikasi : International Journal of Economic Research (IJER) Vol. 14 No. 7,
2017, Halaman 277-291, ISSN 0972-9380,
Alamat URL : <http://repository.unitomo.ac.id/573/>

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International Journal of Economic Research 277 Opportunities and Challenges of Tourism Industry Eddy Yunus¹ and Meithiana Indrasari² 1,2University Dr. Soetomo, Surabaya, Indonesia AbstrAct Script writing this article aims to describe the opportunities and challenges of the tourism industry in East Java. The method used in writing this article is to use a variety of materials obtained in the review of books, journals and related electronic sites.

Part on the performance achieved through descriptive analysis of data collected from the Department of Tourism and related agencies. The performance analysis is done by using graphs or tables. Challenges are provided based on a review of literature on the various articles about tourism in Indonesia The perspective of the tourism industry in East Java still gives great hope for economic growth in the future, considering the tourism industry has always collaborated with the creative industries in the life cycle of the business, in which the two sectors are always involves perpetrators and instigators of its core SME sector, while in constellation of the Asean Economic Community (AEC)

Keywords: Opportunities, challenges, tourism. GIAnce tourism in eAst JAvA 1.

Economic Asean Community (AEC), or commonly known as the Asean Economic Community (AEC) is a political and strategic decisions of a country in order to help build a national economic development in an integrated manner with the countries in the Asean region. Asean Economic Community (AEC) is an opportunity as well as challenges faced by all levels of society in Indonesia, both as a business and as consumers.

Bishop (2010), states that the global political and economic liberalization The resulting depletion of agriculture as an export has caused SIDS will push to tourism. Indonesia friendliness of the people is the opportunity to create opportunities and provide an