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IDENTIFIKASI FAKTOR-FAKTOR PEMBENTUK DAYA TARIK WISATA PANTAI TELUK PENYU KABUPATEN CILACAP BERDASARKAN PERSEPSI DAN PREFERENSI PENGUNJUNG

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Abstract : *The growth of tourism which employs nature potencies as a tourism decoy becomes a good opportunity for Cilacap municipality. Its shown that tourism development in this municipality mostly done by using natural resources as the fascination. Encouragement to raise the quality of tourism in Cilacap Municipality is carried out on the superior tourism venue "Teluk Penyus Beach". Consequently the growth and promotion of that tourism campaign have brought many positive result for the civilians nearby. What so-ever, consequently occurring inequality between the need for fascination and the attraction available. Hence the visitor were not satisfied and it effected to the stability of animal visiting record level. The might occurred due to unconcentrated services by the management to all structure component which created the fascination properly. Therefore they couldn't give sufficient services to the tour location. Obviously visitor are very important for tourism, hence they must be served as good as possible to feel comfort and enjoy, then they might return next time. Assessment or desire of the visitors for an enjoyable fascination has a significant role the possibility for them to return the same place, despite the cost matters, therefore its very necessary to evaluate "did the tourism fascination at Teluk Penyus Beach Cilacap municipality could satisfy the visitor or not", and what do visitors expect? Thus the objective of this research is to identify this research is to identify some factors which composed tourism attraction at Teluk Penyus Beach, Cilacap municipality based on perception and preference of the visitors, and also determine priority of its development Analysis in this research uses several methods such as "Descript Analysis Method" and quantitative analysis method. DAM which using "Single Variable Analysis" is employed to figure out the visitors perception and preference to fascination composer at Teluk Penyus and determine its priority order. According to the result by doing some analysis to visitors, we have acquired several factors which composed the tourism fascination at Teluk Penyus based on visitors perception and preference simultaneously the priority order its development. First, factors of structures and infrastructures, second, factor of natural tourism of fascination, Third, factor of accommodations, fourth, factors of special tourism attraction, fifth, factors of social and cultural tourism attraction, sixth, factors of accessibility. Recommendedly to enhance the services sustainable to every factors which compose the tourism fascination increating the attraction or supporting factor.*

Key Word : Tourism Fascination, Visitors, Perception, Preference