ABSTRACT

THE PERCEPTIONS OF TOURISTS WHO VISITED GUNUNG DEMPO TOURISM OBJECT IN SOUTH PAGAR ALAM SUB DISTRICT OF SOUTH SUMATERA PROVINCE

By

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The objective of this research was to find out information about perceptions of tourists who visited Gunung Dempo tourism object in Pagar Alam sub district of South Sumatera province in 2013. The study emphasize in this research was to concern all perceptions of tourists about Gunung Dempo tourism object including its tourism attractiveness, accessibility, facility, security, promotion, and information of this tourism object.

This research used survey method. Research object was perceptions of tourists who visited Gunung Dempo tourism object. Research subjects were tourists of Gunung Dempo tourism object. Data were collected with observations, structured interviews, and documentations. Data were analyzed using percentage quantitative data analysis in the form of single table.

The results showed that 76.5% respondents stated that Gunung Dempo tourism object had distinctive attractiveness for tourists. 70% stated that accessibility to the tourist object location was good enough. 92.5% respondents stated that facilities in the tourism object location were sufficient and complete’ 80% respondents stated that security in the tourism location was conducive enough, and 65% respondents stated that promotion and information about Gunung Dempo tourism object were sufficient.

The conclusion is that the perceptions of tourists who visited Gunung Dempo tourism object in Pagar Alam sub district of Pagar Alam district in South Sumatera province in 2013 show that this tourism object is attractive.

Keywords: perception, tourists, tourism object