

## Consumer preferences toward marine tourism area

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### Abstrak

The marine zone tourism is growing attracting more tourists. Pramuka Island is marine conservation marine biodiversity in coral reefs and other natural resources. To develop this potential tourist destination, a customer-based marketing program is required to attract domestic and foreign customer-based mark. The main vision is to understand tourist preferences for marine tourism activities and facilities. A research was conducted on Pramuka Island as a well-known marin tourism zone. The objective was to determine the tourist preferences for marine Research methods utilized Cochran test and Conjoint showed that there was a analysis where the primary data were obtained from tourist respondents. The result showed that there was tourist preference based on the five attributes considered most important, namely tourism activities, tourist attractions, types of accommodation food and souvenirs types. This study provided provided marine tourism destination management with useful guidance for broader implications of the implementation of marketing programs and tourism attraction. Moreover, the results of this study consolidated the learning of a variety of academic and industrial research papers in particular for the measurement of customer preferences towards marine tourism destination.