

## Preferensi Objek Wisata Kota Bogor Berdasarkan Karakteristik Demografi Wisatawan = Tourist Attraction Preferences in Bogor City Based on Tourists' Demographic Characteristics

Muhammad Rifqi, author

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### Abstrak

Industri pariwisata memainkan peran utama yang memicu pertumbuhan ekonomi dan merangsang pengembangan sektor lain di suatu wilayah. Kunjungan wisatawan di dalamnya menjadi penentu keberhasilan pariwisata suatu daerah, dan Kota Bogor mencatatkan prestasi tinggi dalam jumlah kunjungan. Potensi Kota Bogor dalam pariwisata didukung oleh berbagai objek wisata yang memainkan peran kunci dalam menarik wisatawan dan memicu motivasi untuk melakukan perjalanan. Penelitian ini bertujuan untuk menganalisis preferensi objek wisata Kota Bogor berdasarkan karakteristik demografi wisatawan. Metode penelitian yang digunakan melibatkan analisis statistik deskriptif dan analisis spasial. Hasil penelitian menunjukkan bahwa wisatawan satu objek didominasi wisatawan usia 24 - 30 tahun, jenis kelamin laki-laki, dan pekerjaan pegawai swasta. Wisatawan dua objek wisata didominasi wisatawan usia 17 - 23 tahun, 30 - 40 tahun, dan lebih dari 40 tahun, jenis kelamin perempuan, dan pekerjaan pegawai swasta. Wisatawan tiga objek wisata didominasi wisatawan usia 17 - 23 tahun, 30 - 40 tahun, dan lebih dari 40 tahun, jenis kelamin laki-laki dan perempuan, dan pekerjaan pegawai swasta. Motivasi dominan untuk wisatawan satu objek wisata, wisatawan dua objek wisata, dan wisatawan tiga objek wisata adalah adalah restorasi.

.....The tourism industry plays a primary role in triggering economic growth and stimulating the development of other sectors in a region. Tourist visits are a decisive factor for the success of tourism in an area, and the city of Bogor has achieved high performance in terms of visitor numbers. The tourism potential of Bogor is supported by various tourist attractions that play a key role in attracting visitors and motivating them to travel. This research aims to analyze the preferences for tourist attractions in Bogor based on the demographic characteristics of tourists. The research methodology involves descriptive statistical analysis and spatial analysis. The research findings indicate that visitors to the first tourist attraction are predominantly in the age group of 24 to 30 years, male, and employed in the private sector. Visitors to the second tourist attraction are dominated by individuals aged 17 to 23 years, 30 to 40 years, and over 40 years, female, and employed in the private sector. Visitors to the third tourist attraction are predominantly in the age groups of 17 to 23 years, 30 to 40 years, and over 40 years, both male and female, and employed in the private sector. The dominant motivation for tourists with one tourist attraction, tourists with two tourist attractions, and tourists with three tourist attractions is restoration.