

ABSTRACT

Moch. Amin Zainullah. 2015. Thesis. Title: " Knowledge, Perceptions, and Motivation Travelers In Visit To Desa Pemuteran, Grokgak, Buleleng - Bali "
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Pemuteran village is a village that is the same as most villages in Indonesia and a population of about 2,603 heads of households as well as most of its residents work as farmers and fishermen. Pemuteran village far from town, the village seemed dead and there is no port and airport in the village. But thanks to the efforts and hard work of residents of the village berubahlah dead village ecotourism berbasis on locality, and berdatanganlah foreign tourists. That is the background for researchers to formulate the problem of how knowledge and perception of tourists can come to the village of Pemuteran reasoning and what they want to come to this place

his study used descriptive qualitative approach which clearly aim portrait research focus include knowledge, perception, and travel motivations. There were 10 subjects of research data collected by observation, interview, and documentation. Data analysis techniques through three stages : reduction, data presentation, and conclusion.

The results showed tourists to the village Pemuteran knowledge is product knowledge. That's because tourists can give an opinion about Pemuteran village that this village is the place for diving or snorkeling, beautiful place there is a lot that can go there like temples, turtle farms, and waterfalls, as well as in the village of Pemuteran is a coral conservation. Traveler 's perception of the positive Pemuteran village it is in because tourists get stimulation from outside himself. Such as the environment clean, comfortable and quiet so tourists can conduct its activities comfortably. Motivation tourists visiting the village of Pemuteran is a physical motivation and personal motivation. This is because the reason tourists to the village of Pemuteran dalah to enjoy existing tourist attraction and also visiting friends in the village of Pemuteran