

ABSTRACT

Bougenville Park is a natural tourist destination at Puntang mountain, Kabupaten Bandung. This recreation place provides an open natural atmosphere to tourists so that tourists feel relaxed and free from tedious daily activities. This is a driving factor for tourists which then creates motivation for tourists to travel. The driving factor emerges from within each individual to make a trip to a place or can be said as a tourist destination, this is an internal factor because it appears from within. After finding the driving factors in Taman Bougenville tourist attractions, the authors explained in this study what was the driving factor of tourists in Taman Bougenville, as well as what motivated tourists to travel to Taman Bougenville by applying descriptive qualitative methods, and for data collection using observation methods. interviews, documentation studies that produce factors that encourage tourists to travel and motivate tourists in Taman Bougenville. From the research conducted, the driving factors in Taman Bougenville consist of escape, relaxation, play, and strengthening family bonds. From the four aspects, physical, fantasy and social motivation arises. The three motivations converge into rational and emotional motivation. The results obtained are the dominant push fact in Taman Bougenville are strengthening family bonds and relaxation, and the dominant tourist motivation is social motivation.

Keywords: Push Factor, Tourist's Motivation, Taman Bougenville