

ABSTRACT

Attractions are all places or natural circumstances that have a tourism resource that is constructed and developed so that it has the appeal and cultivated as a place that tourists visit. The number of tourist attractions in West Java is an important potential to be managed and handled properly so that the potential can contribute to the development of the country, both in terms of economic, social and community, and also the preservation of Environment. The perception of tourists to a tourist attraction can influence the assessment of a tourist destination that is expressed through the perspective and expression of the tourists visiting a tourist destination. This research aims to find information about the perception of tourist attraction of Floating Market Lembang West Bandung Regency. The point of study in this study is the attraction, accessibility, infrastructure, facilities, and security that exist in the tourism object. The research uses a qualitative method of descriptive research to describe the detailed activities and management strategies of the tourism objects applied. Data analysis methods with data reduction, data presentation and triangulation.

Keywords: Tourism, Perception, Tourist, Tourist Attraction