

MOTIVASI WISATAWAN MENGUNJUNGI TAMAN NASIONAL KOMODO, FLORES, NUSA TENGGARA TIMUR

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Abstrak: Taman Nasional Komodo menawarkan wisata minat khusus (SIT) yaitu ekowisata, dimana wisatawan dapat melihat langsung keindahan alam Labuan Bajo, Flores dan habitat salah satu hewan reptil terbesar yang sudah langka yaitu komodo. Penelitian ini dilakukan untuk mengkaji faktor-faktor apa saja yang menjadi faktor pendorong serta penarik motivasi wisatawan domestik dan mancanegara dalam memilih Taman Nasional Komodo di Flores, Nusa Tenggara Timur sebagai destinasi wisatanya. Jenis penelitian yang dilakukan adalah eksploratif dengan teknik analisa faktor sebagai teknik untuk menganalisa data. Hasil penelitian mengungkap bahwa terdapat 3 faktor pendorong (*push factor*) yakni 'pembangunan sebuah hubungan' yang merupakan faktor paling dominan, 'memelajari dan mengalami sebuah petualangan yang baru', 'keluar dari rutinitas sehari-hari', serta 4 faktor penarik (*pull factor*) baru yakni 'ketertarikan terhadap daya tarik lokal' yang merupakan faktor yang paling dominan, 'kemudahan mendapatkan informasi dan transportasi', 'pesona alam', 'daya tarik khusus turis'.

Kata kunci:

Motivasi, Faktor Pendorong, Faktor Penarik, Wisata minat khusus, Taman Nasional Komodo, Flores

Abstract: Komodo National Park offers a kind of special interest tourism, which is ecotourism whereas tourist would be able to directly see the beautiful natural scenery of Labuan Bajo, Flores and the habitat of one of the largest rare reptile animals namely komodo. This study was conducted to examine what are the travelers' motivations to choose Komodo National Park in Flores, East Nusa Tenggara as their destination. The research method is explorative with factor analysis as the technique to analyze the data. The result revealed that there are three push factors, namely 'building relationship' which is the most dominant factor, 'novelty in challenges and adventure achievement', 'escape from routine'; and 4 pull factors which are 'local attraction' which is the most dominant factor, 'accessibility of information and transportation', 'natural resources', 'key tourist resources'.

Keyword:

Motivation, Push factors, Pull factors, Special Interest Tourism, Komodo National Park, Flores

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