

ABSTRACT
ANALYSIS POSITIONING TAMAN TEMATIK IN BANDUNG BASED TOURISM
EXPERIENCE (STUDY IN: TAMAN FILM, TAMAN FOTOGRAFI, DAN TAMAN
MUSIK)

Activities Tourism is one way to diversify the economic structure to promote the development of a city and even country. The development of tourism can be determined by the existence of a balance between the economy and the principle instrument-pronsip tourism. In this case considered to foster tourism in both the social sector, education and culture of the national economy and provide a large role in the income of a region or a country that is growing. In the world of tourism, tourists become consumers of place or culture as well as buyers of tourism products. Tourism Experience is very important that the visitors got the motivation towards their understanding to undertake the visit. Therefore, the experience of tourism can be used as one of the attributes to determine what is perceived visitors when visiting the park with the third position of the hobby-themed art.

This study aims to describe a map of the position of the three Thematic Park in Bandung city, The Film park, The Photography park and The Music Park based tourism experience, by measuring the eleven attributes of tourism experiences / tourism experience.

Methods of data collection is done by distributing questionnaires to people who've been to Yosemite Film, Wildlife Photography and Music Park with a sample of 400 people. Data analysis technique used is Correspondence Analysis (CA) in SPSS depicting positioning of the three thematic gardens.

Based on the results of data processing can be seen that each thematic park has its own advantages and rated different from each other. Visitors see that that are the hallmark The Film Park is a memory that can be visitors. The photography park is considered to have the advantage on the relaxed feeling. The Music Park assessed visitor has the advantage in awe.

This study suggests that each thematic gardens can increase his lead through good management of the parks and take advantage of the attributes of each tourism experience in marketing activities

Keywords: Positioning, Tourism Experience, Thematic Parks