

## **ABSTRACT**

*The Indonesian tourism sector is established as a leading sector with a multiplier effect to stimulate economic growth and create many local jobs and businesses in the tourism business. In order to develop tourism in an increasingly competitive sector, the government has launched Super Priority Tourism Destinations as excellent destinations and has set a primary focus on quality tourism experience, achieved by increasing tourist satisfaction, sustainable tourism development, developing skilled labor, and utilizing technology. In addition, developing tourism can be done by evaluating competitive and relevant destination attributes to build destination capacity as well as the best business strategies, and prepare quality tourism. The quality of tourism is assessed from its capabilities in meeting the expectations of tourists about destination attributes to create satisfaction with the price and value offered in tourism destinations. This study aims to measure tourist satisfaction with destination attributes based on the perception of tourists on TripAdvisor. The measurement was carried out using Kano Model, which was a process of identifying destination attributes as a measurement of service performance in meeting tourist expectations. The findings in this study are the attributes of destination accessibility, activities and special events, customized services, local foods and restaurants, natural environment and landscape are able to contribute to the creation of tourist satisfaction. On the contrary, destination management is a destination attribute as a determining factor for the creation of tourist dissatisfaction. In addition, the priority order of destination attributes based on resource allocation shows destination management and quality of shopping as the main priority destination attributes in corrective actions on the development of the Super Priority Tourism Destinations referring to 3A (attractions, accessibilities, and amenities). The result of this study is expected to be an evaluation in taking a more holistic and integrative approach as a reference for the development of tourism destinations in the tourism sector in Indonesia.*

**Keywords:** *Tourism Sector, Super Priority Tourism Destinations, Tourist Satisfaction, Destination Attributes, Kano Model*