

ABSTRACT

The natural beauty of a region is an asset and potential of a region, capable of being developed and utilized to advance the economy of a region. The phenomenon that occurs today is that many areas have the potential as tourist destinations, but are not managed and equipped with proper supporting facilities as tourist areas. Evaluation is needed to create a sense of comfort, safety, and order in an area that has the potential to become a tourist destination by taking into account the ecological and social aspects of adjusting to regional conditions. Teluk Penyu Tourism Area which is located on the south coast of Cilacap Regency. A tourist area is considered feasible if it meets the wishes of tourists, basically tourists want to be served and want to feel the ease of access to decent accommodation with what is expected. This study uses the Kano Method which focuses on the facilities and facilities presented by determining the variables and attributes that have been adjusted, based on accessibility, tourist amenities (amenity), tourist attractions (attraction), and additional services (ancillary). This happens because it adjusts to the scope of the research. The results showed, as many as 20 attributes of visitor satisfaction statements that were used there were 1 statement attribute in the Must Be category, 8 statement attributes in the one-dimensional category, 7 attributes in the Attractive category, and 4 statement attributes in the Indifferent category. The must-be and one-dimensional categories are attributes that need to be prioritized for improvement. The highest satisfaction value was obtained at 0.71 on the statement that it was clean and neatly arranged (AM1) into the one-dimensional category, and the highest dissatisfaction value of 0.68 on the statement that Teluk Penyu tourism area was clean and neatly arranged (AM1), and on the statement that it was easy to find trash cans (AM6).

Keywords: *Facilities, Kano Model, Satisfaction, Tourist Attraction, Tourism*