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ABSTRACTION

This research was conducted in the Batioh village of the Banyuates sub-district Sampang District - Madura . The purpose of the study to identify the factors that motivate, typology and characteristics of visitors at Monkey Forest tourism Nepa. The sampling method using accidental sampling, while for the method of analysis using Quantitative Descriptive Analysis and Chi-Square Analysis. The results of this study indicate Characteristics and typology of visitors Monkey Forest tourism Nepa in the majority of visitors Monkey Forest tourism Nepa is dominated by the students at a young age and not have a job and have no income. While the typology visitors included in the typology Allocentris. While the method based on chi-square analysis motivating factors of educational tours, physical and psychological motivation, motivation fantasy, cultural motivation and social and interpersonal motivation is not related to the frequency of visits and the decision of the respondents to pay a visit to the forest Nepa but visitors are motivated because of the distance factor close, affordable prices and the lack of choice of other tourist attractions in the Banyuates district.

Keywords : Typology of visitors, Allocentris, Travel Motivation, Monkey Forest tourism Nepa.