

ABSTRACT

For every tourism destination, the study of the characteristics and profile of tourists who come became an important thing. So this research studied the profile of tourists visiting Riau, that the results can be used to estimate the characteristics of tourists.

Based on study, we found 34% of tourists visiting to Kampar were psychocentric and the rest (68%) were allocentrics. While the Pasar Bawah gained 76% of travelers have psychocentric characteristics, and 24% were allocentrics.

Key Words : Profile, Psychocentric, Allocentrics