**Preferensi Wisatawan terhadap Atribut Wisata Budaya Bali**

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***Abstract***:

This study aims to analyze tourists' preferences for cultural tourism in Puri Agung Karangasem, Pura Luhur Uluwatu, and Panglipuran Village in Bali using conjoint analysis method. Relevant attributes were developed, and data collection was conducted through an online questionnaire with 149 respondents. The utility assessment results indicate that the visit location, accommodation, group travel options, duration of visit, main motivation, and travel package choices significantly influence tourists' preferences. Importance value confirms that group travel options, duration of visit, visit location, and motivation are the most important attributes influencing preferences. Strong and significant correlations were also found between preferences for these attributes. Recommendations from this research include: cultural tourism, tourist preferences, conjoint analysis, Bali, tourist destinations.

*Keywords: cultural tourism, Bali, conjoint analysis, tourists' preferences, tourism destination*

*Keywords: Wisata Budaya, Bali, Conjoint Analysis, Preferensi Wisatawan, destinasi wisata*