

## Analysis Of The Influence Of Tourism Attraction On Domestic Tourist Visits To Tourism Attractions In Ciwidey

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***Abstract** . Tourism is an important sector in the economic development of a region, with tourist attractions being a key factor in attracting visitor arrivals. This study aims to analyze the influence of tourist attractions on domestic tourist visits to tourist destinations in Ciwidey, Bandung Regency. A qualitative approach was used with data collection techniques consisting of in-depth interviews and participatory observation with domestic tourists visiting Ciwidey. The results show that natural beauty, cultural uniqueness, and a variety of tourist activities are the main attractions in Ciwidey. These findings provide valuable insights for the development of tourism in Ciwidey, including preserving natural beauty, expanding tourist activity variations, and addressing challenges related to infrastructure and visitor management.*

***Keywords** : Tourism, Tourist Attractions, Tourist Visits, Ciwidey, Bandung Regency.*

### INTRODUCTION

The tourism industry has an important role in a regional economy, not only in increasing income but also in expanding employment opportunities and strengthening local infrastructure. In Indonesia, tourism is a rapidly growing sector, with many interesting destinations spread throughout the country. One area that has great tourism potential is Ciwidey, a tourist area located in Bandung Regency, West Java. Ciwidey is known for its natural beauty, including Lake Situ Patenggang, Kawah Putih, as well as many other natural tourist attractions that attract the attention of domestic tourists.

However, even though Ciwidey has great tourism potential, there has not been much in-depth research on the factors that influence domestic tourists' visits to tourist attractions in this area. One factor that is believed to have a big influence in attracting tourists is tourist attraction. Tourist attractions include various factors, such as natural beauty, cultural uniqueness, tourist facilities and activities offered at the destination. Therefore, research that examines the influence of tourist attractions on domestic tourist visits to tourist attractions in Ciwidey is important to help local governments, tourism stakeholders and industry players in designing more effective tourism development strategies.

Although much research has been conducted on tourism in Indonesia, there is still a lack of understanding of the factors that influence domestic tourists' visits to tourist attractions in certain areas. In particular, there is not much research that specifically examines the influence of tourist attractions on domestic tourist visits in the Ciwidey area, Bandung Regency. Most of the existing research tends to be general in nature and has not focused on specific tourist destinations. Therefore, there is a need to fill this knowledge gap through more in-depth research on the factors that influence domestic tourist visits to Ciwidey, with a particular focus on the influence of tourist attractions.

The aim of this research is to analyze the influence of tourist attractions on domestic tourist visits to tourist attractions in Ciwidey, Bandung Regency, by identifying the tourist attraction factors that have the most influence in attracting domestic tourist visits to Ciwidey and analyzing the extent to which these factors influence the interest and decision of domestic tourists to visit Ciwidey. By achieving these objectives, it is hoped that this research can make a significant contribution to the understanding of the factors that influence tourism in Ciwidey and help in designing better tourism development policies and strategies in the area.

## **ETIS THEORY STUDY**

### **Tourist attraction**

Tourist attraction theory is an important concept in understanding tourist behavior. According to this theory, factors such as natural beauty, cultural uniqueness, the quality of tourist facilities, and the various activities offered at tourist destinations influence tourists' interests and decisions to visit a place. This theory has been widely used in the tourism context to identify factors that influence tourist visits.

### **The Influence of Tourist Attractions on Tourist Visits**

Previous research has shown that tourist attractions have a significant influence on tourist visits. For example, research by Wang and Xu (2019) found that natural beauty, cultural uniqueness, and service quality were the main factors influencing tourists' decisions to visit certain tourist destinations. Likewise, research by Kim et al. (2017) show that good tourist facilities and the variety of activities offered at a destination have a positive relationship with the number of tourist visits.

### **Tourism in Ciwidey, Bandung**

Previous studies have also highlighted the tourism potential in Ciwidey, Bandung Regency. Ciwidey is known for its stunning natural beauty, including Lake Situ Patenggang, Kawah Putih, and various other natural tourist attractions. Although there has been an increase in tourist visits to Ciwidey in recent years, there is still a need to better understand the factors that influence domestic tourist visits to this area.

Based on this theoretical study, the hypothesis underlying this research is that tourist attractions, which include factors such as natural beauty, cultural uniqueness, quality of tourist facilities, and various activities offered at the destination, have a significant influence on domestic tourist visits to the destination. tourism in Ciwidey, Bandung Regency.

## **RESEARCH METHODS**

This research uses a qualitative approach to gain an in-depth understanding of the influence of tourist attractions on domestic tourist visits to tourist attractions in Ciwidey. A qualitative approach allows researchers to explore phenomena in detail, understand social and cultural contexts, and capture individual perspectives and experiences. The population of this research is domestic tourists who visit tourist attractions in Ciwidey, Bandung Regency. The research sample will be selected using a purposive sampling technique, with the inclusion criteria being domestic tourists who are over 18 years old and have experience visiting tourist attractions in Ciwidey.

Data will be collected through in-depth interviews with domestic tourists who have visited Ciwidey. Interviews will be conducted face-to-face or by telephone, depending on the respondent's availability and preferences. Apart from that, participatory observation will also be carried out by researchers to understand directly the experiences of tourists when visiting tourist attractions in Ciwidey. This research will adopt a descriptive-qualitative research model. This model aims to describe and analyze phenomena in detail, without intervening or manipulating certain variables. With this approach, researchers will be able to understand in depth the influence of tourist attractions on domestic tourist visits to tourist attractions in Ciwidey, Bandung Regency.

## **RESULTS AND DISCUSSION**

### **A. Results**

During the in-depth interview process with domestic tourists who have visited Ciwidey, various interesting results have been obtained. Most respondents said that they were interested in visiting Ciwidey because of its stunning natural attractions, such as Lake Situ Patenggang and Kawah Putih. They describe Ciwidey's natural beauty as something unique and amazing, which is the main attraction for them. Apart from that, several respondents also highlighted the diversity of tourist activities offered in Ciwidey, from taking leisurely walks around the lake to taking photos at iconic locations.

However, although natural attractions were the main factor influencing their decision to visit Ciwidey, some respondents also stated that the quality of tourist facilities and the diversity of tourist attractions in the area had a significant influence. Several respondents highlighted the importance of adequate facilities, such as parking, toilets and rest areas, to increase the comfort of tourist visits. Apart from that, the diversity of tourist attractions in Ciwidey is also considered a positive thing, because it provides more choices for tourists to enjoy a variety of tourist experiences . The results of this research reveal various findings that are relevant to the influence of tourist attractions on domestic tourist visits to tourist attractions in Ciwidey, Bandung Regency. The following is a summary of the research results:

1. Factors of Tourist Attraction in Ciwidey

Data analysis shows that the most dominant tourist attraction factors in Ciwidey are natural beauty, cultural uniqueness and a variety of tourist activities. Tourists appreciate natural beauty such as Lake Situ Patenggang and Kawah Putih as the main attractions that make them interested in visiting. Apart from that, cultural uniqueness such as local traditions and artistic activities are also considered attractive to tourists. Various tourist activities, such as walking in nature, cycling and enjoying local culinary delights, also add value to the tourist experience in Ciwidey.

2. Domestic Traveler Experiences

Interview data reveals that domestic tourists' experiences in Ciwidey vary widely. Some tourists enjoyed their overall experience and called Ciwidey an amazing destination. They noted its natural beauty, the friendliness of the local people, and the variety of activities on offer as factors that made their visit enjoyable. However, there are also some tourists who face challenges, such as traffic jams and crowds of visitors at several tourist locations.

### 3. The Influence of Tourist Attractions on Tourist Interest

Data analysis shows that tourist attractions have a significant influence on domestic tourists' interest in visiting Ciwidey. Most respondents stated that attractive factors such as natural beauty, cultural uniqueness and the variety of tourist activities influenced their decision to visit Ciwidey. Positive tourist experiences in Ciwidey also increase their interest in returning to this destination in the future.

### 4. Tourism Development Strategy

The findings of this research also provide valuable insight for local governments, tourism stakeholders and industry players in designing tourism development strategies in Ciwidey. This research highlights the importance of preserving the natural beauty and unique culture of Ciwidey, as well as improving tourism infrastructure and facilities that support the tourist experience. In addition, it is important to pay attention to visitor management efforts to avoid congestion and over-tourism which can damage the environment and the tourist experience.

## **B. Discussion**

The results of this in-depth interview show that tourist attractions, especially in the form of natural beauty, play an important role in attracting domestic tourists to visit Ciwidey. This phenomenon is consistent with tourist attraction theory, which emphasizes that factors such as natural beauty and the diversity of tourist attractions have a significant influence on tourists' interests and decisions to visit a destination.

However, it is important to recognize that tourist attractions are not limited to natural beauty alone. The interview results also show that the quality of tourist facilities and the diversity of tourist attractions also have a role that cannot be ignored in attracting tourist visits. This is in accordance with previous research findings which show that factors such as service quality and diversity of tourist activities have a significant influence on tourists' decisions to visit a place.

In the Ciwidey context, it is important for local governments and tourism stakeholders to pay attention not only to the development and maintenance of natural beauty, but also to improving the quality of tourist facilities and diversifying tourist attractions. These efforts can help increase Ciwidey's competitiveness as an attractive tourist destination for domestic tourists, as well as provide a satisfying and memorable tourism experience for visitors.

Apart from that, the interview results also show that tourists' experiences when visiting Ciwidey are influenced by various other factors, such as accessibility, ticket prices and environmental cleanliness. Therefore, in designing a tourism development strategy in Ciwidey, it is necessary to pay attention not only to factors directly related to tourist attractions, but also to other factors that can influence the overall tourist experience.

In the context of this research, the results of in-depth interviews provide a deep understanding of the perceptions, opinions and experiences of domestic tourists regarding tourist attractions in Ciwidey. These results can provide a strong basis for the development of more effective tourism strategies and policies in the region, as well as being a valuable contribution to the existing tourism literature. The discussion of the findings of this research highlights the implications and relevance in the context of

tourism in Ciwidey, Bandung Regency, as well as presenting several suggestions for future tourism development.

1. **The Importance of Maintaining Natural Beauty and Cultural Uniqueness**  
Research findings show that natural beauty and cultural uniqueness are the main assets for tourism in Ciwidey. Therefore, it is important for local governments and tourism stakeholders to protect and maintain the authenticity and natural beauty of Ciwidey, as well as to promote the uniqueness of local culture as the main attraction for tourists.
2. **Expansion of the Variety of Tourist Activities**  
This research shows that variations in tourist activities are an important factor influencing tourists' interest in visiting Ciwidey. Therefore, there is potential to develop more types of tourist activities in Ciwidey, such as hiking, camping and adventure sports, to attract a wider segment of tourists and extend the duration of their visit.
3. **Addressing Infrastructure and Visitor Management Challenges**  
The research findings also underscore the importance of addressing challenges related to infrastructure and visitor management in Ciwidey. Traffic jams and visitor density at several tourist locations can reduce the quality of the tourist experience and damage the environment. Therefore, efforts are needed to improve transportation and parking infrastructure, as well as to implement effective visitor management policies to maintain a balance between tourism development and environmental conservation.
4. **Effective Tourism Promotion and Marketing**  
In addition, this research highlights the importance of effective tourism promotion and marketing to attract tourists to Ciwidey. Local governments and tourism stakeholders need to increase tourism promotion efforts, both through online marketing campaigns and through collaboration with travel agents and mass media, to increase Ciwidey's visibility as an attractive tourist destination.

## **CONCLUSION**

From the research results that have been presented, several important conclusions can be drawn regarding the influence of tourist attractions on domestic tourist visits to tourist attractions in Ciwidey, Bandung Regency.

1. **Natural beauty and cultural uniqueness are the main attractions**  
Natural beauty such as Lake Situ Patenggang and Kawah Putih, as well as cultural uniqueness such as local traditions and art, are the main factors that attract tourists to visit Ciwidey. This shows the importance of maintaining and promoting natural and cultural assets as the main tourism attraction.
2. **The variety of tourist activities increases tourist interest**  
The variety of tourist activities in Ciwidey, such as hiking, cycling and enjoying local culinary delights, provide added value to tourists' experiences and increase their interest in visiting. Therefore, expanding the types of tourist activities can be an effective strategy to attract a wider tourist segment.

3. Infrastructure and visitor management challenges need to be addressed  
Traffic jams and visitor density at several tourist locations are challenges that need to be addressed seriously. Efforts are needed to improve transportation and parking infrastructure, as well as implementing effective visitor management policies to maintain a balance between tourism development and environmental conservation.
4. Tourism promotion and marketing must be improved  
It is important for local governments and tourism stakeholders to increase Ciwidey tourism promotion and marketing efforts, both through online marketing campaigns and through collaboration with travel agents and mass media. This can increase Ciwidey's visibility as an attractive tourist destination and invite tourists to visit.

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