

TOURIST PERCEPTIONS TO DEVELOPMENT PENATAPAN DOULU

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ABSTRACT

Penatapan Doulu in Berastagi has long been the preferred tourist spot for the people of North Sumatra. It is located in the national road on the border of Medan - Berastagi. Karo Government has included it in the list of tourist destinations. Limited location of land slows down its development, although gradually the number of tourists and infrastructure has developed. The development of the area is not followed by planning and structuring. To develop tourist destinations can be done with a supply and demand approach. Tourists' perceptions become an input to develop Penatapan Doulu area which is linked to government policy and theory. Tourists are an important element who has travel motivation. Tourists also assess the level of satisfaction of the facilities that the tourist attraction has. Facilities and infrastructure as tourism products that support tourist attractions. Researchers used descriptive quantitative methods to analyze tourist perceptions. Enjoying natural beauty and natural attractions is an internal and external factor for tourists visiting Penatapan Doulu. The level of satisfaction with the facilities owned by Penatapan Doulu tends to be less than satisfactory. The development strategy is still needed for all elements, but the main development is in public facilities and tourist facilities.

KEYWORDS: Perception, motivation, satisfaction, development

INTRODUCTION

Many tourist attractions gradually formed into tourist destinations. The element of tourist attraction possessed by tourist attractions is one of the factors forming tourist destinations. Penatapan Doulu in Berastagi has become the choice of the people of North Sumatra. Karo District Government has included it in the list of tourist destinations. The natural view of Bukit Barisan forest is a natural tourist attraction offered. The area is located on the road from Medan to Berastagi. Time after time, number of tourists and infrastructure has changed. A tourist spot becomes a worthy tourist destination, of course, requires a change. The development of tourist destinations is influenced by supply and demand factors. Attraction, accessibility, and infrastructure are tourism products that play a role in attracting tourists. Meanwhile, tourists are an important element that has the motivation to take a tour. On the other hand, the level of tourist satisfaction is influenced by the fulfillment of needs and wants. Consumer satisfaction is a form that is felt for service products and services. The key to the success of a tourist spot lies in tourist satisfaction. The image of a tourist spot is directly related to the attitude of tourists, namely the expectations and perceived value. The development of the supply factor is absolutely necessary so that a tourist destination can survive and increase. The development of tourist

destinations can be done in terms of supply and demand. The development of a tourist destination is to find a meeting point between supply and demand. In developing tourist destinations, research on tourist and tourist products is first carried out. This can be done by identifying tourist products (offers) in tourist destinations. Another identification is identification of tourists (demand). Perception is a perspective, actions and images that a person gives to something in his environment, either positive or negative [16]. The perception of tourists is an input to develop of the Penatapan Doulu.

2. RESEARCH METHODOLOGY

This research uses quantitative methods. Researcher distributed questionnaires to tourists who were respondents. Questions and statements are structured in a multiple-choice form to gather information on motivation, satisfaction, and infrastructure. Researchers also made direct observations of the infrastructure that support Penatapan Doulu. Researchers linked the questionnaire results with physical facts in the field. In conducting the analysis, the researcher connects the results of data interpretation with the theoretical basis. Through discussion, the researcher will produce a discovery and then make a conclusion.

3. LITERATURE REVIEW

For same object, people do not necessarily have same opinion. Differences of opinion occur because of different perspectives, giving rise to perceptions. Perception is perspective, action, and description given by someone against something in their environment either positive or negative [13]. Tourist travelling are influenced by one of the psychological factors called motivation. Travel motivation refers to a set of needs that causes a person to participate in tourism activities [26]. Internal factors are factors that are formed from within tourists. Factors that encourage tourists to take a tour but do not know or have not yet decided on a tourist destination. Seven internal factor motives include escaping, self-exploration, relaxation, lifestyle, regression, increasing kinship, and social interaction [3]. Other researchers find another internal factor, there are new experiences, enjoy nature, adventure, and romance [5]. External factors are factors that come from outside the tourists. Factors that motivate tourists to choose certain tourist destinations as a choice of places to fulfill their wants and needs. External factors include infrastructure services and destination quality [17]. Infrastructure services consist of transportation and travel services, accommodation services, tourist attractions and recreation services, shopping services, and food and beverage services. Destination quality consists of natural environment, political and legal, technological, cultural, social and economic factors.

Tourist satisfaction is key to get success of a tourist destination. The image of a tourist destination is directly related to the attitude of tourists, namely the expectations and perceived value. In addition to tourist attractions, tourists as consumers enjoy the facilities provided at tourist attractions. Tourist satisfaction is formed from the comparison of expectations before traveling and experiences after traveling [8]. To find out tourist satisfaction, manager or owner must be able to determine tourist needs. Measuring the level of tourist satisfaction is carried out in order to know the level of tourist satisfaction. Measuring the level of satisfaction is a strategy for the manager or owner of the tourist spot. Tourist

satisfaction is not only obtained from the attractions they can see, but also from tourist facilities that these tourist destination have [27]. Attractions with monotonous and unattractive facilities can make visitors feel bored. To develop a tourist destination is not easy to implement because of many factors that influence it. Development of tourist objects can be carried out at tourist attractions that have not been or currently developing. Main components of tourism development include attractiveness, accessibility includes ease of transportation facilities and systems, amenities include supporting tourism facilities, public facilities that support tourism activities and institutional [4]. Tourists come to visit tourist attractions because there is something interesting in that place. Tourist attractions that are interesting to visit by tourists are influenced by what to see, what to do, what to buy, what to arrive, and what to stay [6]. More diverse and good quality the tourism products offered, the greater attractiveness of a tourist destination. Important elements in supporting tourist destinations are facilities and infrastructure. Facilities and infrastructure are tourist needs that need to be prepared or provided in developing tourist destinations. Facilities and infrastructure are an important indicator in tourism development [20]. Completeness of facilities and infrastructure will help determine the success of tourist destinations. Tourist facilities are designed according to the needs of tourists both quantitatively and qualitatively. Quantitative tourism facilities refer to the number of tourist facilities provided, while qualitative refers to the quality of services provided. Tourists can reach to tourist destinations because access availability. Better accessibility will facilitate tourists movement to tourist destinations. Accessibility is all the means that make it easy for tourists to reach a tourist destination [25]. Provision of transportation facilities and infrastructure for tourists for easy access and movement of tourists to destinations [25]. Ease of access and movement of tourists to destinations includes the availability of transportation modes, adequate capacity of transportation modes, and diversity of modes transportation. Ease access to transportation infrastructure includes road networks that connect nodes/places. Government policies in developing tourist destinations can pay attention to public infrastructure, public facilities, and tourist facilities [25]. Public infrastructure is basic physical completeness of an environment which procurement allows an environment to operate and function as it should. A tourist area needs public infrastructure so that the area can be functioning properly. The basic physical features of the tourist area include electricity networks for lighting, clean water networks, telecommunications networks, and sewage treatment systems. Public facilities are basic physical service facilities in an environment intended for the general public to carry out activities of their daily life. Public facilities include security facilities, financial and banking facilities, business facilities, health facilities, sanitation and hygiene facilities, special facilities, parking facilities, and worship facilities. Building must have a fire protection system. A fire protection system in buildings and the environment is a system consisting of equipment, fittings and facilities, both installed and constructed in buildings that are used either for the purpose of an active protection system, a passive protection system or management methods in order to protect the building and its environment against fire hazard [21]. Availability of toilets in a tourist area is absolutely necessary [20]. Waste sorting is carried out by everyone at the source and manager of the commercial area and obliged to provide some tools of sorting the waste [22]. Implementation of special facilities in public spaces such as the basic size of the space, pedestrian paths, guide lines, parking areas, doors, ramps, stairs, toilets, sinks, and

furniture (chairs) [9]. Toilet facilities are important because their existence accord to the needs of tourists. Parking requires a specific space which needs to be considered. On-street parking facilities include parking patterns, signs and markings [7]. Tourism facilities are all types of facilities specifically aimed to support the creation of convenience, comfort, safety for tourists in visiting tourist destinations. Tourism facilities in the tour includes: accommodation, restaurants, information and tourism services, tourism police and tourism task force, souvenir shops, and directions/information boards tourism/travel of traffic signs.

4. DISCUSSION

4.1 Internal and External Tourist Factors

It is undeniable that every tourist has a certain motivation in traveling. This also applies to tourists who visiting Penatapan Doulu area. Internal factors that come from within tourists to encourage visiting this tourist spot. Enjoying natural scenery is a major internal factor. In Table 1, it is shown that 42.4% of tourists want to enjoy natural beauty of Penatapan Doulu. The existence of differences and uniqueness of nature makes visitors come to the Penatapan Doulu area compared to other penatapan areas. Another internal factors are feeling of wanting to escape 33.3% and relaxation 16.2% of the boredom of the environment or work. These two internal factors are caused by a busy and monotonous workload so they want to release feelings of fatigue and psychological burdens. Other internal factors are not that strong.

Table 1 : Internal Tourist Factors

| No | Internal Factor | Frequency | % |
|--------------|----------------------------|-----------|-------------|
| a | Escape | 33 | 33,3% |
| b | Relaxation | 16 | 16,2% |
| c | Play | 0 | 0,0% |
| d | Strengthening family bonds | 4 | 4,0% |
| e | Social interaction | 3 | 3,0% |
| f | Experience | 1 | 1,0% |
| g | Enjoying natural resources | 42 | 42,4% |
| Total | | 99 | 100% |

Motivation to travel is also influenced by external factors that come from outside tourist. External factors also experienced by tourists who visiting Penatapan Doulu. It turns out that the natural scenery is so attractive to be the main external factor. 76.8% of its natural attractiveness is the most important factor (Table 2), while the other external actors are not so strong. The results also show that there is an interrelated compatibility between internal and external factors. It can be justified that the internal

factors of tourists to enjoy natural beauty are based on natural attractions. Besides, these internal and external factors are also the main demand factors.

Table 2 : External Tourist Factors

| No | External Factor | Frequency | % |
|--------------|------------------------------------|-----------|-------------|
| a | Transportation and travel services | 2 | 2,0% |
| b | Accommodation services | 1 | 1,0% |
| c | Recreation and attraction service | 7 | 7,1% |
| d | Shopping services | 0 | 0,0% |
| e | Food and beverage services | 9 | 9,1% |
| f | Natural resources | 76 | 76,8% |
| g | Social factors | 2 | 2,0% |
| h | Economic factors | 2 | 2,0% |
| Total | | 99 | 100% |

4.2 The Level of Tourist Satisfaction with the Facilities

The attractiveness is not the only thing that becomes the satisfaction of tourists. All facilities owned by tourist attractions are also part of tourist satisfaction. In general, tourists visiting Penatapan Doulu have the same experience with the available facilities. Satisfaction level of tourists with the facilities being reviewed is not satisfactory. Unplanned and unorganized parking facilities cause chaos and congestion (Figure 1). That fact can be support by 57.5% of respondents are not satisfied with the parking location, 66.7% of respondents are not satisfied with parking capacity, 71.8% of respondents are not satisfied with parking signs, but 60.6% of respondents are satisfied with parking attendants.

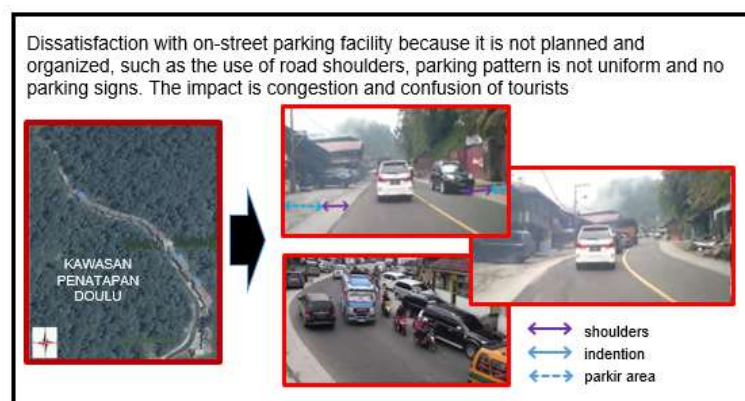


Figure 1: Parking Conditions

Adequate and usable toilet facilities are also unsatisfactory for tourists (Figure 2). This fact can be support by 64.6% of respondents are not satisfied with the size of the toilet room, 62.7% of respondents

are less satisfied with the lighting in the toilet, 56.6% of respondents are not satisfied with the air circulation in the toilet, but 64.6% of respondents are satisfied with clean water in the toilet.

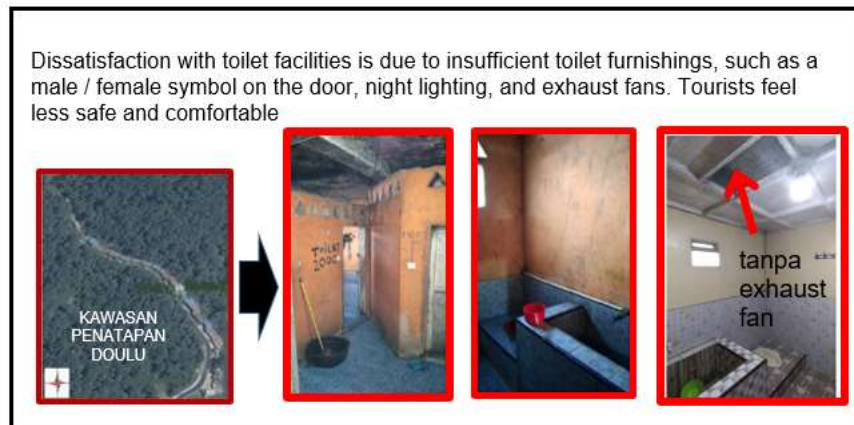


Figure 2: Toilet Conditions

Garbage is a crucial problem in Penatapan Doulu. The supporting fact is still a lot of garbage scattered. (Figure 3). Another thing that can be support by 73.7% of respondents are not satisfied with the waste sorting facility, 69.6% of respondents are not satisfied with the garbage containers used, 74.7% of respondents are not satisfied with the garbage collection system carried out, and 77.8% of respondents are not satisfied with the waste transportation system implemented.



Figure 3: Garbage Container Conditions

Lack of understanding of the dangers of fire made fire fighting facilities receive less attention from shop owners. Sources of ignition include electricity, gas, cigarette butts, and burnt fires. Active and passive fire protection systems have not been implemented There are 78.8% respondents are not

satisfied cause of unavailable a fire extinguisher, 75.8% of respondents are not satisfied with unavailable of the hydrant yard, 81.8% of respondents are not satisfied with unavailable tools of rescue and 65,7 % of respondents are not satisfied with the construction of the walls and floors of the warungs that are not fire resistant.



Figure 4: Inner condition of shop

Quality of building, which is designed and built by owner, has not yet satisfied tourists. This fact can be support by 51.5% of respondents are not satisfied with the strength of the building construction of a shop, 52.5% of respondents are not satisfied with the durability of the construction of a shop building, 58.6% of respondents are not satisfied with the health of the building, while 60.6% of respondents are satisfied with the beauty and shape of the building.

4.3 Tourism Development Strategy

a. Tourist Attraction

Monotonous and unattractive tourist destinations are boring for tourists. Loyalty of tourists to these tourist destinations will decrease. In the end, tourists will no longer come to that place. Based on the results of the analysis, 90.9% of respondents said they strongly agreed that the tourist attractions of Penatapan Doulu are unique and interesting (Figure 5). Only a small proportion expressed disagreement, there are 9.1% of respondents. The strength of the tourist attraction can be increased again with a development strategy, that is the provision of souvenirs and lodging that are not available at all. These two factors are expected to increase the number of tourist visits.

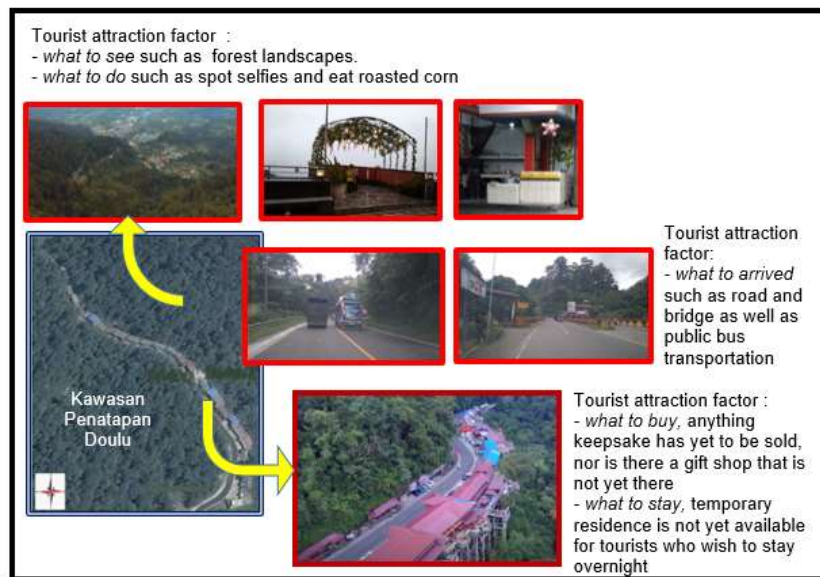


Figure 5: Tourist Attractions in Penatapan Doulu

b. Accessibility

Transportation facilities and infrastructure are an important element in developing tourist destinations. Good accessibility will support the movement of tourists from their place of origin to Penatapan Doulu. Result of the analysis is the majority of respondents said that accessibility tends to be good. The condition of road infrastructure is already in good condition said by 71.7% of respondents although there are 28.2% of respondents who still disagree, 66.7% of respondents agreed that the route from the place of origin of tourists to Penatapan Doulu was easy and smooth, but 33.3% of respondents disagreed with that statement. Availability of land transportation infrastructure in large quantities indicator from the place of origin of the tourists to Penatapan Doulu 82.9% of respondents agreed, although 17.1% of respondents did not agree. Although accessibility tends to be good, based on field observations there are still weaknesses and shortcomings that reduce the ease of movement of tourists (Figure 6). Tourism development strategies that can be carried out include: maintenance of road damage carried out regularly and routinely by the national road manager, traffic regulation, especially in places where there are markets, in the form of placing traffic police, prohibiting parking of vehicles on the road, and prohibiting stopping for public buses, providing bus stops at certain points, and installing public bus air conditioners.

Some of the cities that were traversed led to the Doulu Observation Area. Market activities on the side of the road cause congestion and reduce accessibility.



Condition of the infrastructure of roads and bridges in good condition, equipped with road markings, guard rails, guide poles. The road route is relatively straight and winding for about 5 kilometers from Bandar Baru to Penatapan. Mode of transportation such as public bus transportation.

Figure 6: Accessibility to Penatapan Doulu

c. Public Infrastructure

Basic physical completeness of general tourism infrastructure supports the success of tourist destinations. More complete the general infrastructure of a tourist destination, it can operate and function as it should. The available public infrastructure meets the basic needs of the region and tourists. Based on the results of analysis, majority of respondents agree that public infrastructure tends to be good (Figure 7). The electricity network for lighting, there are 97.0% of respondents agreed that it had been used but for 3.0% of respondents did not agree with that. he source of electricity from PT. PLN, which is supplied through the electricity network, illuminates the spaces in the shop. Electricity also lights the roads around the area at night. The electrical installation installed at the stall is also used for cooking. The telecommunications network for 70.7% of respondents agreed that it could be used

while 29.3% of respondents disagreed. The available telecommunication networks make it easy for tourists to get information, communicate, and access social media. Cell phones and gadgets accompany tourists while they are there. Every tourist activity is immortalized by taking photos or videos. Then share it with other people, social media, or keep it yourself. Condition of clean water for 79.8% of respondents agreed to have been provided but for 20.2% of respondents did not agree. The source of clean water is obtained by buying from other places which is transported using a water tank truck. Water is collected in water tanks and then flowed through pipes by pumping it into toilets, prayer rooms and kitchens. The rainwater and dirty wastewater treatment system for 63.7% of respondents disagreed that it had been implemented, but for 36.4% of respondents agreed. Waste water has not been treated properly. Dirty water from toilets and kitchens flows through pipes and then dumps into a ravine. Rainwater that falls on the roof does not flow through the gutter. Rainwater above the balcony floor does not flow through pipes Public infrastructure in Penatapan Doulu tends to be good. Part of the infrastructure are functioning cause government participation, but some infrastructure is still not operating and functioning properly. Tourism development strategies to increase the quantity and quality of public infrastructure are quality of street lighting should be further improved by referring to the specifications of street lighting devices, improving the quality of telecommunication network signals, solid waste (black water) is treated by utilizing the biority system, gray water wastewater treatment is carried out by processing using 2 separate tubs, and the shop owners either individually or collectively make and construct a sewer in the form of a pipe that flows into the air shaft under the ravine.

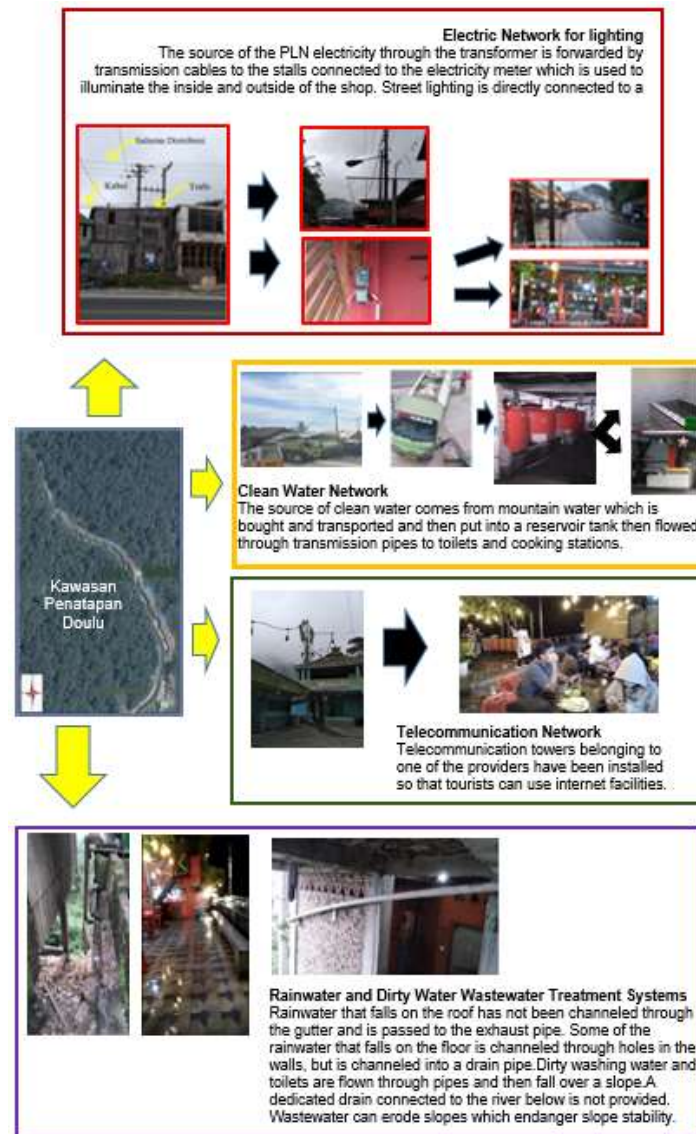


Figure 7: Public Infrastructure in Penatapan Doulu

d. Public Facilities

Public facilities are basic physical service facilities that serve tourists in tourist destinations. Some of the public facilities already exist but some are not yet available. Based on the results of analysis, majority of respondents considered that public facilities are still not good. Availability of fire extinguishing facilities, there are 75.8% of respondents disagreed that they were provided, but 24.2% of respondents agreed. People, buildings and the environment must be protected from fire hazards. The Doulu Penatapan Area is prone to fire hazards. Sources of ignition include electricity, cigarette butts, flames and gas. However, fire prevention and minimization measures have not been implemented. An active fire protection system needs to be provided such as light fire extinguishers and rescue facilities

[20]. For disaster response facilities there are 75.8% of respondents disagreed that they had been installed, but for 24.2% of respondents agreed. The Doulu Penatapan Area is prone to disasters. The shop building that is above the ravine is at risk of being dragged down due to the landslide slope. The steep slope conditions need special handling. Disaster response facilities still need to be provided to provide a sense of security and safety for tourists. ATM machines and money changers, there are 77.8% of respondents disagree that it is available, but 22.2% of respondents agree. Through an ATM machine a person can withdraw cash. ATM machine placement requires a separate space. Limited land does not allow this space to be provided in Penatapan Doulu. An alternative method of payment that is simpler is done with EDC. Availability of snacks and drugs, 50.5% of respondents agreed that they could be purchased at grocery and drug stores, but for 49.5 respondents disagreed. The availability of snacks and drugs at the tourist spots ensures that tourists can easily buy them. Snacks are available for sale at Penatapan Doulu but are incomplete. A mini market can sell more fully, but the available land is limited. Polyclinic and first aid facilities, for 66.7% of respondents disagreed that there are already around the area, but 33.3% of respondents agreed. A facility that guarantees tourists to health services. Space is required to accommodate medical personnel and equipment. However, the limited land cannot accommodate these facilities. Visitors feel comfortable using the toilet for 50.5% of respondents disagree, but 49.5% of respondents agree. Toilet is absolutely necessary every time people. Tourists can already take advantage of this facility but the quality is still lacking. Attention to environmental, gender, cultural, hygienic, lighting and technical aspects. Garbage has been managed properly, there are 67.7% of respondents disagree, but for 32.3% of respondents agree. Tourists who come not only bring pleasure. They also produce waste. Sources of food scraps, litter, drink bottles, cardboard, plastic, and ash can become waste generation. Waste sorting, compartmentalization, collection, and transportation have not been implemented according to technical requirements [21]. Availability of facilities and infrastructure for persons with disabilities, children, and the elderly for 71.7% of respondents disagreed, but for 28.3% of respondents agreed. Special facilities are provided to make it easier for people with disabilities [9]. The setting of Doulu has not yet accommodated accessible ramps, guide paths and stairs. Parking for two-wheeled and four-wheeled vehicles for 53.5% of respondents did not agree that it was well managed, but for 46.5% of respondents agreed. The parking location is on the street. Parking patterns are irregular and parking markings and parking signs are absent. Availability of places to worship or Sholat, for 70.7% of respondents agreed, but 29.3% of respondents disagree. Public facilities in Penatapan Doulu have not been able to serve the needs of tourists. Several facilities still need to develop in terms of quantity and quality. In the context of developing tourist destinations, strategies that can be carried out are:

- For safety of tourists from fire hazards, fire extinguishing facilities need to be provided by managers such as fire extinguishers, rescue facilities, MCB and fire early detection tools.
- Safety of tourists and tourism assets really needed, therefore managers take disaster mitigation measures and provide disaster response facilities.
- Ease of payment of money is provided by electronic data capture (EDC).

e. Tourist Facilities

Tourist facilities as a special means to support the creation of convenience, comfort, and safety for tourists during a tourist visit. Based on the results of analysis, the majority of respondents considered that tourist facilities still not good. Lodging accommodation for 65.7% of respondents disagreed that it already available, but for 34.3% of respondents agreed. Visitors can eat at restaurants in the area, for 85.9% of respondents agree, but for 14.1% of respondents disagree. Information facilities and tourism services, for 67.7% of respondents disagreed that already available, but 32.3% of respondents agreed. The tourism police and tourism task force, for 71.7% of respondents disagreed that already available, but for 28.3% of respondents agreed. Availability of souvenirs for 72.7% of respondents disagreed that they could be purchased at the gift shop, but 27.3% of respondents agreed. The tourist facilities in Penatapan Doulu have not been able to serve the needs of tourists. Several facilities still need to develop in terms of quantity and quality. In order to develop tourist destinations, strategies that can be carried out are:

- For the convenience of tourists to stay temporarily, there must be lodging availability.
- Built a tourist information center so tourists can get any information about the destination.
- Prepare tourism police and tourist task forces for security and safety of tourists from criminalization.
- Availability of souvenirs as a keepsake.
- Add direction signs to make sure tourist can driving in the area comfortably.

5. FINDING

Penatapan Doulu has good potential to be developed. In the demand factor, tourists are an important element that has the motivation to travel. Tourists who visit Penatapan Doulu want to enjoy natural beauty as an internal factor and natural attraction as an external factor. The tourist attraction of a unique and interesting natural view has not yet satisfied tourists. Quality and quantity of available facilities have not become part of the satisfaction of tourists who come to visit [26]. Connecting access from origin places of tourists to destination tends to be good even though further developments are needed, such as road maintenance, traffic control, build of bus stops, and bus air-conditioner. The infrastructure that supports the area is not functioning properly. Public infrastructure as a physical basic completeness already good with a development strategy to improve the quality of street lighting and telecommunication signals, the application of biority system processing with two separate tanks and installation of sewer pipes. Availability of public facilities tend not to be good with the APAR development strategy, yard hydrants, rescue facilities, MBC, disaster mitigation and disaster response facilities, EDC, residential and communal trash containers, ramps, pedestrian paths, toilet facilities, parking patterns, parking markings, and parking signs. Likewise, tourism facilities tend not to have a good strategy with the development of the provision of lodging, tourist information centers, tourism police and tourist task forces, souvenirs, and direction signs.

6. CONCLUSION

Based on the results of the research and discussion described in the previous description, the conclusions that can be drawn from this study are:

Internal factors tourists come to Penatapan Doulu to enjoy the natural beauty. This factor is one of the motives for tourists to travel which is also a socio-psychological factor that comes from within [3] & [5]. External factors of tourists come to Penatapan Doulu because of its natural attraction. External factors are something related to destination quality [16]. The results of this study indicate that there is a correspondence between the internal and external factors of tourists visiting Penatapan Doulu. The suitability of these two factors can be illustrated by the existence of an interrelated relationship. It can be justified that internal factors that come from within tourists to enjoy natural beauty are based on external factors of natural attractiveness in Penatapan Doulu. Besides that, tourists are an important element who enjoy tourism products in Penatapan Doulu. By knowing the wants and needs of tourists from internal and external factors, it can be seen the motivation of tourists to travel. Based on the results of this study, it can also be convinced that enjoying natural beauty (internal) and natural attractiveness (external) are the main demand factors.

Measuring the level of tourist satisfaction in Penatapan Doulu is seen from an assessment of five things, such as parking facilities, toilet facilities, cleaning facilities, fire fighting facilities, and building quality. The level of tourist satisfaction with the facilities owned by Penatapan Doulu is generally not satisfied. The quality of facilities received by tourists is not the same as the needs, desires and expectations before traveling. Tourist satisfaction that is formed after feeling is still not satisfied. Tourist satisfaction is formed from a comparison of expectations before traveling and experiences after traveling [8].

In order to develop the Penatapan Doulu area so that it becomes a destination that is visited by many tourists, a development strategy is needed that is carried out by taking into account the aspects of convenience, security, comfort and safety of tourists. The strategies that can be carried out are:

- a. Tourist attraction can be developed with something that can be purchased (souvenirs) and temporary accommodation for tourists (lodging) because attractive tourist attractions to be visited by tourists are influenced by what to see, what to do, what to buy, what to arrive, and what to stay [6].
- b. Tourism accessibility can be developed by repairing road damage carried out regularly and routine maintenance, regulating traffic in cities / settlements with roadside market activities (policing signs, prohibiting parking signs and stopping restrictions), providing public bus stops, and installing cooling machines on public buses due to accessibility are all means that make it easy for tourists to reach a tourist destination [4]. Tourism accessibility is also supported by the government through [24], namely the provision of transportation facilities and infrastructure for tourists for easy access and movement of tourists to destinations.

c. Public infrastructure as basic physical facilities for tourist areas can be developed by improving the quality of street lighting, improving the quality of telecommunication signals, implementing priority system processing for black water and 2 separate tubs for gray water and installing sewer pipes to the water bodies. Physical basic completeness of an environment is important so that the environment can operate and function properly [24].

d. Public facilities as basic physical service facilities for tourist areas can be developed by providing public facilities that are still lacking and do not yet exist such as APARs, rescue facilities, disaster response facilities, EDC machines, individual and communal trash containers, ramps, pedestrian paths, toilet facilities, parking patterns, parking markings, and parking signs. Basic physical service facilities of an important environment in carrying out daily activities [24].

e. Tourism facilities as facilities that are devoted to traveling can be developed by providing lodging, tourist information centers, tourism police and tourist task forces, souvenirs and directional signs. All types of facilities specifically intended to support the creation of convenience, comfort, safety for tourists in visiting tourist destinations [24].

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