

**Diversification as a Supporting Factor of Quality Destinations**

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**Abstract.** This study aims to determine the quality of destinations in Bandung Regency which consists of Attractions, Accessibility, Amenities, and Ancillary Services, as well as diversification of these tourism products. This study used mixed methods (qualitative and quantitative), data collection techniques with interviews, and distributing questionnaires to 257 tourists. The results showed that the highest rating on tourism products fell on tourist attraction which has a variety of products in the form of religious tourism, adventure agrotourism, ecotourism, water and sports tourism, as well as cultural heritage tourism, arts, and education. Then the second assessment on tourism amenities which has a variety of products in the form of accommodation in the form of hotels, villas and restaurants spread across Bandung Regency. The third highest rating on ancillary service which has a variety of products in the form of financial facilities and health facilities. Final, tourism accessibility is the dimension with the lowest assessment which has product variations in the form of land transportation and air transportation. Diversification in Bandung Regency tourism products supports the creation of quality Bandung Regency tourism.

**Keywords:** quality destination, diversification, tourism products

**Introduction**

Bandung Regency has competitive and comparative advantages as a national and international tourism destination with the number of tourists reaching 1,836,675 in 2021 ([jabar.bps.go.id](http://jabar.bps.go.id)). The advantages of Bandung Regency include the diversity of natural resources, the richness of Sundanese culture, good quality of tourist attractions, and good accessibility support from several potential tourist market sources, both domestic and foreign. The availability of facilities in Bandung Regency is sufficient to accommodate the needs of tourists. These facilities include the availability of accommodation facilities, restaurants, tourism information centers, and travel agencies. In addition, public facilities supporting tourism activities such as hospitals, places of worship, finance.

A destination is described as a specific geographic area under one or more authorities government that attracts tourists from a considerable distance, which has attractions and provides paid accommodation facilities. A tourism destination as a physical space where tourists spend at least one night, including tourism products such as support services, attractions, and tourist resources. Destinations have physical and administrative boundaries that determine management, image, and perceptions that determine their market competitiveness (Vanhove, 2018). The competitiveness of a tourism destination has been identified as the 'ability of a destination to create' and integrate value-added products that sustain resources while maintaining a market position relative to competitors. Scholars pay significant attention to the factors that affect the competitiveness of tourism destinations. In particular, strategies to increase the competitiveness of tourism destinations can influence the choice of tourist destinations and, consequently, the number of tourists. Therefore, the competitiveness of tourism destinations is closely related to the quality of the destination as a strategy used by tourism destination managers to encourage such competitiveness (Cillo et al., 2021).

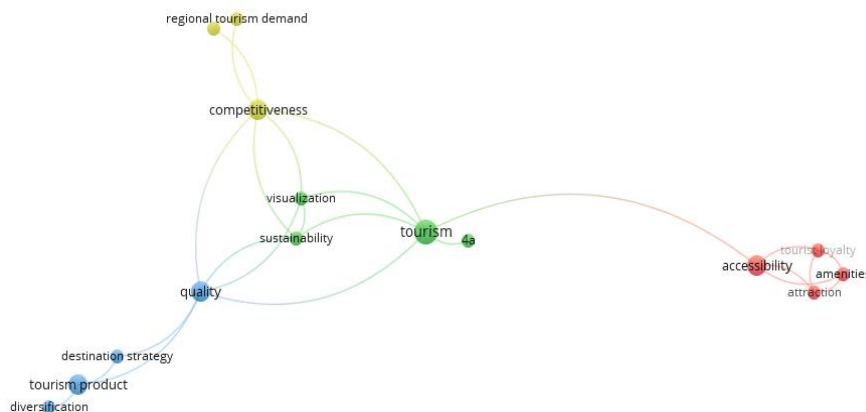
Destination quality (QD) has been understood as the basis of competitive advantage in tourism, especially for a destination. Changes in the nature of competition between companies

into competition between destinations, it is necessary to measure and improve quality management at the destination (Mukherjee et al., 2018). Therefore, a quality tourism destination strategy demands a recognizable tourism product strategy to harmonize, implement, control and improve all elements of tourism products. This is a long process that needs to be done systematically and planned (Jušić, 2020). Tourism managers hope that tourists will appreciate the quality of service of a destination, and this causes tourists to be satisfied, which can increase their intention to revisit in the future. However, when tourists have the intention to travel to a destination they have never visited before, they will compare their expectations of the destination's service quality before traveling and their perceptions during and after the trip, and then they rate their level of satisfaction. If tourists get high satisfaction for the first time visit, then the possibility of revisiting the destination will be high. As a result, tourists' expectations of the quality of destination services for the second time will be much higher than the first time. If the service quality of the destination has not improved or even deteriorated, then the quality and satisfaction felt by tourists will be lower than before, and they will be dissatisfied. They can then share negative information relating to these destinations, to the detriment of the destination's brand equity (Wang & Tran, 2015).

Quality issues have been the subject of many tourism researchers today. Researchers believe the goal that must be met for tourists' expectations and differentiate themselves from competitors is through quality. There are several factors that are of concern in measuring the quality of tourist destinations, namely core-tourism experience, culture, information centers, personal information, hospitality, fairness of price, hygiene, distractions, value for money, amenities, pubs, logistics, security, and food (Liestiandre, 2021). Meanwhile, to fulfill all the principles of tourism needs and services, as well as make a quality destination, it must be supported by 4 (four) main products in tourism, namely: Attraction, Amenity (Facilities), Accessibility (Accessibility), and Ancillary (Accessibility). service institutions) or commonly known as "4A" (Yuliardi et al., 2021). Tourism products are all services that are obtained and felt or enjoyed by tourists since leaving their place of residence to the tourist destination they have chosen and returning to their home where they originally departed (Octaviany, 2016). Tourists are increasingly demanding with respect to the quality of products and services offered while they are in tourism destinations (Liestiandre, 2021).

A destination's product must evolve in a way that 'fits' in with evolving consumer preferences, if the destination is to improve or even maintain competitiveness". Another illustration is that tourist demand for a destination can increase through innovation or variety such as improving product quality and product offerings, and this in turn highlights the importance of understanding how tourists plan and integrate product elements in terms of expectations and activities (Benur & Bramwell, 2015). In other words, to stay ahead of the competition, proactive tourism destinations must continue to seek diversification of tourism products (Abdo, 2020). Diversification of tourism products aims to overcome the saturation of tourists for tourism products, with a variety of tourism products through the diversification of potential and innovative tourism products, which are expected to attract tourists, both new tourists (first time visitors) and tourists who have previously visited (repeaters) (Sukmaratri & Damayanti, 2016). Determining and then evaluating the quality of a destination in the context of tourism development is not an easy matter. This fact is given by the high level of complexity of the destination as well as the high level of subjectivity in the quality evaluation process as well as by the special character of the destination (Ryglová et al., 2017). A study conducted by Mukherjee et al. (2018) about the quality of tourism destinations, where the study measures the quality of a destination which is determined by the quality of the destination features, the quality of service and the quality of the experience felt by tourists. The high number of tourist visits to Bandung Regency has not indicated the quality of the tourism products offered by Bandung Regency. So it is necessary to know how the performance is tourist attractions,

accessibility, amenities, and ancillary service Bandung Regency for tourists. The competitive advantage created by quality destinations is also supported by the high variety and innovation of its products. This research is also supported by visualization research for bibliography using the Vosviewer application for destination quality and tourism product diversification, with the following results:



**Figure 1. Research Results of Bibliographic Visualization of Tourism Product Diversification and Destination Quality**

Figure 1 depicts a blue line that connects destinations and tourism product diversification, which there are only a few and in small numbers. As done by Weidenfeld (2018), who conducted research on tourism product diversification and its implications for destinations and stated that innovation and diversification in tourism are very important to promote competitive product and service quality. Then research conducted by Abdo (2020) on the diversification of tourism products with a case study on the tourist attraction of Aswan. In addition, research conducted by Bramwell (2015) on product development and diversification of tourism products in destinations. However, these studies do not show a relationship between tourism product diversification and destination quality, Figure 1 shows that from 2015 to 2022, research on tourism product diversification that is directly related to destination quality still does not exist. This study aims to determine the diversification of tourism products and the quality of destinations in Bandung Regency.

## Literature Review

### Destination Tourism

Tourism as an industry occurs in a destination, where the destination area is with different natural, and/or man-made features, which attract both local and foreign tourists to carry out various tourism activities. Simply put, tourist destinations are places that contain various elements of supply that attract tourists (Jovicic, 2016). A tourist destination is an important concept, because it is not only a location where facilities, services and amenities such as hotels, restaurants, bars and entertainment centers are located (in other words a resource for tourism), but, that is where tourists are found, and they may be present in the tourism industry. Destinations are also locations where tourists will interact with the host (local residents) and relate to the local environment (Mason, 2017).

### **Destination Quality**

The quality of a tourism destination as a result of a process which implies the satisfaction of all tourism product and service needs, acceptable consumer requirements and expectations in accordance with the conditions and together with underlying implicit factors such as safety and security, cleanliness, accessibility, communication, infrastructure and facilities general and service. It also involves ethical aspects, transparency and respect for the human, natural and cultural environment. Quality, as one of the main drivers of tourism competitiveness, is also a professional tool for organizational, operational and perceptual purposes for tourism suppliers (Garrigos-Simon et al., 2019). In the management of tourist destinations, a strategy is needed to become a quality tourist destination. A quality tourist destination strategy is a tourism product strategy that can be identified and demands alignment, implementation, control and improvement of all elements of tourism products. This requires a long process that needs to be done systematically and planned. The main objective of product and service quality management is to increase market competitiveness in order to maximize profits. The basic measure of successful quality management of a tourism product or service is tourist satisfaction which can actually be proven by reusing the product or service (Jušić, 2020). Tourism product (tourism product) is a tangible product (tangible product) and intangible (intangible product), packaged in a unified series of trips that can only be enjoyed, if the entire series of trips can provide a good experience for people who travel or who using the product (Suryadana & Octaviany, 2015). To fulfill all the principles of tourism needs and services, as well as to make a quality destination, it must be supported by 4 (four) main elements in tourism, namely: Attraction, Amenity (Facilities), Accessibility (Accessibility), and Ancillary (institutions) service or commonly known as "4A" (Yuliardi et al., 2021).

### **Tourist Attraction**

The most common perception about tourist attractions is that tourist attractions are the dominant visual sensation that evokes strong emotions for tourists. Tourist attractions are a subsystem of a larger tourism system. In this system, tourist attractions are considered as a source of energy that drives the entire wheel of the tourism system. They are magnets that attract tourists to visit a tourism destination and act as the main generator of tourism destination development. Tourist attractions are classified as entertainment, cultural, historical tourism, market, man-made, natural and religious (Dwyer et al., 2016). Tourist attractions are also an integral part of the destination system, along with other elements of the tourism product support system, such as infrastructure, transportation, accommodation, and the friendly attitude of the host population, as well as being the center of the tourism process and a factor that determines destination choice. Tourist attractions are centers of tourist activity and have the power to generate demand and stimulate travel (Ćorluka et al., 2021).

### **Accessibility**

Accessibility is one of the fundamental prerequisites for the existence of tourism. This is a key element that connects travellers to the destination they are trying to access (Tóth & Dávid, 2010). Accessible tourism as an opportunity for economic, social and cultural growth. Accessibility should not only be considered as a right but also as an important issue in urban planning. Improved accessibility has the potential to promote general well-being, increase the usability and enjoyment of tourist destinations, services and products, and capture new tourism market segments. Accessibility can also make a destination more competitive (Porto et al., 2018). Accessibility is intended so that domestic and foreign tourists can easily reach their destination to tourist attractions. Accessibility is not only about the means of transportation but also the supporting facilities and infrastructure in making it easier for tourists to reach a tourist attraction (Octaviany, 2016). Accessibility includes: 1) Infrastructure: roads, car parks, trains,

airports, seaports, and others. 2) Means of transportation: speed and availability of various public transportations. 3) Operation: route of travel, frequency of service, and costs including toll road fees. 4) Government Regulations: regulations on the operation of transportation (Robustin et al., 2018).

### **Amenities**

Amenity facilities characterize all services that facilitate a comfortable stay, namely accommodation, gastronomy and recreational activities (Buhalis & Amaranggana, 2013). Amenity is a facility that refers to facilities used to obtain pleasure, for example: accommodation, cleanliness, and hospitality (tangible and intangible products). To meet the travel needs of tourists, various facilities are needed, such as transportation, accommodation, eating and drinking facilities and other supporting facilities. This component cannot be separated from the infrastructure component, which ensures the availability of complete facilities (Robustin et al., 2018). In addition, amenities can be categorized into infrastructure and superstructure. Examples of infrastructure are utilities (electricity lighting, drinking water supply and energy sources), communications and other means that make it easier for tourists to reach and use a destination. While examples of the superstructure are restaurants, shops and entertainment (Octaviany, 2016).

### **Ancillary Services**

Most vacationers want to be entertained, entertained, and stay active while visiting their destination. In this case, tourists will need additional information services about the destination including activities and attractions. Additional service facilities such as shopping, catering, and wifi, are also important aspects of tourism products. Access to business centers, interpreters, financial services and communication facilities are also needed and needed by tourists while in tourist destinations (Camilleri, 2018).

### **Diversification Tourism Products**

Tourism diversification is the diversity of tourism products, this can increase the competitiveness of destinations by offering varied experiences and activities, greater potential for products tailored to meet the needs and interests of tourists, as well as increased flexibility in responding to changing tastes and demands of tourists (Benur & Bramwell, 2015). Diversification of tourism products/services consists of three main components, namely supply of tourism products, features and processes of tourism products, and demand and use of tourism products by tourists. Each component is connected to each other by a two-way arrow that reflects the reciprocal and mutually inclusive relationship between the two (Alauddin et al., 2021). Success in using tourism to promote sustainable development depends on the wise use of diversification policies. Given that the tourism market is very fragile and risky (unstable, full of uncertainty in the quality of tourists, and the lifestyle of tourists is always changing), the tourism industry is forced to be innovative and diversify their products and services. Thus, innovation and diversification in tourism are very important to promote competitive quality of products and services (Weidenfeld, 2018).

## **Research Methods**

### **Object of the Study**

The tourism area in Bandung Regency is focused on four Priority Tourism Destinations (DPD) consisting of six Regional Tourism Strategic Areas (KSPD) and four Regional Tourism Development Areas (KPPD). The research was conducted in Bandung Regency, with research

locations: DPD Soreang et al., DPD Dayeuhkolot – Balaendah – Margacinta etc., DPD PACIRA etc., and DPD Pangalengan et al., West Java, Indonesia.

### **Data Collection**

The research method used in this study is a mixed method. Qualitative methods are used to identify the results of interviews, to determine the availability of destinations in Bandung Regency. While quantitative methods are used to analyze the quality of destinations consisting of tourist attractions, accessibility, amenities, and supporting facilities in Bandung Regency. This research employed a series of questioner. The distribution of the questionnaires was carried out using a stratified random sampling technique, the distribution of the questionnaires was carried out online to tourists who had visited the research location to determine the tourists' assessment of the quality of destinations in Bandung Regency. While the interview method was conducted to the manager of tourist attractions and the Bandung Regency Tourism and Culture Office to determine the availability of destinations in Bandung Regency.

### **Data Analysis**

- Conducting a literature study on tourism destinations, the quality of tourism destinations consisting of tourist attractions, accessibility, amenities, and supporting facilities.
- Conduct secondary studies on precedent/previous research in accordance with the quality of the destination
- Distributing questionnaires to tourists and licensing observations and interviews with the manager of tourist attractions, and the Bandung Regency Tourism and Culture Office.
- Conduct interviews after the manager gives permission and the questionnaire has been completed.
- Recapitulating all observations and adapting them to the aims and objectives of the research
- Perform statistical analysis of the questionnaire data obtained to identify respondents' responses regarding the assessment of the quality of destinations in Bandung Regency
- Conduct a qualitative analysis of the data obtained from observations and interviews, to identify the responses of informants related to the quality of destinations in Bandung Regency

### **Results and Discussion**

#### **Bandung Regency Tourism Attractions**

Tourist attractions are a vital sub-element in the tourism system. The concept of attraction in tourism terminology is used to describe the characteristics of destinations that are attractive to tourists, which have the potential to attract tourists to certain areas and fulfill their needs. A tourist attraction is made up of all the elements of a "non-home" place, a tourist attraction that tourists can choose from their home, including sights to observe, activities to participate in, and experiences to remember (Ćorluka et al., 2021). Tourist attractions in the development of each destination, facilities are of paramount importance, improvement and development of services and appearance of the superstructure are important aspects in many destinations (Veres, 2020).

The discussion of tourist attractions in Bandung Regency refers to tourist attractions that have been determined in the master plan for tourism development in Bandung Regency. The identification of these tourist attractions, then categorized based on natural tourist attractions, cultural tourist attractions, and man-made tourist attractions.

**Table 1. Tourist attractions contained in tourism development policies in Bandung Regency**

DPP	KPPD/ KSPD	Tourist attraction	
		Superior	Supporter
<b>DPD Soreang and so on</b>	KSPD Integrated Urban Tourism Soreang	<ol style="list-style-type: none"> <li>1. The Starling Harupat Stadium</li> <li>2. Lebak Asri Islamic Swimming Pool</li> <li>3. Kampung Batu Waterpark</li> <li>4. Enchantment of Nirvana Waterpark</li> <li>5. Mahmud Village</li> </ol>	<ol style="list-style-type: none"> <li>6. Teak Mountain</li> <li>7. Grandmother Qobul's Grave</li> <li>8. Makom Mahmud</li> <li>9. Elephant Palace Site</li> <li>10. Gunung Sadu Makom Site</li> <li>11. Sand Odah Site / Grandmother Jarusi</li> <li>12. Bandung Lagadar Well Site</li> </ol>
<b>DPD Dayeuhkolot – Balaendah – Margacinta and so on</b>	KSPD for Nature, Culture and History of Dayeuhkolot and Baleendah. Tourism	<ol style="list-style-type: none"> <li>1. Muhammad Toha Monument</li> <li>2. Situ Sipatahunan</li> <li>3. Cieunteung Retention Lake</li> </ol>	
	KSPD Sundanese Traditional Arts and Culture Jelekong	<ol style="list-style-type: none"> <li>1. Jelekong Tourism Village</li> <li>2. Munjul Hill Area</li> <li>3. Grave of Luluhur Bandung</li> </ol>	<ol style="list-style-type: none"> <li>4. Bumi Alit Kabuyutan (Batu Karut Traditional House)</li> <li>5. Traditional House of Culture</li> <li>6. Andai Gunung Mountain Area</li> <li>7. Yasmin Kartika Suri Tourism</li> </ol>
<b>DPD PACIRA and so on</b>	KSPD Agrotourism and Ciwidey Tourism Village	<ol style="list-style-type: none"> <li>1. Rawabogo Tourism Village</li> <li>2. Lebakmuncang Tourism Village</li> <li>3. Natural Sari Medicinal Garden</li> <li>4. Alamendah Tourism Village</li> </ol>	<ol style="list-style-type: none"> <li>5. Padang State Site</li> <li>6. Valley Ciwidey Swimming Pool</li> <li>7. Kramat Kabuyutan's Tomb</li> <li>8. Makom Grandmother the Duke of Kertamanah Paserean</li> </ol>
	KSPD Tirta Situ Patenggang Nature Tourism	<ol style="list-style-type: none"> <li>1. Situ Patengan</li> <li>2. Cimanggu Hot Spring</li> <li>3. Walini Hot Spring</li> </ol>	<ol style="list-style-type: none"> <li>4. Glamping Lakeside</li> <li>5. Regar Orchid</li> </ol>
	KSPD Geothermal Agro-Geotourism Kawah Putih	<ol style="list-style-type: none"> <li>1. White crater</li> <li>2. Rancabali Ciwidey Plantation</li> <li>3. Ranca Upas</li> </ol>	<ol style="list-style-type: none"> <li>4. Cipanji waterfall</li> <li>5. Tilu Waterfall</li> <li>6. Green Hill Park</li> <li>7. Cibuni Crater – Rengganis</li> </ol>
<b>DPD Pangalengan and so on</b>	Lamajang Adventure Tourism KPPD	<ol style="list-style-type: none"> <li>1. Lamajang Tourism Village</li> <li>2. Puntang Mountain Tourism Area</li> </ol>	<ol style="list-style-type: none"> <li>3. Siliwangi Waterfall</li> <li>4. Geothermal Puppet Windu</li> <li>5. Cikondang Traditional House Site</li> <li>6. Radion Asia/ Malabar Situs site</li> </ol>
	KPPD Ecotourism Upstream Citarum River	<ol style="list-style-type: none"> <li>1. Situ Cisanti</li> <li>2. Aw Strawberry Garden</li> </ol>	<ol style="list-style-type: none"> <li>3. Nanceb Stone Site</li> <li>4. Patilasan Dipati Ukur Situs Site</li> <li>5. Hulowetan Citarum site</li> <li>6. TWA Artapela</li> <li>7. Paperari Tea Factory Museum</li> </ol>

Malabar Recreational Agrotourism KPPD	1. Malabar Plantation 2. Cibolang Hot Spring	3. Bosscha's grave 4. Kertamanah Tea Plantation 5. Tirta Camelia Hot Spring
KSPD for the Waters of Lake Situ Cileunca	1. Situ Cileunca 2. Palayangan River Rafting 3. Bandung Tea and Quinine Research Center	4. Mount Nini 5. Black House 6. Tirta Bidadari Kertamanah

Source: Adaptation results based on Ripparda Bandung Regency 2018-2025

Tourists visiting Bandung Regency are presented with a variety of tourist attractions such as Integrated Urban Tourism in Soreang, Nature Tourism, Culture and History, Traditional Arts and Culture, Agrotourism, Tirta Nature Tourism, Agro-Geotourism, Adventure Tourism, Upstream Ecotourism and Recreational Agrotourism. The diversity of tourist attractions owned by Bandung Regency is one of the efforts to attract tourists by diversifying tourist attractions. Diversification of tourism products is intended not to change but to add to the diversity of existing tourism products to avoid saturation and extend the length of stay of tourists (Sukmaratri & Damayanti, 2016). Because this saturation will accelerate the decline in the number of tourist visits. This decline can be dangerous for destination development in the future, so tourism product diversification is needed to overcome it (Sutarya, 2016).

The following is Table 2 assessment of niche tourism products in Bandung Regency by tourists.

**Table 2. Assessment of Special Interest Tourism Attractions in Bandung Regency by Tourists**

Indicator		NVG (1)	NG (2)	N (3)	G (4)	VG (5)	Amount	Total Score	Ideal Score
The tourist attractions that you visit in Bandung Regency	F	0	2	14	123	118	257	112	1285
	%	0%	0.8%	5.5%	47.9%	45.9%	100%	87.8%	
The uniqueness of the tourist attraction that you visit in Bandung Regency	F	0	3	39	115	100	257	1083	1285
	%	0%	1.2%	15.2%	44.8%	38.9%	100%	84.3%	
Cleanliness of tourist attractions that you visit in Bandung Regency	F	2	15	98	93	49	257	943	1285
	%	0.8%	5.8%	38.1%	36.2%	19.1%	100%	73.4%	
The convenience of a tourist attraction that you visit in Bandung Regency	F	1	8	52	132	64	257	1021	1285
	%	0.4%	3.1%	20.2%	51.4%	24.9%	100%	79.5%	
<b>Total score</b>								4175	
<b>Score Percentage</b>								81.2%	

Source: Results of research data, 2022

The assessment of tourists who have visited Bandung Regency on tourist attractions in Bandung Regency consists of four indicators, namely attractiveness of tourist attractions,



uniqueness, cleanliness, and comfort of tourist attractions. The highest rating fell to the attractiveness of tourist attractions while the lowest was on cleanliness of tourist attraction. Tourist attractions owned by Bandung Regency are considered very attractive for tourists, so that they become one of the choices for tourists to spend their free time. When traveling, tourists not only enjoy tourist attractions, the cleanliness factor leaves a good impression because it creates a sense of comfort for tourists. The level of cleanliness of the tourist attraction of Bandung Regency needs to be improved, so it is hoped that it can encourage the creation of a valuable tourist experience for tourists.

### **Bandung Regency Tourism Accessibility**

Although not considered the basis of tourism attraction, transportation accessibility, transportation connectivity, and transportation infrastructure are very significant prerequisites for creating and developing tourism destinations. Accessibility of transportation is seen through three components (origin – link – destination) and can be defined from two aspects: as the ease with which an individual or group can reach one or several destinations, and the ease with which the destination can be reached in general. Indicators of measuring transport accessibility can be simple (e.g. number of public transport stops in an area, length of roads), but also more complex, including time components, level of transport organization, etc. (Gašparović & Opačić, 2020). Accessibility is considered a key driver of the competitiveness of the national tourism system. This is one of the most relevant variables for the choice of tourist location, because it is evident that the more accessible a destination is, the more people will visit it (Coppola et al., 2020).

Tourism accessibility is all types of transportation facilities and infrastructure that support the movement of tourists from the area of origin of tourists to tourism destinations as well as movement within the area of tourism destinations. Tourism accessibility in Bandung Regency is classified into accessibility to Bandung Regency and tourism accessibility within Bandung Regency. Accessibility to and within the Bandung Regency area can be reached via land and air transportation.

The main accessibility to Bandung Regency can be accessed using land and air transportation. Air accessibility to Bandung Regency is served by airport infrastructure that can serve the movement of passengers and goods, namely Husein Sastranegara International Airport in Bandung City. This airport is a secondary-scale hub (hub) which is one of the supports for the Greater Bandung National Activity Center (PKN). Husein Sastranegara International Airport has connectivity with areas outside West Java Province which is served by Wings Airline, Citilink Indonesia, Air Asia Indonesia, Lion Airlines, Singapore Airlines, Malindo Airlines, and Air Asia Benhard.

Land accessibility to Bandung Regency is supported by the existence of a national route that connects West Bandung Regency - Cimahi City - Bandung City - Bandung Regency - Garut Regency. There are several public transportations that cross this route, including Inter-City Buses with routes to and from Bandung Regency.

In addition, the existence of the Soroja Toll Gate has an important role for potential tourists from Bandung City, DKI Jakarta, and other areas that have toll access. Other public transportation to Bandung Regency is by train, Damri Bus, and city transportation. The train line to Bandung Regency is served by Cimekar Station, Rancaekek Station, Haurpugur Station, Cicalengka Station, Nagreg Station and Lebak Jero Station. Meanwhile, the Damri Bus serves the Bandung City Square – Soreang and Leuwi Panjang – Ciwidey routes. In detail, transportation services to Bandung Regency can be seen in Table 3 below.

**Table 3. Public Transportation Services to Bandung Regency**

Accessibility	Tourist Entrance	Route/Transportation Business
Air	Husein Sastranegara International Airport	<p><b>Domestic Route</b></p> <ul style="list-style-type: none"> <li>• Jakarta – Bandung (Wings Airline)</li> <li>• Bandung – Palembang (Wings Airline/ Lion Airline)</li> <li>• Bandung – Kualanamu (Wings Airline)</li> <li>• Bandung – Surakarta (Wings Airline)</li> <li>• Bandung – Semarang (Wings Airline)</li> <li>• Bandung – Surabaya (Wings Airline)</li> <li>• Bandung – Makassar (Lion Airline)</li> <li>• Bandung – Balikpapan (Citilink Indonesia)</li> <li>• Bandung – Yogyakarta (Citilink Indonesia)</li> <li>• Bandung – Bali (Citilink Indonesia)</li> <li>• Bandung – Bandar Lampung (Wings Airline)</li> </ul> <p><b>International Routes</b></p> <ul style="list-style-type: none"> <li>• Bandung – Kuala Lumpur (Air Asia Benhard/ Malindo Airlines/ Citilink Indonesia)</li> <li>• Bandung – Singapore (Silk Air/Air Asia Indonesia)</li> </ul>
Land	Train station	Bandung Raya Diesel Rail Train (KRD) with routes: Padalarang – Bandung – Cicalengka; Padalarang – Cibatu; and Padalarang – Purwakarta
	Soroja Toll Road	Intercity Bus Within Province (AKDP): Bandung – Sukabumi (Siliwangi Trans/ Bhinneka Shuttle/ Hiba Putra/ MGI/ Sangkuriang)
	Bandung district	<p>Damri Bus</p> <ul style="list-style-type: none"> <li>• Bandung City Square –Afternoon</li> <li>• Long Leuwi–Ciwidey</li> </ul> <p>Trans Metro Pasundan</p> <ul style="list-style-type: none"> <li>• Corridor 1: Leuwipanjang – Soreang</li> <li>• Corridor 2: Beleendah / BEC</li> </ul> <p>City Transport</p> <ul style="list-style-type: none"> <li>• Bandung - Pangalengan</li> <li>• Tegalega - Banjaran</li> <li>• Banjaran - Soreang</li> <li>• Afternoon - Baleendah</li> </ul>

Source: Analysis results, 2021

Meanwhile, accessibility within the Bandung Regency area that connects Regional Tourism Destinations (DPD) and tourist attractions in Bandung Regency is land accessibility in the form of terminals and public transportation between cities with the Bandung - Pangalengan route. In addition, it is also served by online transportation and local transportation provided by the local community.

Tourists visiting Bandung Regency can easily use transportation facilities and infrastructure, both by land and air. This shows that Bandung Regency has diversified tourism accessibility that is provided and adapted to the needs of tourists, in addition to making it easier for tourists to go to Bandung Regency, it also makes it easier for tourists to visit various tourist attractions in Bandung Regency. Diversification of tourism accessibility has a very important role in the development of tourism, because tourism product diversification is the process of

offering tourism products that are varied and tailored to the needs of tourists that lead to a competitive experience (Abdo, 2020). Transportation tools are needed to travel, with current technological advances there are various choices of transportation tools that can be one of the supporters and drivers of progress from the tourism sector so that tourists can access tourist attractions easily (Rossadi & Widayati, 2018). Interest in returning can be obtained from the satisfaction felt by tourists as a result of accessibility. If tourists feel that access to a location is safe, comfortable and affordable, it will attract more tourists to visit. Accessibility affects the interest in returning, if tourists who visit one day want to return to visit these tourist destinations, of course they will consider access to the location, and prepare for the possibilities that will be faced when traveling, so that tourism trips can run smoothly (Wiratini et al., 2018). Various kinds of transportation tools are available in various types and are one of the supporters and drivers of tourism progress (Sammeng, 2000).

**Table 4. Assessment of Bandung Regency Tourism Accessibility by Tourists**

Indicator		NVG (1)	NG (2)	N (3)	G (4)	VG (5)	Amount	Total Score	Ideal Score
Availability of public transportation modes used from the area of origin to Bandung Regency	F	13	23	91	78	52	257	904	1285
	%	5.1%	8.9%	35.4%	30.4%	20.2%	100%	70.4%	
Availability of public transportation modes while traveling in Bandung Regency	F	12	28	100	77	40	257	876	1285
	%	4.7%	10.9%	38.9%	29.9%	15.6%	100%	68.2%	
<b>Total score</b>								1780	
<b>Score Percentage</b>								69.3%	

Source: Results of research data, 2022

Respondents' assessment of tourism accessibility in Bandung Regency, namely the availability of public transportation modes from the area of origin to Bandung Regency and public transportation modes while traveling in Bandung Regency, the highest rating fell on the availability of public transportation modes used from the origin area to Bandung Regency. While the lowest is the availability of public transportation modes while traveling in Bandung Regency. Transportation is an important thing in tourism, placing the movement of tourists into aspects that need attention. Transportation is one component of accessibility, which brings tourists to tourist destinations from their place of origin or to other tourist destinations. A good transportation service system is a prerequisite for tourism development efforts, especially in the competition to attract tourists to come to visit (Ristianti, 2016). A low assessment of the availability of public transportation modes while traveling in Bandung Regency shows that tourists still have difficulty finding information about modes of transportation, especially public transportation while traveling in Bandung Regency, even though public transportation is available to access various tourist attractions in Bandung Regency. Efforts are needed from public transport service managers and local governments to introduce the existence of public transportation for tourists to facilitate travel activities, in addition to the use of public

transportation reduce congestion levels, reduce air pollution (environmentally friendly), and reduce the rate of road traffic accidents that are often experienced by private vehicle users.

### Bandung Regency Tourism Amenity

Amenities are all supporting facilities provided and intended for visitors to a destination to meet the needs of their travel activities. Amenities include lodging accommodation facilities, restaurants, souvenir shops, and others that exist in a tourist destination (Shofi'unnafi, 2022).

Based on BPS data for West Java Province in 2021, the total accommodation of star hotels in Bandung Regency is 88 units. As for other facilities, there are 40 restaurants, 48 cafeterias, 7 coffee shops, 1 canteen and 193 food stalls. In Bandung Regency there is also 1 Tourism Information Center as an information center about tourist attractions in Bandung Regency.

Based on Bandung Regency data in 2021 figures, in 2020 there will be at least 88 hotels spread across several sub-districts in Bandung Regency. Then, there are eating and drinking facilities in the form of 40 restaurants, 48 cafeterias, 7 coffee shops, 1 canteen and 193 food stalls (total eating and drinking facilities are 289) spread across several sub-districts in Bandung Regency. The Tourism Information Center (TIC) of Bandung Regency is located in Soreang District. The number of accommodations in each sub-district in Bandung Regency included in the locus of this research (DPD Soreang et al, DPD Dayeuhkolot – Balaendah – Margacinta etc., DPD PACIRA etc., and DPD Pangalengan etc.) can be seen in Table 5 below.

**Table 5. Distribution of Star and Non-Star Hotel Accommodation Facilities in Regional Tourism Destinations in Bandung Regency**

DPP	Subdistrict	Number of Accommodation	Number of Regions
DPD Soreang and so on.	Soreang District	6	<b>6</b>
DPD Dayeuhkolot – Balaendah – Margacinta and so on.	Dayeuhkolot District	4	<b>4</b>
	Balaendah District	0	
DPD PACIRA and so on.	Ciwidey District	19	<b>85</b>
	Pasirjambu District	4	
	Rancabali Kecamatan District	62	
DPD Pangalengan and so on.	Pangalengan District	26	<b>26</b>
<b>Total</b>			<b>121</b>

Source: Soreang, Dayeuhkolot, Baleendah, Ciwidey, Pasirjambu, Rancabali, and Pangalengan sub-districts in figures 2020

Based on Table 5, it can be seen from a total of 121 accommodations recorded, the number of hotel accommodations, both star and non-star or in other forms such as villas and homestays, the distribution is dominated by DPD PACIRA and so on. Where the distribution of accommodation is the least in DPD Dayeuhkolot – Balaendah – Margacinta and so on. As for accommodation data recorded at the Bandung Regency Tourism and Culture Office, there are approximately a total of 114 inns (MS interview results, 2022).

The number of eating and drinking facilities in each sub-district in Bandung Regency included in the locus of this research (DPD Soreang et al, DPD Dayeuhkolot – Balaendah – Margacinta etc., DPD PACIRA etc., and DPD Pangalengan etc.) can be seen in Table 6 below.

**Table 6. Distribution of Eating and Drinking Facilities in Regional Tourism Destinations in Bandung Regency**

DPP	Subdistrict	Number of Eating and Drinking Facilities	Number of Regions
DPD Soreang and so on.	Soreang District	21	<b>21</b>
DPD Dayeuhkolot – Balaendah – Margacinta and so on.	Dayeuhkolot District	29	<b>54</b>
	Baleendah District	25	
DPD PACIRA and so on.	Ciwidey District	5	<b>28</b>
	Pasirjambu District	19	
	Rancabali Kecamatan District	4	
DPD Pangalengan and so on.	Pangalengan District	28	<b>28</b>
<b>Total</b>			<b>131</b>

Source: Soreang, Dayeuhkolot, Baleendah, Ciwidey, Pasirjambu, Rancabali, and Pangalengan sub-districts in figures 2020

Based on Table 6, it can be seen that from a total of 131 eating and drinking facilities recorded, the number of eating and drinking facilities in restaurants, restaurants, or in other forms, the distribution is dominated by DPD Dayeuhkolot – Balaendah – Margacinta and so on. Where the distribution of eating and drinking facilities is at least in the DPD Soreang and so on. As for the data on eating and drinking facilities recorded at the Bandung Regency Tourism and Culture Office, there are approximately a total of 224 restaurants and restaurants around the area.

The large number of amenities in the form of hotels and eating and drinking facilities spread across Bandung Regency, is one form of tourism development in Bandung Regency, with the aim of providing satisfaction for tourists and creating repeat visits. The large number of amenities in Bandung Regency is part of verified tourism products. This is because tourism product diversification is an effort to find and develop new products or markets, or both, in order to pursue growth, increase sales, profitability by increasing both the quantity and quality of tourism products in the form of attractions, amenities, facilities, and accessibility (Sukmaratri & Damayanti, 2016).

**Table 7. Assessment of Tourism Aminitas in Bandung Regency by Tourists**

Indicator		NVG (1)	NG (2)	N (3)	G (4)	VG (5)	Amount	Total Score	Ideal Score
Availability of accommodation facilities (hotel/villa) in Bandung Regency	f	0	13	66	102	76	257	1012	1285
	%	0%	5.1%	25.7%	39.7%	29.6%	100%	78.8%	
Condition of accommodation facilities (hotel/villa) in Bandung Regency	f	0	7	76	122	52	257	990	1285
	%	0%	2.7%	29.6%	47.5%	20.2%	100%	77%	
Convenience of eating and	f	0	7	63	124	63	257	1014	1285
	%	0%	2.7%	24.5%	48.3%	24.5%	100%	78.9%	

drinking facilities in Bandung Regency									
<b>Total score</b>								3016	
<b>Score Percentage</b>								78.2%	

Source: Results of research data, 2022

Respondents' assessment of tourist amenities in Bandung Regency, namely the availability of accommodation facilities, the condition of accommodation facilities, and the convenience of eating and drinking facilities, the highest rating fell to the convenience of eating and drinking facilities in Bandung Regency. However, the lowest assessment is found in the indicator of the condition of accommodation facilities in Bandung Regency.

Amenity has a big influence for tourists in visiting a destination. The more complete the amenities or facilities a destination has, the higher the interest of tourists to visit that destination. In addition to its function which is a public (public) facility (infrastructure), amenity of course also has standard conditions in its provision in the field, such as a strategic location, recognizable, affordable network for emergency communications, and the quality of the facility itself must be maintained in accordance with applicable standards in tourism.

### **Bandung Regency Tourism Ancillary Service**

Stakeholders and organizations that are not directly related to tourism can also be important towards the success and smooth running of a tourism destination. These organizations can be labeled as ancillary services. Ancillary service or support is a service of daily use that is not primary for tourists. They can be semi-governmental companies including banks, post offices, hospitals, news agencies and telecommunications (Hazra et al., 2017; Muthuraman & Al Haziazi, 2019).

Public facilities that support tourism, apart from being intended for the local community, are also needed traveller while in the destination area which includes financial and health facilities. Financial facilities in Bandung Regency are classified based on the network of Government Banks, Private Banks, Regional Development Banks, and Foreign and Joint Venture Banks. Overall, the financial facilities in Bandung Regency from Bandung Regency Data in Figures 2021, which are 36 banks (consisting of 4 Government Banks, 24 Private Banks, 1 Regional Development Bank, and 7 Foreign and Joint Venture Banks).

Meanwhile, health facilities such as hospitals, health centers, and clinics have a role in facilitating handling tourists while at the destination. The distribution of health facilities in the Bandung Regency area from the Bandung Regency data in 2021 figures as a whole has 10 units spread over each sub-district. These include Pangalengan District, Paseh District, Cicalengka District, Rancaekek District, Baleendah District, Soreang District, Margaasih District, Margahayu District, Dayeuhkolot District and Cileunyi District.

For the number of additional service facilities to support tourism in Bandung Regency in the form of financial facilities in each sub-district included in the locus of this research (DPD Soreang et al, DPD Dayeuhkolot – Balaendah – Margacinta etc., DPD PACIRA etc., and DPD Pangalengan etc.) can be seen in Table 8 below.

**Table 8. Distribution of Financial Facilities in Regional Tourism Destinations in Bandung Regency**

DPP	Subdistrict	Number of Bank Facilities	Number of Regions
DPD Soreang and so on.	Soreang District	23	<b>23</b>
DPD Dayeuhkolot – Balaendah – Margacinta and so on.	Dayeuhkolot District	16	<b>18</b>
	Baleendah District	2	
DPD PACIRA and so on.	Ciwidey District	6	<b>9</b>
	Pasirjambu District	2	
	Rancabali Kecamatan District	1	
DPD Pangalengan and so on.	Pangalengan District	10	<b>10</b>
<b>Total</b>			<b>60</b>

Source: Soreang, Dayeuhkolot, Baleendah, Ciwidey, Pasirjambu, Rancabali, and Pangalengan Districts in Figures 2020

From Table 8, it can be seen that from a total of 60 banking facilities recorded, the total distribution is dominated by DPD Soreang and so on. Where the distribution of banking facilities is at least in DPD PACIRA and so on. For the number of additional service facilities to support tourism in Bandung Regency in the form of health facilities in each sub-district included in the locus of this research (DPD Soreang et al, DPD Dayeuhkolot – Balaendah – Margacinta etc., DPD PACIRA etc., and DPD Pangalengan etc.) can be seen in Table 9 below.

**Table 9. Distribution of Health Facilities in Regional Tourism Destinations in Bandung Regency**

DPP	Subdistrict	Number of Health Facilities			Amount	Number of Regions
		Hospital	Polyclinic	Public health center		
DPD Soreang and so on.	Soreang District	1	12	2	15	<b>15</b>
DPD Dayeuhkolot – Balaendah – Margacinta and so on.	Dayeuhkolot District	1	19	2	22	<b>40</b>
	Baleendah District	1	14	3	18	
DPD PACIRA and so on.	Ciwidey District	-	6	2	8	<b>18</b>
	Pasirjambu District	-	4	2	6	
	Rancabali District	-	3	1	4	
DPD Pangalengan and so on.	Pangalengan District	-	11	3	14	<b>14</b>
<b>Total</b>						<b>87</b>

Source: Soreang, Dayeuhkolot, Baleendah, Ciwidey, Pasirjambu, Rancabali, and Pangalengan sub-districts in figures, 2020

Based on Table 9, it can be seen that from a total of 87 health facilities recorded, the distribution is dominated by DPD Dayeuhkolot – Balaendah – Margacinta and so on. Where the distribution of health facilities is at least in DPD Pangalengan and so on. There are only three types of hospital health service facilities. Each of them is 1 hospital in DPD Soreang and so on and 2 hospitals in DPD Dayeuhkolot – Balaendah – Margacinta and so on.

Ancillary services have various types and functions, where the efforts to provide and develop them are aimed at supporting various community activities. The provision of public facilities can be carried out on the basis of the number of tourists and spatial characteristics, in which the development of new facilities is based on the scale and service capacity of each related facility. In other words, measuring the service capacity of a facility can describe the functional feasibility of the facility. Ancillary service affects the interest of repeat tourists, to increase the interest of repeat tourists (Ramadhani et al., 2021).

Bandung Regency has ancillary services related to other industries, namely in the form of financial facilities and health facilities spread across various regions, which can provide convenience and comfort for tourists when visiting, as well as being an added value for tourism in Bandung Regency. This is one of the diversifications of tourism products. Where diversification leads to a more sustainable tourism development in terms of protecting resources in the form of products and services that have added value and strengthening the linkages between tourism and other regional industrial sectors (Weidenfeld, 2018).

The following is a table of tourist assessment results on ancillary services in Bandung Regency.

**Table 10. Assessment of Bandung Regency Ancillary Services by Tourists**

Indicator		NVG (1)	NG (2)	N (3)	G (4)	VG (5)	Amount	Total Score	Ideal Score
Availability of ancillary services facilities (banks, ATMs, health centers) in Bandung Regency	F	0	15	70	100	72	257	1000	1285
	%	0%	5.84 %	27.24 %	38.91%	28.02%	100%	78%	
Condition of ancillary services facilities (banks, ATMs, health centers) in Bandung Regency	F	0	8	80	140	29	257	961	1285
	%	0%	3.11 %	31.13 %	54.47%	11.28%	100%	75%	
Convenience and security of ancillary services facilities (banks, ATMs, health centers) in Bandung Regency	F	0	9	70	124	54	257	994	1285
	%	0%	3.50 %	27.24 %	48.25%	21.01%	100%	77.35%	
<b>Total score</b>								2955	
<b>Score Percentage</b>								76.65%	

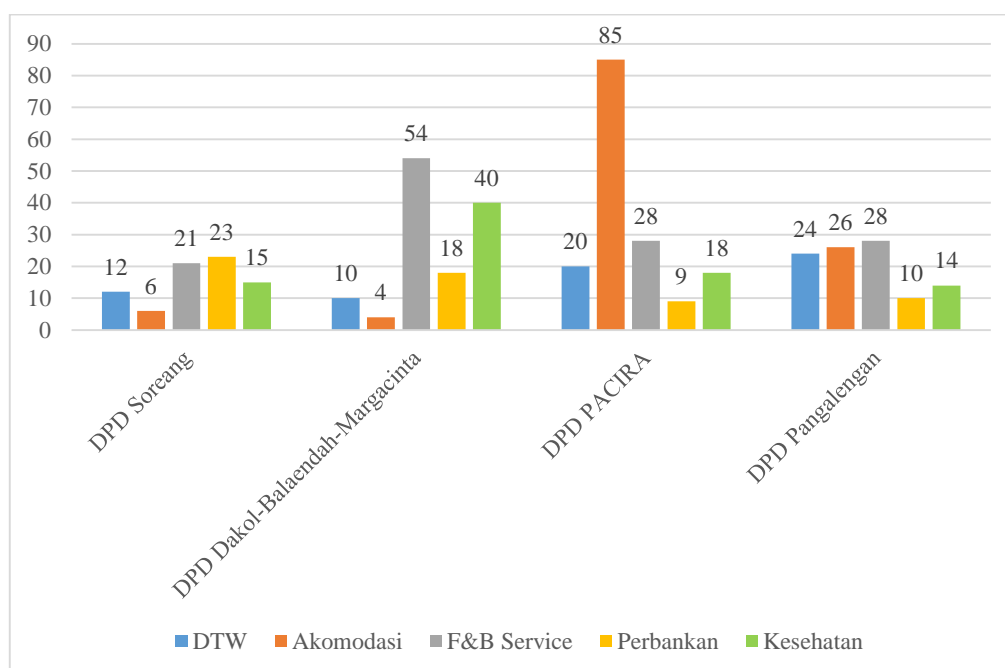
Source: Results of research data, 2022

Table 10 shows the results of tourists' assessment of ancillary service facilities in Bandung Regency. The highest score is on the availability of ancillary service facilities of 78%, and the lowest score is on the comfort and safety of ancillary service facilities, which is 77.3%.



In addition to tourist attractions, tourists in carrying out tourist activities also need facilities that support travel and provide various conveniences in order to improve the recreational experience. The comfort and security of supporting facilities in Bandung Regency needs to be improved again, because it is a motivating factor for tourists to achieve satisfaction when traveling through the feeling of calm, security and peace they get when traveling.

Below is a presentation of data related to the accumulation of the distribution of tourist attractions, amenities (accommodation and food and drink providers or F&B service) and additional services (banking and health facilities). The conclusion shows that the highest distribution of DTW is found in DPD Pangalengan and so on. Then the most accommodation distribution is in DPD PACIRA and so on. Furthermore, eating and drinking facilities or F&B service are dominated by DPD Dayeuhkolot – Balaendah – Margacinta and so on. For banking facilities, the largest distribution is in the DPD Soreang and so on. Lastly, health facilities are dominated by DPD Dayeuhkolot – Balaendah – Margacinta and so on.



**Figure 1. Accumulated Total Tourist Attractions Distribution, Amenity, and Additional Services in Each Regional Tourism Destination Bandung Regency**

Figure 1 describes the distribution of the number of tourist attractions, amenities, and additional services in each DPD in Bandung Regency which has their respective roles, such as in the DPD Pacira which has a fairly high tourist attraction, the more tourist attractions it has, the more visiting tourists. The higher the number of tourists visiting DPD Pacira, the more facilities needed by tourists, so DPD Pacira has the most availability of hotel or villa accommodation facilities, places to eat and drink, as well as other supporting facilities such as banking and health centers. This shows that DPD Pacira is the DPD that is most in demand by tourists, so that with various tourist attractions in DPD Pacira, it is able to bring in more tourists,

Tourism products consisting of attractions, amenities, accessibility, and ancillary services in Bandung Regency describe the quality of destinations with conditions that still require development. In this study, the quality of destinations in Bandung Regency is also supported by the diversification of these tourism products, namely: diverse tourist attractions in Bandung Regency which consist of religious tourism, adventure agrotourism, ecotourism, water and sports tourism, and cultural heritage tourism, arts, and education. Then the accessibility of tourism to and in Bandung Regency also has various variations, namely

consisting of land transportation consisting of various types of modes (damri buses, pasundan metro buses, and city transportation) and air routes that can be accessed using various airlines (such as Wings Airline, Citylink Airline, Lion Airline, etc.). Meanwhile, tourism amenities in Bandung Regency also have various variations, such as accommodation consisting of hotels and villas, as well as restaurants spread across various areas in Bandung Regency. Then for ancillary service tourism in Bandung Regency also has various variations such as the availability of financial facilities (banks and ATMs), and health facilities (hospitals, health centers, and clinics).

### Conclusions

The quality of destinations in Bandung Regency is measured through the availability and assessment of tourists on tourism products and their variations. Tourist attractions in Bandung Regency are considered to have high tourist attraction attractiveness as well as amenities in the form of eating and drinking facilities. Accessibility in the form of the availability of public transportation modes used from the area of origin to Bandung Regency is very good, it only needs to improve information about the availability of tourist public transportation modes. The availability of ancillary service in Bandung Regency is evenly distributed, but needs to be improved in terms of comfort and safety. Based on this explanation, Bandung Regency has a fairly high-quality destination which is supported by the diversification of tourist attractions, accessibility, amenities, and ancillary services.

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