

IMPORTANCE AND PERFORMANCE OF 3A'S: A CASE STUDY OF TAMAN WISATA ALAM GUNUNG PAPANDAYAN, INDONESIA

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ABSTRACT

The study focuses on Taman Wisata Alam Gunung Papandayan, a natural tourist destination situated in Garut Regency, West Java. Its objective is to assess and pinpoint areas for improvement within the framework of the 3A's concept, encompassing Attraction, Accessibility, and Amenities. Employing a descriptive qualitative research methodology, the research population consisted of both visitors and an employee from Taman Wisata Alam Gunung Papandayan, totaling 4 visitors and 1 employee. Data collection involved observations, interviews, and documentation, addressing specific research questions. The study utilized Importance-Performance Analysis to derive its findings. The results indicate three key areas requiring enhancement: nature conservation, provision of trash cans, and places of worship. Notably, the findings highlight deficiencies in natural preservation efforts, insufficient trash cans with a lack of organic and non-organic waste bins, and a limited number of places of worship. The originality and value of this study lie in its identification of crucial factors for improvement within Mount Papandayan Nature Park, guided by the comprehensive 3A's framework (attractions, accessibility, and amenities).

Keywords : Attraction, Accessibility, Amenities, Importance Performance Analysis.

ABSTRAK

Penelitian ini berfokus pada Taman Wisata Alam Gunung Papandayan, objek wisata alam yang terletak di Kabupaten Garut, Jawa Barat. Tujuannya adalah untuk menilai dan menentukan area yang perlu ditingkatkan dalam kerangka konsep 3A (Attraction, Accessibility, and Amenities). Dengan menggunakan metodologi penelitian kualitatif deskriptif, populasi penelitian melibatkan 4 pengunjung dan seorang karyawan dari Taman Wisata Alam Gunung Papandayan. Teknik pengumpulan data melibatkan observasi, wawancara, dan dokumentasi yang menjawab pertanyaan penelitian tertentu. Penelitian ini menggunakan Analisis Penting-Performa untuk mendapatkan temuannya. Hasil penelitian menunjukkan bahwa terdapat tiga area yang perlu ditingkatkan, yaitu konservasi alam, tempat sampah, dan tempat ibadah. Temuan juga mengindikasikan bahwa masih ada kekurangan dalam upaya pelestarian alam, kurangnya tempat sampah beserta fasilitas tempat sampah organik dan non-organik, serta hanya terdapat satu tempat ibadah. Keaslian dan nilai dari penelitian ini terletak pada identifikasi faktor-faktor krusial yang perlu ditingkatkan di Taman Wisata Alam Gunung Papandayan, yang dipandu oleh kerangka konsep 3A (atraksi, aksesibilitas, dan fasilitas) yang komprehensif.

Kata Kunci: Daya Tarik, Aksesibilitas, Fasilitas, Analisis Penting-Performa

INTRODUCTION

Research Background

Tourism is rapidly evolving into a major industry, becoming a priority for development in several countries, including Indonesia. With its vast regional potential, rich tourist attractions, natural beauty, cultural heritage, and community life, tourism plays a crucial role in enhancing a country's economic landscape. This is evident in the significant contribution of the tourism sector to foreign exchange earnings, reflecting a positive trend in boosting a nation's income (Goenadhi and Rahadi, 2020).

In 2018, the foreign exchange contribution from tourism in Indonesia reached IDR 229.5 trillion, marking a 15.4 percent annual increase. The influx of foreign tourists has spurred interest from international investors looking to capitalize on Indonesia's abundant natural resources. This surge in tourism presents an opportunity for Indonesia to further develop and improve its tourism sector, potentially elevating the welfare of its people (Susianto Johaness, and Yacob, 2022).

Garut Regency, particularly known for its unique beauty, is a prime example of Indonesia's diverse and attractive regions. Surrounded by mountains, including Mount Cikuray, Mount Papandayan, and Mount Guntur, Garut Regency boasts cool air and natural conditions. Its natural wealth, such as mountains, waterfalls, and beaches, makes it a sought-after tourist destination, earning it the monikers "Paradisijs van het Oosten" (Paradise from the East) and "Swiss Van Java" (Switzerland on the Island of Java) (Inewsid, 2023).

Mount Papandayan, managed as Taman Wisata Alam Gunung Papandayan, stands out as a significant tourist attraction in Garut Regency. The region's strategic location and unique offerings, from the Dead Forest to Padang Edelweiss, make it an ideal destination. However, challenges arise, including insufficient awareness among tourists and locals regarding the diverse attractions and inadequate management practices (Fitra & Ceha, 2021).

This study is designed to evaluate and improve the performance of Mount Papandayan's tourism using the 3A's concept – Attraction, Accessibility, and Amenities. Considering the growing interest in mountain tourism, the research aims to identify areas for improvement, aligning with the components of attractiveness, accessibility, and facilities that are crucial for a successful tourist destination (Ayu, 2020).

The urgency of this research lies in addressing the pressing issues faced by Mount Papandayan's tourism sector. As the interest in mountain tourism grows, it is crucial to enhance the management and development of this natural tourist park promptly (Hasanah, 2019). Mount Papandayan faces environmental challenges due to the increasing number of climbers, potentially jeopardizing the sustainability of the Taman Wisata Alam Gunung Papandayan. This study aims to identify areas for improvement and align the tourist destination with the 3A's framework, ensuring that the region's tourism potential is harnessed sustainably.

Research Objective

The purpose of this study related to attractions, accessibility, amenities in Taman Wisata Alam Gunung Papandayan. To examine the items that need to be improved at Taman Wisata Alam Gunung Papandayan.

LITERATURE REVIEW

3A's (Attraction, Accessibility, and Amenities)

As defined by the Law of the Republic of Indonesia No. 10 of 2009, a tourist attraction encompasses anything possessing value, uniqueness, and beauty derived from the diversity of natural, cultural, and man-made resources that serves as the target of tourist visits (Hasanah, 2019). In essence, a tourist attraction is anything that captivates tourists' attention, holds significant value, and serves as a compelling reason for their visit. Typically, tourist attractions exhibit characteristics such as uniqueness, authenticity, and rarity. Moreover, these attractions can manifest as both natural and artificial, with the former stemming from nature, including flora and fauna, and the latter originating from human creations like museums, recreational parks, zoos, and historical sites

Yoeti (2008) categorizes tourist attractions into four types: natural attractions, encompassing scenic landscapes like mountains, hills, beaches, and waterfalls; build attractions, featuring architecturally appealing human-made structures like museums, traditional houses, and temples; cultural attractions, formed from community culture such as traditional arts, folklore, and historical relics; and social attractions, representing societal customs and activities like language diversity, wedding ceremonies, livelihoods, and social practices. According to Kotler (2013), a high-quality tourism product must go beyond free offerings and consider elements like attractiveness, maintainability, and ease of use to meet visitors' expectations.

Yoeti (2002), cited by Susianto et al. (2022), emphasizes that a tourist attraction should consist of three essential elements: something to see (natural beauty, historical buildings, local art, and culture), something to do (activities like rides, tasting traditional food, and local dances), and something to buy (souvenirs or mementoes). This comprehensive understanding underscores the multifaceted nature of tourist attractions, encompassing various elements to create a holistic and satisfying visitor experience.

Accessibility plays a crucial role in making tourist destinations more reachable and convenient for visitors, encompassing factors such as transportation ease, availability of information, and well-maintained roads to various locations (Rokhayah EG, et al., 2021). Recognizing the importance of enhanced accessibility is paramount due to its direct impact on visitor convenience. The growth and success of the tourism industry hinge on the synergy between good access and appealing attractions. French and Sunaryo (2013), as cited by Putri & Andriana (2021), emphasize key components related to tourist accessibility, including airports, directions, terminals, travel time, costs, transportation frequency to tourist sites, and others.

Mill (2000), cited by Kabu (2019), identifies several vital indicators of accessibility crucial for tourism development. These include A) Access to information, emphasizing the importance of comprehensive information to aid tourists in selecting destinations; B) Access Road conditions to tourist objects, which should align with public infrastructure; and C) Terminal facilities, including parking lots designed to meet the anticipated number of arriving tourists, ensuring a seamless visitor experience.

Mill, as cited in Sari (2019), emphasizes the critical role of tourist amenities or facilities in catering to the needs of visitors at tourist attractions. To ensure visitor comfort, tourist destinations must maintain well-kept and clean facilities that align with tourists' requirements. Properly meeting these facility needs significantly influences the overall comfort of tourists during their visits (Saputra et al., 2022). Essential facilities such as public toilets, rest areas, parking lots, health clinics, and places of worship should be readily available at tourist destinations to fulfil diverse tourist requirements. The provision of these facilities, contingent upon the destination's unique conditions and the tourists' needs, adds substantial value to the overall tourist experience.

Sumayang (2003), cited by Rokhayah EG, et al. (2021), highlights key considerations in facility provision, including the completeness, cleanliness, and tidiness of facilities, the condition and functionality of each facility, and the ease of use. Taman Wisata Alam Gunung Papandayan exemplifies proper facility functionality and cleanliness, featuring well-maintained toilets, prayer rooms equipped with necessary items, pavilions, seating areas for relaxation, and cafes for the convenience of tourists.

Importance and Performance Analysis (IPA)

According to Martilla & James (1977), as cited by Bi, Liu, Fan, & Zhang (2019), Importance Performance Analysis (IPA) is a business research technique widely employed to formulate strategies for enhancing products or services. Originating in the late 1970s, IPA gained popularity across diverse fields such as recreation, tourism, education, and healthcare, eventually expanding into domains like transportation (Rodriguez-Valencia, Rosas-Satizabal & Paris, 2019). This method entails assessing the performance and importance of various features and plotting them on a two-dimensional plane, forming four quadrants. The y-axis indicates the level of importance, while the x-axis represents performance. Attributes are then categorized based on their levels of importance (high/low) and performance (good/low). By graphically representing attribute importance, the resulting chart becomes a valuable tool for pinpointing areas requiring improvement and optimizing resource allocation. Attribute importance is determined by the perceived value or significance from the customer's perspective, while performance reflects the customer's judgment regarding the success of the attribute of interest. This analytical approach provides businesses with actionable insights to refine their offerings and enhance customer satisfaction.

IPA emerges as a valuable management tool, offering policymakers the means to pinpoint service or product elements where resource allocation can be optimized. Its applicability spans various industries and sectors, providing insights into customer preferences and facilitating overall performance improvement. In the tourism industry, for instance, IPA proves instrumental in gauging the importance of performance, enabling the development of tailored product or service strategies based on prioritized attributes. Following the measurement of importance and performance levels for each attribute and the delineation of quadrants, the interpretation of attributes within each quadrant is crucial. Consensus in most studies asserts that the most pivotal quadrants are those characterized by poor performance and high importance. Attributes falling into this quadrant demand heightened attention and resource allocation, as improvements from poor to good performance in these areas wield the most significant impact on overall satisfaction and service quality (Rodriguez-Valencia, Rosas-Satizabal & Paris, 2019). Therefore, IPA not only aids in identification but also guides strategic resource allocation for optimal outcomes.

Based on the literature review encompassing the 3 A's (Attraction, Accessibility, Amenities) and the application of Importance-Performance Analysis (IPA), the research endeavors to construct operational variables encapsulated in Table 1. This table serves as a structured framework to operationalize the key elements identified in the literature. By aligning theoretical insights from the 3 A's and leveraging the analytical capabilities of IPA, the research aims to systematically define and measure variables pertinent to the study's objectives. Table 1 functions as a tool for translating theoretical concepts into tangible, measurable components, providing a solid foundation for data collection and analysis in the subsequent phases of the study.

Table 1. Importance And Performance Items

No	Question	Variables
1	What about natural attractions at tourist spots?	Attraction
2	How is the preservation of nature in tourist attractions?	Attraction
3	How is the uniqueness in tourist attractions?	Attraction
4	How is the friendliness of the residents at tourist attractions?	Attraction
5	Are toilets available at tourist spots?	Amenities
6	Are trash bins available at tourist spots?	Amenities
7	Are lodging facilities available at tourist attractions??	Amenities
8	Is there an internet network available at tourist attractions?	Amenities
9	What about access to tourist attractions?	Accessibility
10	Are there places to sell such as stalls selling food or accessories?	Amenities
11	Is clean water available at tourist spots?	Amenities
12	What about the condition of cleanliness in tourist attractions?	Attraction
13	Are camping spots available at tourist spots?	Amenities
14	Is parking available at tourist attractions?	Amenities
15	Is there a playground available at the tourist spot?	Amenities
16	Are places of worship available at tourist attractions?	Amenities

Source: Researcher Documentation, 2023

RESEARCH METHOD

The chosen approach for this study is qualitative, as discussed in research by Yusanto (2019). Qualitative research offers a variety of approaches, allowing researchers to select methods that best suit the nature of the object under study. Khoa, Hung, and Hejsalem-Brahmi (2023) emphasize the importance of meticulous data analysis in qualitative research to ensure that the obtained data can be appropriately narrated, leading to valid research outcomes. In this qualitative study, the researcher

assumes the role of both an instrument and a data collector, supporting research tasks and becoming known to subjects or informants in that capacity.

According to Hancock, Algozzine and Lim (2021), the preparatory phase of the study involves a focus on defining the research problem or rationale for conducting a case study, reaching an agreement on the use of the case study approach over other methods, and understanding the strengths and weaknesses associated with this approach. Given the specific issues addressed in this research, a field case study approach has been employed. Field case studies entail direct visits to predetermined locations to gather data or information from informants, aligning with the study's objectives and research questions. This approach facilitates a nuanced understanding of the subject matter by immersing the researcher in the actual context of the study.

The aim of a case study is to conduct an in-depth investigation of a particular subject to provide a complete picture of a particular subject. Case study is case-based research which is described as a research method in a single case study (Mariotto et al, 2014). According to Yin, the most important step in any research project is to clearly identify the research problem. This research uses a single case study that focuses on one particular unit (Gustafsson, 2017).

Informant Selection

The selection of informants was carried out, first, with a purposive sampling technique. Sugiyono (2018) explains that the purposive sampling technique is sampling using certain considerations following the research objectives. Sample selection is carried out by considering certain characteristics, such as experience, knowledge, or skills. This technique is used to select and select informants who master information and problems in depth and can be trusted to be a steady source of data. Simply put, it is called an accurate informant. Using this purposive technique, researchers can determine sampling according to research objectives. The sampling referred to here is not a sampling that represents the population but is based on the relevance and depth of information, however, it is not only based on the subjective researcher but based on the themes that emerge in the field.

Data Collection Techniques

Case studies usually incorporate data collection methods such as archives, interviews, questionnaires, and observation. Therefore, researchers use observation, interviews and documentation. The combination of data collection techniques with triangulation will emphasize results on meaning rather than generalization (Sugiyono, 2018).

Observation

Observation is a technique that is carried out directly and automatically records the phenomenon being investigated. The author also uses participatory observation, where researchers come to the research site but are not involved in the activities at the research site. This method is used to find data or information about the performance of Taman Wisata Alam Gunung Papandayan.

Interview

An interview or interview method is a form of verbal communication in the form of a conversation that aims to obtain information. Researchers conducted interviews with visitors and staff who work at Taman Wisata Alam Gunung Papandayan. In conducting interviews, researchers need to listen carefully and record what informants say. The appointment of informants based on recommendations from the first informant to the second informant.

Documentation

Documentation is a record of events that have passed. The use of this documentation method is to strengthen and support information obtained from observations and interviews. This study uses documentation of places in the Taman Wisata Alam Gunung Papandayan.

Data Validity Test

To test the validity of the data collected, researchers used triangulation. Triangulation is defined as a data collection technique that combines various data collection techniques and existing data sources. Thus, there is source triangulation, data collection technique triangulation and time triangulation

Data Analysis Design

Data analysis is the process of finding and compiling interviews, field notes and other materials that have been collected or compiled by researchers systematically after carrying out the process of collecting data from the field. (Hancock, Algozzine, and Lim, 2021) This data analysis activity is carried out by examining the data, organizing it, dividing it into units so that it can be managed so that the true meaning can be found with the formulation of the problem that has been determined. For data analysis while in the field, researchers used the importance performance analysis model

RESEARCH RESULT AND DISCUSSION

Case Study Profile

Based on the profiles of the respondents, our four informants have visited Taman Wisata Alam Gunung Papandayan more than three times. In field research, the researcher found informants from the community from Garut to participate in this study, and 1 employee to do the triangulation.

Table 2. Informant Profile

Detail	Informant A	Informant B	Informant C	Informant D
Code	N. 1	N. 2	N. 3	N. 4
Name	Bakti Syafaat	Rizki Muhammad Ramdani	Jajang Alwi	Haikal Muhammad Rabbani
Age	23	21	21	20
Community	Tim Hore	Tapak Geurot	Fanatik Petualang	PAGUCI
Address	Cisurupan, Garut	Bayongbong, Garut	Cisurupan, Garut	Bayongbong, Garut
How many times do you visit Mount Papandayan in a year?	2-4 times	4 times	5-8 times	5-7 times

Source: Researcher Documentation, 2023

Table 3. Employee Profile

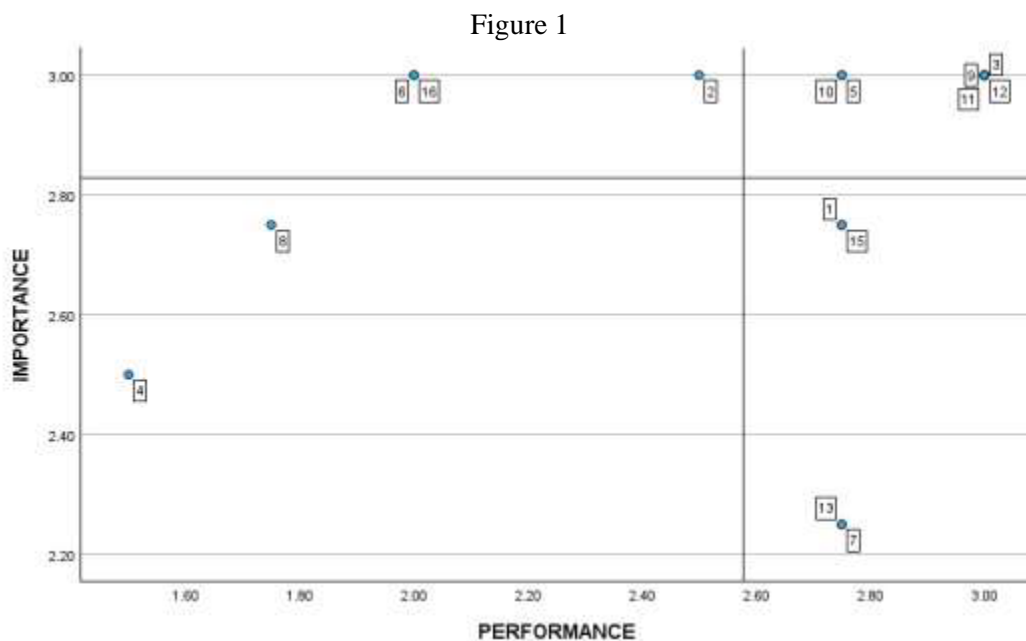
Detail	Informant Employee
Code	N.5
Name	Joni
Age	37
Status	Employee of Mount Papandayan
Address	Cisurupan, Garut
Working Experience	7 Years
Position	Field Coordinator

Source: Researcher Documentation, 2023

The Importance-Performance Analysis (IPA) was conducted to assess the performance of Taman Wisata Alam Gunung Papandayan Tourist Attractions as a natural destination. Figure 1 illustrates the relationship between 16 items based on the average importance evaluation value, revealing different assumptions. In the first importance-performance grid, the overall results for the four respondents interviewed are presented. In the upper right quadrant (quadrant 2) labeled "keep up the good work," items such as uniqueness in natural tourism, distribution of toilets, accessibility by

public transportation or private vehicles, availability of food or drink sellers, availability of clean water, and cleanliness at tourist attractions scored high overall, indicating their commendable performance. On the bottom right (quadrant 4) labeled "possible overkill," items related to natural attractions, availability of accommodation in natural tourist spots, availability of camping sites, and places to play exhibit high importance but potential overkill in their current provision.

Moving clockwise to the next quadrant, items related to the friendliness of residents and the availability of an internet network fall into quadrant 3, representing a low priority group due to their low performance and importance scores, indicating their relatively low significance for Mount Papandayan tourism. In the upper left quadrant (quadrant 1) labeled "concentration here," items related to the conservation of nature tourism, dispersal of trash bins, and availability of places of worship are identified as the only items with high importance but mediocre performance. The importance-performance grid underscores opportunities for improvement in sustainability, the distribution of trash cans, and the availability of places of worship at Taman Wisata Alam Gunung Papandayan. These insights provide a valuable foundation for refining and enhancing the overall visitor experience in these key aspects.



Source: Research Calculation based on Statistical Software, 2023

Upon analyzing the feedback from all informants, it is evident that Taman Wisata Alam Gunung Papandayan requires significant improvement in three key aspects: item 2 (conservation of nature), item 6 (distribution of trash cans), and item 16 (provision of places of worship), as indicated by their placement in quadrant 1, labelled "concentrate here." Nature conservation, represented by item 2, is crucial for ensuring the availability of natural resources for future generations. While the management of Taman Wisata Alam Gunung Papandayan has undergone developments under private sector management, there is a consensus among informants that further enhancements are necessary due to persisting challenges.

In this study, the importance of natural conservation as an area of focus has been identified as pivotal. This finding aligns with previous research conducted by Budiarto and Ferisa (2021), which emphasized the passive role of local communities in the implementation of natural conservation efforts for the main attraction, which is natural conservation. Furthermore, the study highlights the distribution of trash receptacles as a significant factor that requires further attention and consideration.

Budiarto and Ferisa's research underscored the need for increased community engagement and participation in natural conservation initiatives. Their findings suggest that a passive approach to conservation may not yield the desired results, and that more proactive measures are necessary to ensure

the success of conservation efforts. This aligns with the broader understanding that community involvement is crucial for the effective implementation and sustainability of conservation projects.

The distribution of trash receptacles is another critical aspect that has emerged in this study as warranting attention. The availability and accessibility of trash receptacles can significantly influence the amount of litter in an area. Placing them in strategic locations can encourage proper waste disposal and reduce the likelihood of litter accumulation. This is particularly important in areas where natural conservation efforts are underway, as litter can negatively impact the environment and the wildlife that inhabit it.

This observation parallels the findings of Rijal, Nurwulan, and Supriatna (2020), who reported a significant accumulation of litter due to the absence of adequate trash bins. However, their study also noted a commendable level of environmental awareness among mountain climbers (88.242%), who were observed to carry large plastic bags for collecting trash, underscoring the need for proper disposal mechanisms.

Furthermore, the insufficient provision of Muslim places of worship emerges as another focal point. This observation aligns with the conclusions drawn from research by Fitra and Ceha (2020), who found that Taman Wisata Alama Gunung Papandayan lacked Muslim-friendly amenities, including designated areas for worship and adequate measures for wildlife control and cleanliness. Fitra and Ceha's research emphasizes the need for more comprehensive planning and development of Muslim-friendly amenities in areas like Taman Wisata Alama Gunung Papandayan. This includes the provision of adequate spaces for worship, as well as measures to ensure the safety and well-being of both visitors and local wildlife. The lack of such amenities can negatively impact the experience of Muslim visitors and potentially discourage them from visiting such sites. The availability and placement of trash bins within Taman Wisata Alam Gunung Papandayan emerge as a pressing concern. Effective waste management is essential to combat environmental pollution and its adverse effects on human well-being. However, it is highlighted that the current distribution of trash bins is insufficient, indicating a need for strategic placement to address littering issues.

Furthermore, the provision of places of worship, item 16, is identified as an area for improvement. While there is a prayer room available for Muslims, the absence of places of worship for non-Muslims is noted. Given that places of worship are frequently sought by both local and foreign tourists during holidays, expanding the provision to accommodate diverse religious preferences is recommended for a more inclusive and welcoming visitor experience at Taman Wisata Alam Gunung Papandayan.

CONCLUSION

Drawing conclusions from insights gathered from five informants, it is evident that three specific items demand focused attention for enhancement within Taman Wisata Alam Gunung Papandayan. The preservation of nature, the insufficient distribution of trash bins, and the scarcity of places of worship stand out as significant challenges affecting the overall quality of the tourist experience.

An informant representing the management of Taman Wisata Alam Gunung Papandayan acknowledges the deficiencies in these three indicators, emphasizing the need for improvement. While the management has formulated plans to address these issues, the implementation phase is yet to be realized. This underscores the importance of translating intentions into actionable measures to address the identified shortcomings and enhance the overall quality and sustainability of Taman Wisata Alam Gunung Papandayan as a natural tourist destination.

Researchers find solutions for items that are in quadrant 1 "concentrate here" for Item 2 (natural sustainability) by not changing its nature, in other words, Taman Wisata Alam Gunung Papandayan have to focus on the natural attractions, while item 6 (providing trash cans) can be done by adding trash cans at every point that is often passed by tourists and can provide organic and nonorganic waste bins to facilitate disposal and avoid accumulation of waste, and item 16 (Availability of places of worship) can add a mosque or prayer room in a strategic location, or can add other places of worship so that it becomes unique in Taman Wisata Alam Gunung Papandayan. This solution is only able to overcome the deficiencies in the items in quadrant 1 "concentrate here".

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