

ANALYSIS OF TOURISM PRODUCT ATTRIBUTES ON VISITING DECISIONS IN GEOPARK CILETUH SUKABUMI

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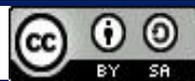
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ABSTRACT

The Geopark area in Ciletuh attracts attention with cliffs and various waterfalls that have various heights. A number of waterfalls such as Curug Cimarunjung, Curug Puncak Manik, Curug Sodong, Curug Cikanteh, Curug Ciatel, Curug Awang, and Curug Tengah can be seen from the beach in Ciletuh. In addition, the area has coral reefs that are home to many rare species of ornamental fish, as well as Mandra island, Manuk island, Kunti island, and white sandy beaches on Cikadal beach adjacent to Ciletuh bay. The purpose of this research is to find out how the strategy in implementing the use of Tourist Product Attributes to Geopark Ciletuh Sukabumi tourists, and how tourist product attributes influence tourist decisions to visit Geopark Ciletuh, and how the tourist experience while visiting Geopark Ciletuh can provide an increase in tourist product attributes. The research method used is a qualitative approach with a case study method. Data for this study were collected through observation and in-depth interviews with key informants. The interview results show that the application of tourism product attributes has had a significant positive impact. The geopark has successfully highlighted the natural beauty and geological diversity as the main attraction, building a reputation as an attractive destination for tourists. By providing a variety of adventure activities and educational tours, Geopark Ciletuh is able to cater to a wide range of visitor interests. Good infrastructure, such as well-maintained trails and informative signage, also enhance the visitor experience.

KEYWORDS *Attributes; Tourism; Geopark; Visits*



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INTRODUCTION

Tourism is an activity that provides various experiences to tourists. Apart from serving and fulfilling their needs, tourism also plays an important role in conveying messages to society. The objectives of tourism include increasing the country's income, introducing natural and cultural beauty, and strengthening the bonds of brotherhood. To achieve these goals, the government cooperates with the community and the private sector in developing services supported by information

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technology and utilizing information media and social media. (Abdullah & Firdaus, 2018).

As the number of tourist destinations that provide a variety of products and services increases, the choices for consumers are expanding. Thus, consumers have higher bargaining power. Therefore, companies should understand the needs and wants of consumers and try to fulfill them. Tourism organizations should focus on developing products with unique characteristics that can differentiate them from competitors. These characteristics are known as product attributes. Choices made by consumers are the result of deciding between two or more alternative courses of action. (Eddy Soegiarto K and Mardiana, 2016).

Consumer choice can be interpreted as their inclination towards the brands they are considering and their intention to buy the brand they like the most. The decision-making process for travel is usually more complicated than the decision to buy luxury goods. (Sari, 2020). In order for the tour we take to be satisfying, worth the money paid, and fun for the family, there are many factors to consider. The main basis for tourists in making decisions is the attributes of tourism products. According to Suwanto (2009), tourism product attributes include attractions, amenities, and accessibility. These three elements must be well organized to be more attractive and provide comfort for potential tourists. (Napu et al., 2024).

Indonesia has 34 provinces, each of which has its own unique charm. One of the provinces with the best tourist destinations is West Java. This province is famous for its outstanding natural beauty, thanks to the mountains that surround it, providing a distinctive cool air. In addition to its natural charm, West Java is also known for its art, diverse culture, and appetizing culinary delights. (Raseuki & Choiriyati, 2019). That is what makes West Java unique and different from other regions in Indonesia. Currently, the global tourism market's interest in natural and cultural tourism continues to increase. Therefore, the West Java Provincial Government actively encourages various related parties, including local communities, to help develop facilities and provide the best service for tourists in various tourist destinations in West Java. The West Java Provincial Government also continues to promote investment in the tourism industry sector. (Zaini Miftach, 2018).

The geopark in Ciletuh attracts attention with beautiful cliffs and various waterfalls or waterfalls with various heights. From the shore of Ciletuh, visitors can see waterfalls such as Curug Cimarunjung, Curug Puncak Manik, Curug Sodong, Curug Cikanteh, Curug Ciatel, Curug Awang, and Curug Tengah. In addition, the area also has coral reefs that are home to various types of rare ornamental fish, as well as islands such as Mandra Island, Manuk Island, and Kunti Island. The stunning white sand can only be found at Cikadal Beach, which is adjacent to Ciletuh Bay. (Ibrahim & Adiputra, 2023).. In addition to offering nature tourism, the area also provides a variety of special interest tourism options, such as rafting, off-roading, trekking, hiking, climbing, and motor cross. On the other hand, its cultural tourism resources include pencak silat, rengkong, angklung gubrag, and so on. One of the attractions of this geopark is the diversity of rock formations that have been named by locals based on hereditary stories, such as Batu Haok, Batu

Cadas Gemblung, and Batu Jendela. Popular local cultures here include Laes, Calung, and Gendang Pencak. (A.Oktavianita & L.Warlina, 2020).

Based on available data, the government and tourism managers are trying to develop tourism products. They provide restaurants, hotels and travel agents to attract more tourists. In Merangin, there are many tourist destinations, including natural, man-made and historical tourism. In supporting tourism, they focus on providing tourist attributes such as plant fossils, sedimentary rocks, locations for rafting, and various other interesting activities. (Raseuki & Choiriyati, 2019). So it is very necessary to plan to achieve tourism goals by involving the government, experts, tourism managers, travel agents, local communities, and other stakeholders.

According to Cooper (1993) in (Ibrahim & Adiputra, 2023) Explains that tourist attractions must have accessibility, facilities, and additional services. However, this research was further developed by Buhalis (2000) in the journal "Marketing the competitive destination of the future", which states that other attributes to consider include attractions, accessibility, facilities, available packages, activities, and additional services.

Destination attributes in other terms are used by Crouch and Ritche (1999) in (Kuswardani, 2020) As the main attraction, resources are very important in determining the attractiveness of a destination. According to Enright and Newton (2004), these resources and attractions are the main elements of a destination's appearance. Destination attributes, in other words, are the factors that attract tourists to a place. The stronger the attraction, the higher the desire of tourists to visit. Tourist satisfaction is an important driver to attract repeat visits. If tourists are satisfied with their experience, they tend to have a high interest or intention to return to visit the same destination in the future. In addition, they will also give positive recommendations to others about the tourist attractions they have visited. (Nisa et al., 2023).

If tourists are disappointed, they are less likely to return to the destination in the future and may leave negative reviews. This can adversely affect the image of the tourist destination. Therefore, ensuring tourist satisfaction should be a top priority for destination managers. Traveler satisfaction is a key factor that can encourage them to revisit the same place in the future. (Yusuf, 2019). This is in accordance with research (Apriliani & Mardhatillah, 2022) Destination Image has a significant effect on visiting decisions. This is evidenced by the regression coefficient value of 0.543. The correlation test result of 0.625 means that their relationship is very strong. While research (Dani & Thamrin, 2019), Destination Brand Image has a very large effect on visiting decisions. This is evidenced by the results of 0.094 and T count 6.170.

From the phenomenon in the background above, this study aims to determine how the strategy in implementing the use of Tourism Product Attributes to Geopark Ciletuh Sukabumi tourists, and how tourism product attributes influence tourist decisions to visit Geopark Ciletuh, and how the experience of tourists while visiting Geopark Ciletuh can provide an increase in tourism product attributes, and how swot analysis related to the application of tourism attributes to visiting decisions.

Literature Review

Consumer Behavior Theory

Consumer behavior theory is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. This theory includes various psychological, social, and cultural aspects that influence the consumer decision-making process. (Mubarak et al., 2021). Factors such as motivation, perception, attitude, personality, and lifestyle play an important role in determining how consumers behave. In addition, social environments such as family, reference groups, and culture also have a significant effect on consumer decisions. The consumer decision-making process usually involves several stages, starting from problem recognition, information search, evaluation of alternatives, purchase decisions, to post-purchase behavior. (Ningsih, 2021). Problem recognition occurs when consumers realize an unmet need or desire. Then, they search for information through various sources to find a solution. Furthermore, consumers evaluate available alternatives based on various criteria such as price, quality, and brand.

Visiting Decision

(Dethan et al., 2020) The decision to visit a place is closely related to the decision-making process in purchasing. Before a person decides to go to a destination (which can be interpreted as an entity), that person (which can be considered a consumer) has made a decision to buy and enjoy the various facilities offered by the destination. According to Drumond (2003: 68) in (Sukma Wardiana, 2022) The decision to visit a place involves the process of identifying potential visit options to solve problems related to the decision. This process involves assessing options systematically and objectively, and considering goals that determine the advantages and disadvantages of each option. Indicators of visiting decisions according to Goodall in (Apriyani, 2016) are: (1) Identification of the problem/need for travel, (2) Collection of Information, (3) Evaluation of Alternatives, and (4) Final Decision.

Tourist Product Attributes

(Abdul Yusuf, 2018) defines tourism products as a collection of various kinds of products produced by various companies and given directly to tourists during their tour. According to Suwanto (2009: 49) in (Malisti et al., 2019) According to Suwanto (2009: 49) in (Malisti et al., 2019), tourism product attributes include all services received and felt by tourists from the time they leave home until they reach the chosen tourist destination and return home. Tjiptono (2008) identifies indicators of tourist product attributes including: tourist attractions, amenities, and accessibility.

RESEARCH METHOD

This research will use a qualitative approach with a descriptive method. Data for this research is collected through observation and in-depth interviews with key informants. (Adlini et al., 2022). After that, the data is analyzed using a qualitative descriptive analysis technique using SWOT analysis. This method

involves organizing and parsing the data to identify patterns, themes and main categories that emerge from the data. In selecting the interviewees, this research used purposive sampling technique. According to (Sugiyono, 2016)(Sugiyono, 2016), purposive sampling is a sample selection method based on certain considerations. (Fadli, 2021) In this study, there were four sources, namely the tourism manager of Geopark Ciletuh Sukabumi, and tourists in Geopark Ciletuh Sukabumi. This research is located at the Geopark Ciletuh Sukabumi tourist spot. The selection of Geopark Ciletuh Sukabumi as a research location is based on its great potential, such as natural beauty, tourism attributes, and local communities.

RESULT AND DISCUSSION

Strategy for Applying Tourist Product Attributes to Geopark Ciletuh Sukabumi Tourists

Geopark Ciletuh Sukabumi is one of the natural tourist destinations that has great potential to be developed into a major tourist destination in Indonesia. Located in Sukabumi Regency, West Java, Ciletuh Geopark offers extraordinary natural beauty, including unique geological formations, stunning waterfalls, beautiful beaches, and rich local culture. This potential makes Ciletuh Geopark one of the most attractive tourist destinations for domestic and foreign tourists. (Lestari, 2016).

Despite its great potential, tourist visits to Ciletuh Geopark are still not optimal. One of the main factors influencing this is the lack of understanding and effective implementation of existing tourism product attributes. Tourism product attributes include various elements such as attractions, amenity, and accessibility, all of which play an important role in attracting tourists and influencing their decision to visit.

Tourist attractions that include natural beauty, geological sites, and local culture are the main attractions that need to be developed and promoted more intensively. However, these attractions must be supported by adequate amenities such as accommodation, dining facilities, and other supporting infrastructure. The quality and convenience of these facilities greatly affect the tourist experience and their satisfaction during their visit. (Raseuki & Choiriyati, 2019).

In addition, accessibility to Ciletuh Geopark is also one of the main challenges. Inadequate roads and lack of information about transportation to this destination can be a barrier for tourists. Therefore, improving infrastructure and providing clear information is necessary to facilitate tourists' access to Ciletuh Geopark.

In this context, the effective application of tourism product attributes becomes very important. By understanding and applying these attributes optimally, destination managers can increase the attractiveness of Ciletuh Geopark, provide a better experience to tourists, and ultimately increase the number of visits and tourist satisfaction. This will not only have a positive impact on the development of tourism in Ciletuh Geopark, but will also make a significant economic contribution to the local community.

The management of tourism product attributes in Geopark Ciletuh Sukabumi is highly emphasized to improve the tourist experience. Mr. Ahmad, one

of the tour managers, explained that there are several strategies implemented. First, their main focus is on the quality of services and infrastructure, such as ensuring facilities such as trails, information boards, and public toilets are available and well-maintained to ensure visitor comfort and safety. Secondly, they develop diverse tourism products to meet the needs of different types of travelers. For example, there are adventure tour packages for those who want to explore a particular geosite and educational tour packages for schools and study groups.

Visitor responses to the management of tourism product attributes in Ciletuh Geopark have so far been very positive. Mr. Ahmad said that visitors appreciate efforts to improve service quality and provide a comprehensive tourist experience. Many visitors provide feedback that the facilities available make it easier for them to enjoy the natural beauty of Geopark Ciletuh.

Mr. Ahmad also explained the various tourism product attributes that exist in Geopark Ciletuh Sukabumi. One of the most prominent is its unique natural beauty and geodiversity, with more than 50 geosites spread throughout the geopark area. These attractions attract tourists interested in geology, ecology and natural beauty. In addition, there is a wide range of tours and adventure activities such as hiking, trekking and birdwatching, which allow visitors to explore the natural beauty and biodiversity of Ciletuh Geopark. There are also educational tour packages specially designed for schools and study groups, to enhance understanding of geology and the natural environment. Supporting facilities such as information boards, walking trails, and rest areas are also taken care of so that tourists can enjoy a comfortable tourist experience.

The main challenge in managing tourism product attributes in Geopark Ciletuh Sukabumi is maintaining a balance between nature conservation and tourism development. Mr. Ahmad stated that they always try to promote ecologically and socially responsible tourism experiences, while still maintaining the integrity of the existing natural ecosystem.

Thus, the implementation of this strategy reflects the commitment of Ciletuh Geopark managers in managing and promoting tourism product attributes well. The manager not only focuses on developing infrastructure and diverse tourism products, but also pays attention to natural preservation and visitor satisfaction, which are key elements in building a positive reputation and sustainability of tourist destinations.

Tourism Product Attributes in Influencing Tourist Decisions to Visit Ciletuh Geopark

Tourism product attributes play a central role in influencing tourists' decision to visit a destination. In Geopark Ciletuh Sukabumi, attributes such as spectacular natural beauty and geological diversity are the main attractions. Visitors are attracted to explore more of the unique and captivating geosites, which offer an unforgettable experience in understanding geological history and abundant natural resources. (Sukma Wardiana, 2022). Good tourism infrastructure, such as well-maintained trails, informative information boards, and adequate public facilities, also plays an important role in providing comfort and safety for visitors. In addition, diversified tourism products that include adventure tours, education, and nature-

based activities also cater to the various interests and needs of tourists. Positive responses from previous visitors, highlighting the quality of services and their satisfaction in enjoying the tourist experience in Ciletuh Geopark, also contributed to building the destination's positive reputation. Overall, a good combination of these tourism product attributes not only entices tourists to visit Geopark Ciletuh Sukabumi, but also makes this destination a top choice for those seeking an immersive and meaningful tourism experience. (A.Oktavianita & L.Warlina, 2020).

One of the visitors, kak Andika, chose Geopark Ciletuh as a tourist destination because he was attracted by its extraordinary natural beauty. She heard about the spectacular rock cliffs and stunning waterfalls there and wanted to see them in person. In addition, she was also attracted by the wide range of adventure activities and educational tours suitable for families. Regarding his experience using the facilities and infrastructure in Ciletuh Geopark, Andika stated that the infrastructure there is quite good. The trails are well-maintained, the information boards provide useful explanations, and the public toilets are clean, all of which make her feel comfortable to explore the geopark area without any worries.

Kak Dhea, another visitor, responded that the variety of tourism products offered in Geopark Ciletuh greatly influenced her choice to visit. She was looking for a destination that offered more than just natural scenery. At Geopark Ciletuh, she found a wide range of tours and activities such as hiking, trekking and birdwatching that suited her interests. The many options available made her feel that Geopark Ciletuh was the perfect place for her vacation or with her partner. Regarding the use of tourism product attributes, Kak Dhea highly appreciated the facilities and activities provided, which made her visit more meaningful and enjoyable. She feels that Geopark Ciletuh makes good use of its natural wealth to attract tourists while still preserving the environment.

Regarding challenges that need to be improved in Geopark Ciletuh, Kak Dhea believes that visitor traffic management at some of the more crowded geosites could be improved. In addition, information about tours and activities available in Geopark Ciletuh could be improved to make it easier for tourists to plan their visit. Kak Dhea also stated that she would recommend Geopark Ciletuh to anyone looking for a vacation destination that presents a beautiful combination of nature and adventure activities. According to her, Geopark Ciletuh has great potential as an interesting and educational tourist destination, suitable for all groups.

Effective use of tourism product attributes such as unique natural beauty, variety of activities, and infrastructure quality has a significant positive impact in influencing tourists' decisions to choose Ciletuh Geopark as their vacation destination. This confirms that good management of tourism product attributes can increase attractiveness and overall visitor satisfaction.

Tourist Experience While Visiting Ciletuh Geopark to Improve Tourism Product Attributes

While visiting Ciletuh Geopark, tourists often have immersive and satisfying experiences that significantly enhance their perceptions of the destination's tourism product attributes. The extraordinary natural beauty, such as spectacular rock cliffs and stunning waterfalls, is the main attraction that gives a

deep impression on visitors. (Raseuki & Choiriyati, 2019). In addition, good infrastructure management, such as well-maintained trails, informative information boards, and clean public toilets, provide extra comfort while exploring the geopark area. This not only enhances visitors' practical experience, but also reinforces Ciletuh Geopark's image as a visitor-friendly tourist destination.

The variety of tourism products on offer also contributes greatly to the positive traveler experience. With a wide variety of adventure activities such as hiking, trekking, and birdwatching (Malisti et al., 2019), visitors have the opportunity to delve deeper into the natural wealth and biodiversity of Ciletuh Geopark. These options not only cater to a variety of tourist interests, but also add an educational dimension to their visit.

This positive experience is also supported by the effective use of tourism product attributes such as educational tours that inform about the geology and ecology of the area, as well as various other educational activities that provide added value for visitors. Thus, Geopark Ciletuh is not just a vacation spot, but also a destination that promotes education and a deeper understanding of the natural environment.

Visitor Kak Andre shared that he chose Geopark Ciletuh because he had heard so much about its incredible natural beauty. He loves places that offer spectacular natural scenery, and Geopark Ciletuh is famous for its stunning rock cliffs and waterfalls. This was a chance for him to enjoy unspoiled nature. Regarding his experience with the facilities and infrastructure in Geopark Ciletuh, Mr. Andre stated that the infrastructure there is quite good. The trails are well maintained, there are information boards that provide explanations about geology and biodiversity, and the restrooms are generally clean and comfortable. All of this made him feel more secure while exploring and spending time there.

The variety of tourism products offered in Geopark Ciletuh also influenced Andre's decision to visit. He was looking for a destination that not only offered beautiful natural scenery, but also a variety of activities to enjoy. At Geopark Ciletuh, he found a wide variety of adventure tours such as hiking and trekking, as well as educational tours about geology and ecology, which made his visit more meaningful and enjoyable. Kak Andre really appreciated the use of tourism product attributes in Geopark Ciletuh. Good management with an emphasis on natural sustainability and satisfying services made him feel that Geopark Ciletuh really utilizes its natural potential well to attract tourists, while still maintaining environmental sustainability.

To improve the tourist experience in Ciletuh Geopark, Kak Andre recommends several improvement steps. First, visitor traffic management needs to be improved, especially on busy days, to avoid overcrowding at some geosites. This will help maintain visitors' comfort and positive experience during the visit. Kak Andika also recommends expanding information on available tours and activities to make it easier for tourists to plan their visit. With more complete and easily accessible information, tourists can better choose activities that suit their interests. In addition, developing a variety of new activities or tours can be an effective strategy to attract a wider range of visitors, providing a more diverse and engaging experience.

Finally, Kak Dhea added that constant maintenance of infrastructure such as trails, information boards, and public facilities should be prioritized to ensure all facilities remain comfortable, safe, and functioning properly. By implementing these measures, Geopark Ciletuh can improve the quality of service and overall experience for its visitors, as well as strengthen its reputation as an attractive and well-managed tourist destination.

Swot Analysis of the Application of Tourism Attributes to Visiting Decisions

Geopark Ciletuh Sukabumi, located in Sukabumi Regency, West Java, is one of the natural tourist destinations that has great potential to be developed as a major tourist destination in Indonesia. With outstanding natural beauty, unique geological formations, stunning waterfalls, beautiful beaches, and rich local culture, Geopark Ciletuh offers a variety of attractive attractions for domestic and foreign tourists. However, the number of tourist visits to Ciletuh Geopark has yet to reach its maximum potential.

One of the factors influencing this is the lack of understanding and effective implementation of existing tourism product attributes. Tourism product attributes include various elements such as attractions, amenity, and accessibility, all of which play an important role in attracting tourists and influencing their decision to visit. To better understand the strengths, weaknesses, opportunities, and threats faced by Ciletuh Geopark, a comprehensive SWOT analysis needs to be conducted.

This SWOT analysis aims to evaluate the application of tourism product attributes in Geopark Ciletuh and its impact on tourists' decision to visit. By identifying strengths (Strengths), weaknesses (Weaknesses), opportunities (Opportunities), and threats (Threats), the Ciletuh Geopark manager can formulate a more effective strategy to increase the attractiveness of this destination. (Astuti & Ratnawati, 2020).

Strengths

Ciletuh Geopark has various advantages that make it an attractive tourist destination. Firstly, its natural beauty and geodiversity are outstanding, with more than 50 geosites offering unique geological formations, stunning waterfalls and beautiful beaches. This natural beauty is a major attraction for tourists.

In addition, the variety of tourism products in Geopark Ciletuh is very diverse. Travelers can enjoy a variety of activities such as hiking, trekking, birdwatching, and educational tour packages, all of which are designed to cater to different interests and preferences. Good infrastructure is also one of the strengths of Ciletuh Geopark. Facilities such as well-maintained trails, informative information boards, and clean public toilets greatly enhance visitor comfort and safety.

The rich local culture adds to the appeal of the Ciletuh Geopark. This cultural diversity attracts tourists who are interested in the cultural and historical aspects of the area. Finally, the commitment to nature conservation is a plus. Ciletuh Geopark managers strive to promote ecologically and socially responsible tourism, helping to maintain the integrity of the ecosystem while providing an enjoyable tourist experience.

Weaknesses

Ciletuh Geopark has several weaknesses that need attention. One of the main weaknesses is limited accessibility. The road to Ciletuh Geopark is inadequate, and information about transportation to get there is unclear, making it an obstacle for tourists who want to visit.

Promotion and marketing of Geopark Ciletuh is also not optimal. Many potential tourists do not know about the beauty and attractiveness of this geopark due to limited promotion. In addition, visitor traffic management on busy days still needs to be improved. Some geosites often experience overcrowding, which can reduce tourist comfort and experience.

The lack of comprehensive and easily accessible information about tours and activities available in Ciletuh Geopark is also a weakness. This can make it difficult for tourists to plan their visit, so they may miss out on some of the exciting experiences offered by the geopark.

Opportunities

Geopark Ciletuh has the potential to capitalize on these opportunities to improve the attractiveness and management of its tourist destination: By increasing the number of tourists, Geopark Ciletuh can have a significant economic impact on local communities, such as the creation of new jobs and increased income. Through the development of new tourism products or attractive customized tours, Geopark Ciletuh can reach more tourists with diverse interests, expanding its potential visitor base. Active cooperation with travel agents, schools and local communities can enhance promotion efforts as well as more effective management of Geopark Ciletuh, expanding the reach of information about the destination. By utilizing social media and digital platforms for promotion and information, Geopark Ciletuh can reach a wider audience, increasing travelers' awareness of the uniqueness and attractiveness of this Geopark globally.

Threat

Ciletuh Geopark needs to pay attention to several challenges that can affect the management and attractiveness of its tourist destinations: An increase in the number of tourists without good management can result in environmental damage and reduce the quality of the ecosystem. Therefore, the need to maintain a balance between tourism development and nature conservation is very important. Other tourist destinations that offer natural beauty and attractive tourism products are also potential competitors in attracting tourists. Geopark Ciletuh needs to innovate and increase its appeal to remain competitive in the tourism market. Climate change and natural disasters such as landslides or floods can damage infrastructure and reduce tourist attractiveness. Good risk management and infrastructure maintenance are needed to address these threats. Limited budgets for development, facility maintenance, and promotion can also hamper Geopark Ciletuh's efforts to improve the quality of its tourism destination. Smart budget management strategies and the search for additional funding sources can be a solution to overcome this challenge.

For this reason, improving road infrastructure and providing clear transportation information is essential to facilitate access to Ciletuh Geopark. This step will increase comfort and safety for visiting tourists. And utilizing social media and digital platforms to conduct intensive promotions about the natural beauty and various activities offered by Ciletuh Geopark. This can increase awareness and interest of potential tourists.

CONCLUSION

The implementation of strategies in the management of tourism product attributes has had a significant positive impact. They not only emphasize on good service quality and infrastructure, but also actively develop various tourism products that are responsive to visitors' needs. By highlighting natural beauty and geological diversity as the main attraction, Geopark Ciletuh has succeeded in creating a memorable tourist experience and building a reputation as an attractive destination.

Geopark Ciletuh Sukabumi successfully utilizes tourism product attributes effectively to attract and satisfy tourists. Spectacular natural beauty, such as rock cliffs and stunning waterfalls, is the main attraction that captivates tourists. Meanwhile, the variety of adventure activities and educational tours on offer demonstrates the variety of tourism products that cater to a wide range of visitor interests. Good infrastructure, such as well-maintained trails and informative information boards, also add value to the tourist experience. Recommendations to improve visitor traffic management, information on tours and activities, and infrastructure maintenance demonstrate a commitment to improving the overall visitor experience. As such, Ciletuh Geopark remains a superior choice for travelers seeking an immersive and well-managed nature tourism experience.

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