



**IMPORTANCE AND PERFORMANCE OF 3A'S (ATTRACTION,
ACCESSIBILITY, AND AMENITIES): A CASE STUDY OF TAMAN
WISATA ALAM GUNUNG PAPANDAYAN, INDONESIA**

UNDERGRADUATE THESIS

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ABSTRACT

Purposes – *Taman Wisata Alam Gunung Papandayan* is a natural tourist attraction located in Garut Regency, West Java. This study aims to determine which performance needs to be improved by using the 3A's concept (Attraction, Accessibility, Amenities).

Design/Methodology/Approach – The type of research used is descriptive with qualitative. The research population was all visitors and employee from *Taman Wisata Alam Gunung Papandayan*, totaling 4 visitors and 1 employee. The data collection technique in this study was by observations, interview and documentation composed of research questions. This study used Importance Performance Analysis.

Findings – The results of the study show that there are three items that need to be improved, namely nature conservation, trash cans, and places of worship. The results also found that there was still a lack of natural preservation, a lack of trash cans and no provision of organic and non-organic waste bins, and also that there was only one place of worship.

Originality/value – This study identifies which factors need to be improved in Mount Papandayan Nature Park by using the 3A'S concept (attractions, accessibility, and amenities).

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