

ABSTRACT

Accessibility is one of the important factors in tourism development, especially for culture-based tourist destinations such as Kasepuhan Bunisari in Bandung Regency. This study aims to determine how tourists view or perceive accessibility to Kasepuhan Bunisari tourist destinations, such as aspects of road infrastructure, directions, transportation, and ease of access for tourists. The research method used is quantitative method with descriptive explanation. Data were obtained through questionnaires distributed to tourists who had visited Kasepuhan Bunisari. The results of the questionnaire were then analyzed to see the pattern of tourists' perceptions of the accessibility of the destination. Preliminary findings show that although Kasepuhan Bunisari has high tourism potential, there are several obstacles in terms of accessibility perceived by tourists, such as muddy and slippery road conditions when it rains and is quite steep and the lack and limitations in access to public transportation. Nonetheless, tourists still show high interest in this destination due to its cultural appeal and uniqueness. The results showed that accessibility to Kasepuhan Bunisari tourist destinations is generally perceived as "quite good" with value 2.971 by tourists, but has room for improvement and development.

Keywords: accessibility, tourist destination, Kasepuhan Bunisari