

Analysis of Infrastructure, Accessibility and Accommodation Influences to the Development of Tourist Interest in Tourist Destinations of South Minahasa Regency

Henry C, Simbar

Master of Management Program, Faculty of Economics and Business
Sam Ratulangi University, Indonesia
saymynamegratia@gmail.com

Rita Taroreh

Master of Management Program, Faculty of Economics and Business
Sam Ratulangi University, Indonesia
ritataroreh@unsrat.ac.id

Sri Murni

Master of Management Program, Faculty of Economics and Business
Sam Ratulangi University, Indonesia
sridunia@unsrat.ac.id

***Annotation:** Management of regional assets is currently one of the efforts to increase capacity. Tourism is one of the main sectors in efforts to advance the economy of a region, efforts to develop tourism are one way of speeding up the wheels of the economy and attracting the economy from outside. This cannot be separated from the infrastructure development carried out in the regions. In order to maximize the existing potential, development needs to be carried out in the field of infrastructure, accessibility to tourist destination areas and the provision of good and varied accommodation to tourists from outside and within the region. This research uses ordinary least squares with multiple regression methods, from the research results obtained resultsrsquare of 80.4%. With these results, it can be seen the influence of infrastructure, accessibility and accommodation on tourist interest, which means that only 19.6 percent of the level of influence of other variables remains.*

***Keywords:** Infrastructure, Accessibility, Accommodation, Tourist Interest*

INTRODUCTION

Background

The development of the tourism industry is an interesting phenomenon, although tourism is also a sector that is very sensitive to changes that occur both internally and externally which greatly influence the number and interest of tourists in visiting a country, region/province or region. This industry directly has an impact on the economy, social and culture (Gegel, 2006).

The tourism industry is an industry that operates in the service sector. Initially, services were associated with the sale of tangible products, played a role in improving products and were part of services in marketing. The new view states that services are every interaction that occurs between service users and anyone, including other internal personnel from within the company or organization, not just company personnel who are directly involved with the marketing function (Zeithaml, et al, 2006). service is "A service is an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interactions between the customer and service employees and/or physical resources or good and/or system of the service provider , which are providers as solutions to customer problems", Gronroos in (Lupiyoadi, et al., 2009)

In efforts to develop tourism, (Schmoll in Yoeti, 2006), said that the tourism industry does not actually stand alone, but is a series of companies that produce goods and services that are different from one another. It contains various determining factors, such as unique tourism products, smooth and continuous promotion (marketing communications) to the target market, as well as understanding tourist travel motivations and so on. Tourism develops because of human movements in search of something unknown, exploring new areas, looking for a change of atmosphere, or to get a new trip. Meanwhile, tourists are people who travel temporarily with the aim of getting pleasure, taking a vacation or rest and not for work that produces wages or payment (Pitana, et al., 2005).

Tourism is a very important industry for many countries, but it also faces a number of complex challenges. To overcome these challenges and ensure sustainable tourism growth, collaboration between government, the private sector and local communities is necessary. With a thoughtful and sustainable approach, tourism can continue to be a source of happiness and prosperity for many people around the world, explained that the development of the tourism industry cannot be separated from the marketing mix strategy. It is acknowledged that the marketing mix strategy is able to increase the level of tourist visits if implemented well. Until now, South Minahasa Regency is still one of the districts in North Sulawesi with various potentials that are inherent and can be developed. One of the potentials that can be developed and can become one of the potential sectors in South Minahasa Regency is the tourism sector, with various natural riches and Its culture can be an attraction in growing tourist interest, both local and national and even international.

Utilize tourist objects and attractions consisting of beautiful natural wealth, diversity of flora and fauna, diversity of arts and culture, historical and ancient heritage. Therefore, the South Minahasa Regency tourism industry can be a priority in development and management efforts with the aim of being able to influence tourists to make tourist visits and make contributions to the region, especially as a source of regional income and becoming one of the Tourist Destination Areas (DTW) in Sulawesi Province north.

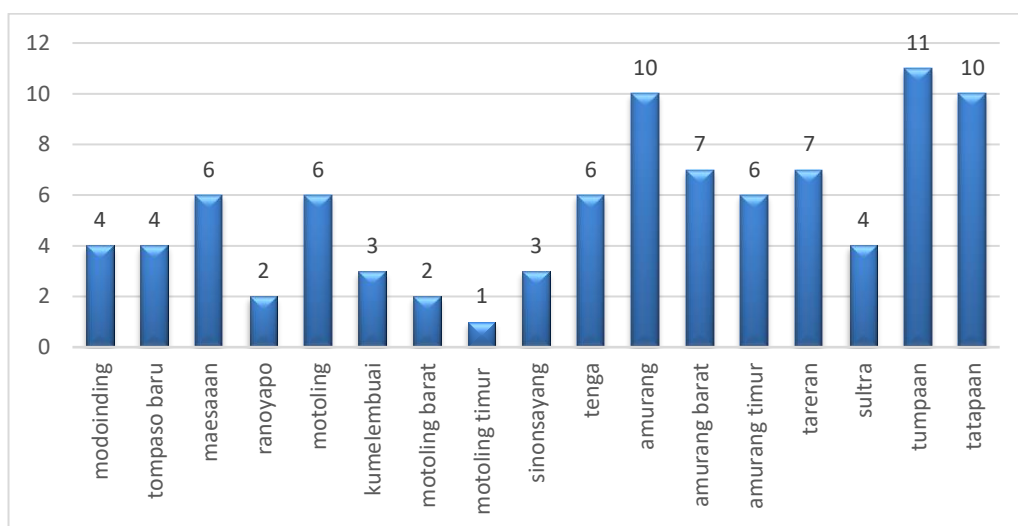
**Table 1. Number of Tourist Visits
In South Minahasa Regency in 2022**

Month	Foreign Tourists	Domestic tourists
January	-	227
February	-	287
March	-	295
April	2	286
May	-	325
June	7	46
July	12	8,842
August	2	104
September	2	5,275
October	4	3,231
November	5	2,162
December	8	342

Total	42	21,842
-------	----	--------

Source: BPS South Minahasa, 2023

It can be seen from table 1 above that the development or number of visitors at tourist destination locations in South Minahasa district is dominated by domestic tourists. This development has also received attention from the local government in South Minahasa Regency by providing budgeting for this sector, namely by building facilities that can be used by both the public and tourists and even beautifying existing tourist locations so that they can be accessed more easily and to attract interest. tourists, as well as various collaborations with third parties and even promotions outside the region so that tourism in South Minahasa Regency becomes better known. Several superior programs are also implemented by the regional government, such as the development of supporting infrastructure so that tourism potential can be further supported and improved in South Minahasa Regency, because it cannot be denied that the completeness of existing infrastructure can be one of the triggers or even supports in the formation or improvement of potential. Existing tourism is becoming increasingly well known, as is the case with accessibility and accommodation, where with better accessibility the possibility for people to visit will be increasingly open, while accommodation involves many investors from the general public, whether through small scale such as inns or cottages up to On a large scale, such as hotels, this also deserves good attention from the region so that the investment process can be carried out well. With these aspects, the possibility of development becoming greater.



Graph 1 Number of Tourist Attractions Based on Subdistrict In South Minahasa Regency, 2023

Source: BPS South Minahasa, 2023

From graph 1 above it can be seen that South Minahasa district actually has many tourist locations and the potential to attract tourists to come and visit. The desired tourism development must of course receive good support from the government, because until now the majority of tourist attractions in South Minahasa Regency are still within the territory or authority of the government in terms of management and even promotion for this, judging from the perspective of the community in general and tourists in particular. to be able to assess the performance or form of government investment in terms of infrastructure, accommodation and even accessibility in terms of its effect on tourism development in South Minahasa Regency.

Based on the explanation above, it is interesting to see how infrastructure, accessibility and accommodation influence the development of tourist destinations in South Minahasa Regency. For this reason, the author is interested in researching things that influence the development of tourist destination areas in South Minahasa Regency? And took the research "Analysis of the influence of infrastructure, accessibility and accommodation on the development of tourist interest in the tourist destination area of South Minahasa district"

Research Purposes

1. To analyze the influence of infrastructure, accessibility, accommodation on the development of tourist interest in the tourist destination area of South Minahasa Regency.
2. To analyze the influence of infrastructure on the development of tourist interest in the tourist destination area of South Minahasa Regency.
3. To analyze the influence of accessibility on the development of tourist interest in the tourist destination area of South Minahasa Regency.
4. To analyze the influence of accommodation on the development of tourist interest in the tourist destination area of South Minahasa Regency.

LITERATURE REVIEWS

Marketing Theory

The definition of marketing, according to terminology, comes from the word "market" which means the place where buying and selling transactions occur or the place where sellers and buyers meet. Due to the dynamics of society and economic pressures, the term "marketing" is known, which means carrying out the activity of selling and purchasing a product or service, based on the interest or desire to buy and sell.

This basic understanding gave birth to the marketing theory put forward by Kotler, as market theory. Kotler then provides the limitation that market theory has two dimensions, namely the social dimension and the economic dimension. The social dimension is that transaction activities occur on a consensual basis. And the economic dimension, namely the occurrence of profits from mutually beneficial transaction activities satisfaction.

Economic review, according to the term marketing, is the activity of selling a product or service that can be accepted or purchased by the buyer because the product or service is useful for the buyer and profitable for the seller. It is said that marketing involves two related elements, namely demand and supply. This basis refers to the theory of demand and supply. The theory of demand and supply according to Douglas in Saladin is that demand increases if production is lacking and supply increases if production is large or abundant. This basis is the reference for transactions in marketing activities. This is proven by the many definitions of marketing according to different experts, both from a conceptual perspective and from perception or interpretation, but it all depends on the angle from which marketing is viewed, but in the end it has the same goal. In general, marketing experts are of the opinion that marketing activities are not only aimed at selling goods and services or transferring property rights from producers to end customers, but marketing is an integrated effort to develop strategic plans directed at efforts to satisfy buyers' needs and desires in order to obtain sales. which can produce the expected profits.

Tourist

Suwantoro Gamal (2004:3) defines the term tourism, namely a change of someone's temporary residence outside their place of residence for some reason and not to carry out activities that generate wages. Thus, it can be said that a trip is undertaken by one or more people with the aim of, among other things, getting enjoyment and fulfilling the desire to know something. It can also be due to interests related to sports activities for health, conventions, religion and other business purposes. Tourism potential is all objects (natural, cultural, artificial) that require a lot of handling in order to provide attraction value for tourists (Janianto Damanik and Helmut F. Weber, 2006:11).

The term tourism is closely related to the definition of tourist travel, namely as a temporary change of residence for someone outside their place of residence for some reason and is not an activity that generates wages. Thus, it can be said that tourism is a journey undertaken by one or more people with the aim of, among other things, getting enjoyment and fulfilling the desire to know something. It can

also be due to interests related to sports activities for health, conventions, religion and other business needs (Suwanto Gamal, 2004:3).

Tourism is defined as all activities related to tourism and is multidimensional and multidisciplinary in nature which emerges as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, the government, regional governments and entrepreneurs (Law No. 10 of 2009 concerning Tourism (revision of Law No. 9 of 1990 on Tourism)).

Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and regional governments (UU No. 10 of 2009 concerning Tourism (revision of Law No. 9 of Tourism)). It is said that the term "tourism" was first used by President Soekarno in a conversation as a view of the foreign term tourism "The meaning of tourism is that if all activities are considered failures". As a sign of tourists, all hotel construction activities, transportation supplies and so on do not have a tourism meaning. (Soekadijo. RG, 2000:1).

Every existing tourism business requires various adequate facilities to support the needs of tourists, one of which is accommodation facilities. Because without adequate accommodation facilities, the tourism business cannot run well and vice versa, without tourism activities the accommodation business will not run optimally. Among the various forms of tourism services, the most important and most comprehensive is what is usually called a hotel. All activities of the business world and society aimed at managing the travel and stopover needs of tourists. According to Soekadji (2000), there are three tourism potentials, namely:

1. Natural capital and potential;
2. Cultural capital and potential;
3. Human capital and potential;

Looking at some of the definitions above, it can be concluded that tourism is an activity carried out by people or groups by traveling from place of residence to another place and staying for a short period of time for the purpose of fun, business and other purposes. The key words in this definition are moving, traveling, having fun and staying for a short period of time.

Development of Tourist Areas

Based on Republic of Indonesia Government Regulation No. 20 of 2005 Article 1 paragraph 3: Development is a science and technology activity that aims to utilize scientific principles and theories that have been proven to be true to improve the functions, benefits and applications of existing science and technology, or produce new technology.

The definition of development according to Damantik and Weber (2006: 11) is everything regarding coordinated activities and efforts to attract tourists, provide all facilities and infrastructure, goods and services as well as all the facilities needed to serve tourist needs. All tourism activities and developments cover very broad aspects and involve various aspects of life in society, starting from transportation activities, accommodation, tourist attractions, food and drinks, souvenirs, the atmosphere of comfort and the services provided to tourists themselves.

The development of a tourist destination really depends on three main factors, namely attractions, accessibility and amenities. Tourist attractions are anything that can be seen or witnessed through performances specifically held for tourists. Amenities are the availability of facilities such as accommodation, restaurants, entertainment, local transportation that enable tourists to travel to that place as well as communication tools that can support tourist satisfaction.

Accessibility plays a very important role, to reach a tourist attraction, a transportation system is needed that can support the existence of the object and tourist attraction and also provide convenience for tourists who want to visit the tourist attraction. (Damanik and Weber, 2006:11).

A number of factors that need to be considered in tourism development include the private sector, community participation and promotion of other tourist attractions. The role of the private sector in the tourism sector is in increasing investment in promotions and marketing. Community participation in managing adequate infrastructure is also a very important support in supporting the function of tourism facilities and infrastructure.

Previous research

Angelia Waani et al's (2020) research entitled Analysis of potential tourism attractions in Manado City, using the ODTw assessment research method to get resultsBased on the research results, it was found that Manado has a lot of tourism potential, so there needs to be lots of offers for visiting tourists to suit their needs and desires while they are in Manado.

StudyCindy Claritha Popato'onal (2021) entitledThe influence of local government spending and private investment in the tourism sector on the number of tourists in the city of Manado, using multiple regression analysis to get resultsIn this study, the results showed that government spending had a very significant influence on tourists in the city of Manado, while private investment did not have a significant influence.

StudyY.A Wibowo (2021) entitledPotential Analysis and community-based sustainable tourism development strategy (a case of Kampong Menjing, Sukoharjo Regency, Central Java Indonesia) found that Kampung Mejing has three main tourism sectors that are ready to be developed

Research model and hypothesis

Based on the background of the theoretical review problem, the model in this research is as follows:

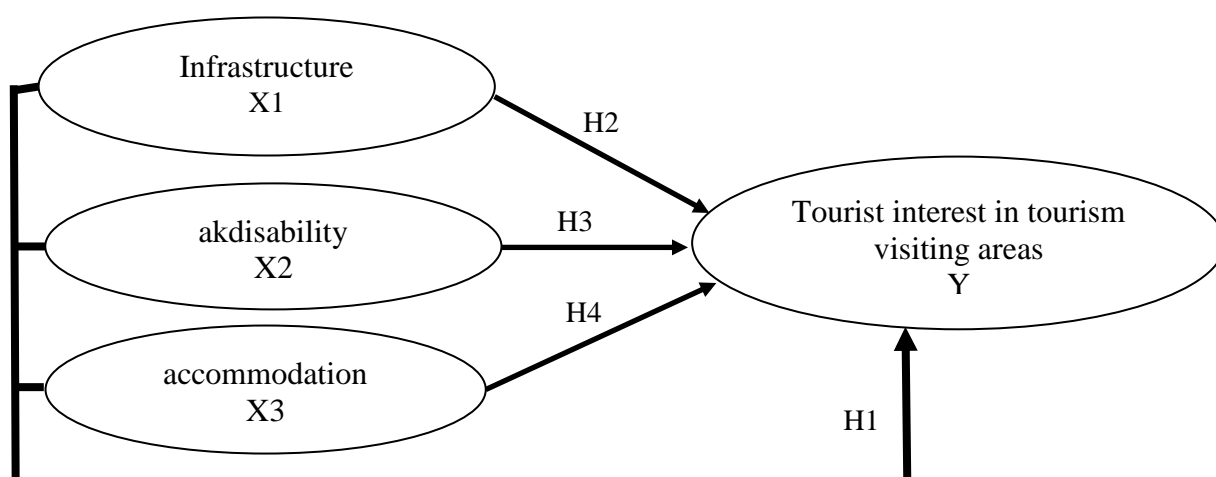


Figure 1 Research Model
Source :Literature Reviews, 2023

Research Hypothesis

The hypothesis proposed in this research is:

- H1: It is suspected that infrastructure, accessibility and accommodation influence the development of tourist interest in the tourist destination area of South Minahasa district
- H2: It is suspected that infrastructure has an influence on the development of tourist interest in the tourist destination area of South Minahasa district

H3: It is suspected that accessibility has an influence on the development of tourist interest in the tourist destination area of South Minahasa district

H4: It is suspected that accommodation has an influence on the development of tourist interest in the tourist destination area of South Minahasa district

RESEARCH METHODS

The analytical model used in this research is a multiple regression model with the Ordinary Least Square (OLS) method.

Research Place

This research was conducted on tourists in the tourist destination area of South Minahasa Regency.

Method of collecting data

Data sources are divided into two parts, namely:

1. Primary Data, is data that can be obtained from the object that we will research directly. In this study, primary data was obtained from respondents by distributing questionnaires to tourists in the tourist destination area of South Minahasa Regency who were the respondents in this study.
2. Secondary data is data obtained from outside the research object, however, it has a fairly close relationship with the data that has been collected either directly or indirectly. Secondary data itself is used by researchers to provide additional, complementary descriptions and for further processes. Secondary data is obtained directly from supporting media such as the internet or related articles.

Research Population and Sample

The research population is the total number of analysis units whose characteristics will be estimated. The population in this research is tourists in the tourist area of South Minahasa district. Sampling was carried out using non-probability sampling, where each member of the population does not have the same chance of being a member of the sample. This sampling technique was carried out using accidental sampling, namely sampling based on spontaneity factors. In this case, whoever the tourists meet, that person will be used as a sample (respondent). The 50 respondents to this study refer to the concept of the central limit theorem which states that a large sample ($n \geq 30$) will be distributed normally and considers that the test sample average is at least 30 people.

Data analysis

The analytical model used in this research is a multiple regression model with the Ordinary Least Square (OLS) method. OLS estimation is the best linear unbiased estimation (best linear unbiased estimator/BLUE). So, each regression coefficient estimated using the OLS method is linear and unbiased on average, the OLS estimate has the smallest possible variance in such a way that the actual parameters can be estimated more accurately than with other unbiased estimates. In short, OLS estimation is efficient.

RESEARCH RESULT AND DISCUSSION

Research result

From the results of research regarding the analysis of the influence of infrastructure, accessibility and accommodation on the development of tourist interest in tourist destinations in South Minahasa Regency, the following are:

Validity and Reliability Test Results

Validity tests in a study are usually carried out to see whether each indicator of the variable is considered valid or valid and then included in statistical analysis, with the 2-tailed significance criteria in the correlation table must be or be less than 5% or 0.05 or by comparing the Pearson correlation value in the correlation table (calculated r) is greater than the r table value in the statistics

table =. The following is a summary of the table of validity test results for all indicators from 4 variables, using SPSS:

Table 2. Summary of Variable Indicator Validity Test Results

Variable	Indicator	Calculated r value	Significance value Sig 2 tailed	
Infrastructure	1. road	0.692	0,000	valid
	2. electricity	0.840	0,000	valid
	3. communication	0.693	0,000	valid
Accessibility	1. transportation	0.733	0,000	valid
	2. location indicator	0.539	0,000	valid
	3. website	0.802	0,000	valid
Accommodation	1. Accommodation location	0.674	0.043	valid
	2. service	0.653	0.033	valid
	3. Menu diversity	0.719	0.022	valid
Tourist Interest	1. will come back again because of the attraction	0.575	0.022	valid
	2. facilities provided	0.747	0.042	valid
	3. recommend	0.752	0,000	valid

Source: SPSS Validity Test Results, 2023

In the summary table above, it can be concluded that all indicators of the four variables that were asked of all research respondents all had valid or valid results. Therefore, all of these indicators can be continued to the next stage of statistical testing.

Next, the reliability test in a study is carried out to see whether the variables raised in the research problem meet the requirements of being reliable or dependable. The requirement for a reliable variable is to look at the Cronbach's Alpha value in the SPSS test results, reliability statistics table and so on, it must meet the requirements:

≤ 0.50 (low reliability), 0.50 -0.70 (moderate reliability), 0.70-0.80 (high reliability); And ≥ 0.90 (perfect reliability). From the results of the reliability test, the following results were found:

Table 3. Summary of Reliability Test Results for All Variables

Variable	Cronbach's Alpha value	Information
Infrastructure	0.796	High Reliability
Accessibility	0.771	High Reliability
Accommodation	0.760	High Reliability
Tourist Interest	0.766	High Reliability

Source: SPSS Reliability Test Results, 2023

The results of the reliability test, as can be seen in the table above, explain that all variables have a good level of reliability, in fact three of the four variables are at a high level of reliability. This means that the four variables, namely infrastructure (X1), accessibility (X2), accommodation (X3), and tourist interest (Y) is considered reliable and can be used for further statistical tests.

Hypothesis Test Results (f test and t test)

Table 4. Simultaneous F Test

ANOVAa

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,475	3	1,825	61,045	,000b
	Residual	1,226	41	,030		
	Total	6,701	44			

It can be seen in table 4 above that the significance point f of 0.000 is below 0.05 or 5%. These results state that infrastructure, accessibility, and accommodation influence tourists' interest in visiting tourist destinations in South Minahasa Regency.

Partial test

Apart from simultaneous hypothesis testing, it is also necessary to look at partial testing, or the separate influence of each independent variable on the dependent variable. The condition for accepting the partial hypothesis is to look at the significance of the T-count for each variable in the SPSS test coefficient table. The t-count significance value must be at or less than 0.05 (5% error rate).

Table 5.T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,038	,306		,125	,901
	infrastructure	,341	,084	,380	4,056	,000
	accessibility	,290	,120	,297	2,428	,020
	accommodation	,362	,105	,353	3,432	,001

Source: SPSS Reliability Test Results, 2023

From table 5 above, the partial t hypothesis test can be explained as follows:

The t-calculated significance value of the infrastructure variable (X1) 0.00 is below 0.05. These results accept the hypothesis H2 or infrastructure has a positive and significant effect on tourist interest.

The t-calculated significance value of the accessibility variable (X2) 0.02 is below 0.05. These results accept the hypothesis H3 or accessibility has a positive and significant effect on tourist interest.

The t-calculated significance value of the accommodation variable (X3) 0.00 is below 0.05. These results accept the hypothesis H4 or accommodation has a positive and significant effect on tourist interest.

Multiple Regression Test Results

The results of multiple tests were carried out to see whether the independent variables, namely infrastructure, accessibility and accommodation, had an effect on the dependent variable of tourist interest and this influence can be seen from the regression equation line based on the beta coefficient (B) value in the SPSS coefficient table as follows:

Based on the results of the SPSS regression test above, a regression equation can be derived as follows:

$$Y = 0.005 + 0.380 x1 + 0.297 x2 + 0.353 x3$$

The results of this regression equation explain that:

The infrastructure variable has a beta coefficient value of 0.380, meaning that infrastructure has the effect of increasing tourist interest.

The accessibility variable has a beta coefficient value of 0.292, meaning that accessibility has the effect of increasing tourist interest.

The accommodation variable has a beta coefficient value of 0.352, meaning that accommodation has the effect of increasing tourist interest.

The results of this regression test are of course used to support the results of the hypothesis test in the previous section. So, if combined with the results of the multiple regression test, the research results can be explained as follows:

1. Infrastructure influences tourist interest and infrastructure can increase tourist interest. This means that the better the infrastructure provided will also have an effect on increasing tourist interest.

2. Accessibility influences tourist interest and accessibility can increase tourist interest. This means that the better accessibility a region has, the more it will influence tourist interest.
3. Accommodation influences tourist interest and accommodation can increase tourist interest. This means that the better the accommodation provided will also have an effect on increasing tourist interest.

Multiple Correlation Test Results

The results of the multiple correlation test were carried out to see how much the independent variables infrastructure (x1), accessibility (x2) and accommodation (x3) have a relationship with tourist interest, provided that the correlation is:

≤ 0.20 is considered negligible, $0.21 - 0.40$ is a weak relationship, $0.41 - 0.70$ is a moderate relationship, $0.71 - 1.00$ is a very close relationship

The results of the multiple correlation test can be seen at the R value in table 6 below.

Table 6 R-Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,904a	,817	,804	,17291

Source: SPSS Reliability Test Results, 2023

It can be seen that the R value is 0.904, meaning there is a very close relationship between the independent variables, namely infrastructure, accessibility and accommodation, and tourist interest, so the relationship between the independent variable and the dependent variable is very appropriate.

Coefficient of Determination Test Results (R²)

The final test is the coefficient of determination test, this test is carried out to see how much the independent variables, namely infrastructure, accessibility and accommodation, contribute to the dependent variable of tourist interest. The results of this test can be seen in the r Square value or R² table of the SPSS test model.

The R Square value of 0.817, this result explains that the contribution of the variables of infrastructure quality, accessibility and accommodation to tourist interest is 81.7%. This shows that this contribution is very large, but there is 18.3% influence or contribution that is influenced by other variables that are not in the research.

Discussion

1. The influence of infrastructure, accessibility and accommodation on tourist interest. Infrastructure, accessibility and accommodation can be an integral part in an effort to increase tourist interest in visiting tourist destination areas or locations, of course this needs to get more attention from various related agencies, including the government because it does not rule out the possibility that tourism can become a support for the economy. an area.
2. The influence of infrastructure on tourist interest. Good tourist destination infrastructure has a positive impact on tourists, such as roads, signposts, or even the tourist location itself is a form of infrastructure that is well managed, such as dams and so on, apart from having a good impact on the community at large, it is also a bad thing. a tourist destination. This is in line with research conducted by Tezza Soraya (2021) entitled the influence of transportation infrastructure development on tourists' return visit interest and tourist preferences in South Lampung district, which found that infrastructure had an influence of 56% of tourists' return visit interest.
3. The influence of accessibility on tourist interest. SA location or tourist destination area that is able to develop well of course cannot be separated from the role and accessibility that is qualified, with a good level of accessibility it will also have an impact on increasing tourist interest because the location or tourist destination area they want to visit can be reached easily, You can imagine if an area or location has good attractions but is difficult to reach, of course this will have a negative impact on tourists' interest in visiting, for this reason there needs to be good accessibility to support

and increase the interest of tourists in coming to visit. in line with research conducted by Nafi Atin Hasnah (2022) with the title the influence of price, accessibility, tourist attraction and travel costs on tourist interest in visiting the Mangrove Beach tourist attraction, Kertomulyo, Pati Regency. Where the results were found that accessibility had a significant influence on tourist interest along with other existing variables

4. The influence of accommodation on tourist interest. A Well-prepared accommodation will make tourists interested in visiting and even returning to visit repeatedly. Of course, talking about accommodation is not only good lodging but also in the form of varied food or good service from sellers of services or goods at tourist locations. This form of service will make tourists feel a good experience and does not rule out the possibility of them visiting again and even recommending it to others.

CONCLUSION

Based on calculations carried out on the influence of infrastructure, accessibility and accommodation on tourist interest in tourist destinations in South Minahasa Regency, the results show that both infrastructure accessibility and accommodation have a very significant influence on the development of tourist interest, for this reason these sectors need to receive more attention. in an effort to increase tourist interest in visiting tourist destinations in South Minahasa Regency.

1. Simultaneously infrastructure, accessibility, and accommodation together meminfluence tourist interest
2. Partially Infrastructure has a significant influence on tourist interest
3. Partially Accessibility has an influence on tourist interest
4. Partially Accommodation has a significant influence on tourist interest

Suggestion

Based on the research results, the author tries to provide suggestions:

1. Arrangement and development of adequate infrastructure that can support the ability of tourist destinations to attract tourist interest.
2. Accessibility of locations or tourist destination areas that are qualified, so that they can be found and reached more quickly.
3. Better or more diverse accommodation so that the various accommodation needs of tourists can be met
1. Even better promotion, so that it can be closer and better known to the wider community.

REFERENCES

1. Yoeti, okay. et al (2006). Cultural Tourism Problems and Solutions. PT. Pratnya Paramita.
2. Zeithaml, V. Parasuraman, A. and L. Berry L. 1985. "Problems and Strategies in Services Marketing". Journal of Marketing Vol. 49. (Spring).
3. Crow, L. Crow. (1989). Educational Psychology. Nur Cahaya. Yogyakarta
4. Basu Swastha, Marketing Management, (Bandung: Teen Karya, 2005), p. 147
5. Basu Swastha, Marketing Management, (Bandung: Teen Karya, 2005), p. 237
6. Berkowitz, Eric N. et al. 2004. Marketing, 6th ed. Mc Graw Hill Companies, North America.
7. Chafid Fandeli. 1995. "Basics of Natural Tourism Management". Liberty Offset, Yogyakarta.
8. Department of Education and Culture. 2002. Big Indonesian Dictionary. Jakarta: Balai Pustaka
9. Dumairy. 1996. Indonesian Economy. Jakarta: 1996
10. Damanik, Janianton & Weber, Helmut. F. 2006, Ecotourism Planning: from Theory to Application, Yogyakarta: Andi Offset
11. Wolok, E., Yapanto, L. M., Aneta, Y., & Djailani, F. M. (2022). *Management Strategy for Development Industrries of Micro , Small and Medium Enterprises (Msmes) For Coastal Communities in Tomini Bay*. 28(10), 147–160. <https://doi.org/10.24297/j.cims.2022.10.010>

12. Fandy Tjiptono, Marketing Strategy, (Yogyakarta, ANDI, 1997), p. 189
13. Fuad Amsyari, Strategy for the Struggle of Indonesian Muslims, (Bandung: Mizan, 1990),
14. Gegel, I Putu. 2006. Indonesian Tourism Industry in the Globalization of Services Trade. Bandung: PT. Refika Aditama
15. Gamal, Suwanto, 2004. Basics of Tourism. Andi: Yogyakarta
16. Hunger, J. David & Thomas L. Wheelen, 2003 Strategic Management II edition. Yogyakarta
17. Lancaster, Roger A, 1983. Recreation, park and open space standards and guidelines. America : National recreational park ASSn.
18. Philip Kotler, Marketing Management, Planning Analysis, Implementation and Control, (Jakarta: PT. Prenhallindo, 2003), p. 71
19. Sofyan Assauri, Marketing Management, (Yogyakarta: Publishing Agency, Faculty of Economics, Gadjah Mada University, 2003), p. 192
20. Thorik Gunara & Utus Hardiono, Marketing Muhammad Saw, (Bandung: PT. Karya Kita, 2007), p. 46.
21. Nirwana, Principles of Services Marketing, (Malang: DIOMA, 2004), p. 43.
22. M. Nur, Rianto, Basics of Sharia Bank Marketing, (Bandung: ALFABETA, 2010), p.14
23. Naud-Bovy, Manuel & Fred Lawson (1997). Tourism and recreation development : a handbook of physical planning. Great Britain: the architectural press ltd.
24. Muhamad Jaiz, Basics of Advertising, (Yogyakarta: Graha Ilmu, 2014), p., 40.
25. Mangkoesobroto, Guritno, 2001, Public Economics, Edition–III, BPFE, Yogyakarta
26. Mardiasmo, 2002. Autonomy and Regional Financial Management. Publisher Andi Yogyakarta
27. Mudrajad Kuncoro, Ph.D., 2005, How to Achieve Competitive Advantage?, Erlangga Publishers, Jakarta.
28. Marpaung, Happy (2002). Tourism Knowledge. Bandung: Alfabeta.
29. Murphy, PE 1985. Tourism: A community approach. New York and London: Routledge
30. Nyoman, Pendit 2003, Tourism science an initial introduction, Jakarta, Pradnya Paramita
31. Oentoro, Deliyanti, Modern Marketing Management, (Yogyakarta: LaksBang PRESSindo, 2012), p. 111
32. Pearce, A. J., & Robinson, R. B. (2008). Strategic Management; formulation, implementation and control. Mc Graw-Hill: Business and Economics
33. Philip Kotler and G. Armstrong, Marketing Principles, (Jakarta; Erlangga, 2018)
34. Pitana, I.G. (2005). Sociology of Tourism, Sociological Study of the Structure, System and Impacts of Tourism. Yogyakarta: Andi Offset.
35. Raisza Makis, Marketing Mix Strategy Analysis of Increasing Sales Volume of Toyota Avanza Brand Cars in the PT Showroom. Johar Megah Motor Makassar, (Makassar: unpublished, 2001).
36. Lumuindong , F., & Yapanto , L. M. (2023). Study of the Mullusca Community in the Reclamation Beach of Manado Beach. *Revista De Gestão Social E Ambiental*, 17(4), e03461. <https://doi.org/10.24857/rgsa.v17n4-026>
37. Supriono, Strategic Management and Business Policy, (Yogyakarta: BPFE, 1985).
38. Setyopurwanto, Didi. 2013. The Effect of Human Resource Investment and Capital Investment on the Per Capita Income of Indonesian People. Scientific journals. Brawijaya University Economics Study Program, Malang
39. Suwanto, Gamal. 2004. Basics of Tourism. Andi: Yogyakarta.
40. Soekadijo, RG 2000, Anatomy of Tourism (Understanding tourism as a linkage system Jakarta, Gramedia Pustaka Utama

41. Utami, C.W. (2010). Retail Management, Strategy and Implementation of Modern Retail Business Operations in Indonesia. Jakarta: Salemba Empat.
42. Law No.17 of 2003
43. Law no. 19 of 2001
44. Decree of the Minister of Home Affairs Number 29 of 2002
45. Minister of Home Affairs Regulation Number 13 of 2006
46. UU no. 10 of 2009 concerning Tourism
47. Law No. 25 of 2000 concerning the National Development Program
48. Diane Tangian, 2020, Analysis of potential tourism attractions in Manado City
49. Cindy Claritha Popato'on, 2021, The influence of local government spending and private investment in the tourism sector on the number of tourists in the city of Manado
50. Lyaila Mutaliyeva, 2020, Analysis of tourism potential and ecological tourism development in Kazakhstan
51. A. Wibowo, 2021, Potential Analysis and community-based sustainable tourism development strategy (a case of Kampong Menjing, Sukoharjo Regency, Central Java Indonesia)
52. Hasriatun Putri, 2019, Analysis of the influence of regional government expenditure in the agricultural sector, infrastructure sector, tourism sector and local revenue on the economic growth of West Nusa Tenggara in 2011-2015
53. Dina Mayang Sari Soeswoyo, 2021, Tourism potential and strategy to develop competitive rural tourism in Indonesia
54. Hary Parabowo, 2021, Analysis of the development of the Tasik Nimbus tourist attraction in Tanjung Darul Takzim village, West Cliff sub-district, Meranti Islands district, Riau province
55. LY Irawan, 2023, Using physical parameters for tourism potential mapping : case study of beach tourism destination in Gajarejo, Malang
56. Dedi Juliantoro, zike arta, 2019, government and private investment in the development of the tourism industry in West Sumatra
57. Leily Suci Rahmatin, 2023, Potential of local culture as a tourist attraction in Segunung Hamlet, Carangwulung Village
58. Chen chen, 2020, The influence of smart tourism on tourist experience toward travel intention and satisfaction : evidence from China
59. Jean-Luc Pradel Mathurin Agustin and Shu Yi Liaw, 2019, Grouping the Americas and Asia Pacific countries on their ICT readiness, priority of travel and tourism and tourist service infrastructure
60. Kenneth MK Bengesi and juma o abdalla, 2018, Forces driving purchasing behavior of tourist hotels along tourist-agricultural supply chain in Zansibar
61. Husein M et al, 2018, Factors influencing tourism marketing strategies in Jordan five star hotels
62. Saiful Islam et al, 2017, Determining drivers of destination attractiveness : the case of nature-based tourism of Bangladesh
63. Huujin Yang et al, 2017, Tourism impact on the quality of life in Hong Kong
64. Anik widiastuti, 2018, Factors influencing the development of the Ngangring tourist village in Sleman
65. Faricha Asti Anada and Arwi Yudhi Koswara, 2018, Factors influencing the integration of tourist attractions in the Bulak area of Surabaya
66. Shafira Fatma Chaerunissa, 2020, Analysis of tourism development components in the Walopo tourist village, Semarang city
67. Shadam fat dholym, 2017, Analysis of factors that influence the number of visitors to the Umbul

Ponggok tourist attraction, Ponggok village, Polanharjo, Klaten

68. Yapanto, L., & 2022, undefined. (2022). Analysis of Income and Impact on the Welfare of Fisherman's Household Boalemo District. *European Journal Of Business* , 2(11), 2795–9228. <http://www.inovatus.es/index.php/ejbsos/article/view/1477>