

The Mapping of Tourist Attractions in Indonesia Based on Visitors Perception

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Abstract

In the new normal era, everyone in Indonesia wants to go on a tour as a result of the limited activities carried out during the pandemic. The enthusiasm of the traveling community makes every owner of a tourist attraction need to fix the existing attractions to be even more attractive. Mapping of tourist attractions by visitors is carried out in this article which aims to help local governments, especially the Culture and Tourism Agency, identify and correct deficiencies that are considered significant for each tourist attraction which is an asset for the local government. The study was conducted on visitors to four tourist attractions in Bandung Raya, Indonesia, they are Floating Market, Kampung Daun, Dusun Bambu, and Farm House. The sample were 400 and questionnaires were distributed to them to answer the questions that have been provided. The data were analyzed by multidimensional scaling to get the respondents' assessment of the tourism object and also to obtain the visualization pattern of the tourism object based on the visitor's perception. It was found that each tourist attraction has a different theme based on the assessment of visitors, resulting in a scattered pattern in the mapping made in the Cartesian Diagram. Other discussions and recommendations were also written by the researcher in this article.

Keywords: *Multidimensional scaling approach, Perceptual map, Tourist attraction, Tourist.*

1. INTRODUCTION

Indonesia, especially Bandung Raya is one of the metropolitan areas of Bandung which has an area of 3,500 km² with absolute, comparative and competitive advantages such as having Bandung City which is the capital city of West Java Province, geographical conditions, historical and cultural heritage, accessibility, trade facilities and infrastructure. industry, human resources and communities that are creative and innovative and have the best universities in Indonesia and the world (Jupri & Mulyadi, 2017).

During this pandemic, the tourism sector experienced a downturn. In an effort to increase tourism, of course, it is necessary to get attention from the government, especially related to health protocols in each tourism destination (Agustini et al., 2022). The development of tourism in Bandung has always been a concern of researchers because Bandung is a city that has many attractions. Ideally, a large number of tourist objects will certainly increase regional income (Amanah et al., 2021). However, most of these tourist objects have not been managed properly by the government (Amanah, 2016), so they are not relevant to the number of visitors who come (Amanah et al., 2018).

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There are interesting places for tourists in Bandung Raya which consist of shopping tours (Pasar Baru), culinary tours (Floating Market), cultural tours (Sribaduga Museum), educational tours (UPI National Education Museum) and historical tours (Asia-Africa Museum). In addition, there are many more tourist attractions that can be visited by tourists who have their own charms and functions such as Tangkuban Perahu, Kawah Putih, Bandung Zoo and so on (Agustyananto, 2021; Arieza, 2022).

Perception mapping of tourist objects in Bandung Raya needs to be done to assist the West Java Culture and Tourism Office in identifying and making significant improvements to tourist objects which are actually very useful assets for the economic progress of Bandung Raya and also the introduction of local culture to foreign tourists. In addition, perception mapping can also produce the right marketing strategy (Schmalensee & Thisse, 1988) so that the Department of Culture and Tourism can better manage tourist objects in the future.

Mapping of tourist objects based on visitor perceptions needs to be done to identify tourist attractions that are superior (Dawar & Bagga, 2015) in Bandung Raya. Perception means how a person understands something or how he sees an object (Jansson-Boyd & Zawisza, 2016). Perception also means a process of understanding or giving meaning to an information on a stimulus (Démuth, 2013). Stimulus is obtained from the process of sensing objects, events, or relationships between symptoms which are then processed by the brain. Perception can affect attitudes, behavior and adjustments in a person (Reibstein et al., 1980). The process of perception here can be regarded as a human or automatic process, because perception works in almost the same way for each individual even though the final result is different because it is influenced by various factors of formation (Scott, 1978).

Mapping is expected to be able to adapt tourist objects to the needs and desires of the community which plays a very important role in the community and local government (Gigauri, 2019). For the community, it is a place for recreation, education, conservation and research. For the government is income that can even help other government programs if the amount is significant. Thus, proper mapping has a role in increasing tourist visits to tourist attractions and overall contributing to the revenue of the Bandung Raya government (Hauser & Koppelman, 1979).

The current management of tourism objects is still less than optimal (Nandi, 2005) when in fact the allocation of funds for this is provided by the Bandung Raya Government. Around 30% of tourism funds are used for promotion (Abdurahman, 2016). Even the allocation of funds is planned to be increased by the relevant Ministry, namely the Ministry of Tourism and Creative Economy (Rizaldi, 2021). Each tourist attraction can actually get a large number of visits both locally and abroad if it is managed more optimally (Sudrajat, 2021). However, it is unfortunate that in reality this is not the case.

Likewise with the results of research (Hasanah, 2016) which states that Bandung is one of the cities in Indonesia that has high potential and attractiveness for tourism. These attractions need to be mapped so that a picture of visitors' perceptions of the tourism object under study can be found. Mapping is also useful for providing input to tourism object managers in developing tourism potential and improving facilities if needed to increase tourist interest in visiting their attractions.

On the basis of this phenomenon, researchers are interested in mapping attractions in Bandung Raya based on the perception of tourists visiting the tourism objects under study so that they can assist the Department of Culture and Tourism in finding leading attractions in Bandung Raya. tourist destinations targeted by local and foreign tourists. In other words, it is hoped that the analyzed tourism object will have a higher selling value than other tourist objects and be recognized nationally and internationally. The tourism objects studied are the Floating Market, Kampung Daun, Dusun Bambu and Farm House on the grounds that these attractions are always visited by tourists.

2. LITERATURE REVIEW

2.1. Perception Mapping

The steps taken by consumers after setting what they want in consumer preferences are targets, then the next step is to measure these preferences through a perceptual mapping. Perceptual maps describe the position of a product, brand product line, or company in relation to its competitors. Can also describe several sizes, but the most common are only two sizes.

According to (Schiffman et al., 2014) perception mapping is a technique that can assist marketers in determining how consumers perceive their products and services and their relationship to competing brands on one or more relevant characteristics. "A visualization technique that indicates how customers perceive competing brands in terms of various criteria". A visualization technique that shows how consumers perceive competing brands based on various criteria (Jun & Park, 2017). Meanwhile, according to (Gower et al., 2010) perceptual map as a "visual representation of a respondent's perceptions of objects on two or more dimensions." Perception mapping is a visual representation of the respondent's perception of some object based on two or more dimensions.

Perceptual map is a graphic technique which is used by marketers which aims to provide an overview of the perception of consumers or potential consumers. Usually the positioning of the product, product variety, brand or company that is displayed is related to the competition. A company that is about to introduce a new product will look for areas of the perceptual map that are empty/free of competitors, or will look for areas where there are no major competitors.

Several perceptual maps are used at different circulation sizes to indicate the sales volume or market share of various competing products. The perceptual map helps identify the strengths and weaknesses of competitors and what next steps are needed in determining the position to be developed.

Perception mapping is a two or more dimensional visual model based on the Coordinate Cartesian System which generally uses two axes, namely vertical and horizontal which represent two variables desired by the user for various purposes, for example it is made to determine the competitive position between companies by taking into account two parameters. The following is an example of a perceptual map which shown in Figure 1(Orth & Tureckova, 2002).

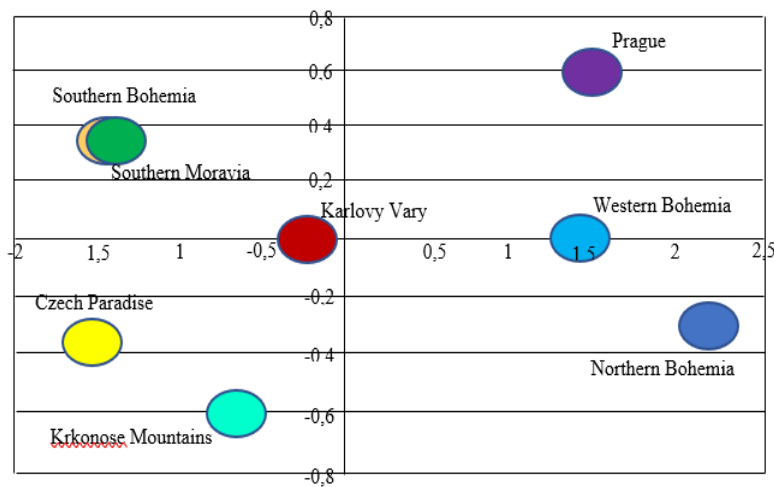


Figure 1: Holiday Destination Perceptual Map

2.2. Perception Mapping Process

Multidimensional Scaling (MDS) is a method used to measure objects in a multidimensional space based on the respondent's assessment of the objects being assessed. MDS can show the dimensions of the respondent's assessment directly into a visualization pattern of closeness regarding product similarity. MDS is very popular in marketing research for brand comparisons, and in psychology it is used to study the dimensions of personal traits. To map the data into a perceptual map, SPSS version 26.0 software was used.

2.3. Tourists

Sharpley, (2018), states that tourists are the concern of anyone involved in tourism activities. From Cooper's opinion, it can be said that tourists are not always treated as objects, but sometimes they can be subjects in tourism services. IUOTO (International Union of Official Travel Organizations) in (Shackleford, 2020) states that tourists do not only apply to international tourists, but analogically can also apply to domestic tourists.

The definition of a tourist according to (Medlik, 2016) is every person who comes from a country whose reason is not to stay or work there regularly, and who in the country where he lives temporarily spends the money he earns elsewhere. Tourists are people who carry out tourism activities (Atsmara & Kusuma, 2014). So according to this understanding, everyone who travels is called a tourist. Whatever the important purpose, the trip is not to stay and not to make a living in the place visited.

2.4. Tourist Destination Motives

According to the World Tourism Organization (WTO) and the International Union of Office Travel Organization (IUOTO), (Yoo et al., 2018) also mentions what motives cause people to be called tourists. Those who include tourists are:

1. People who travel for fun (pleasure), for reasons of family, health and so on.
2. People who travel to visit meetings or as envoys (scientific, administrative, diplomatic, religious, athletic and so on).
3. People who go on business trips.
4. People who come for cruises, even if they stay 1x24 hours.

3. METHODOLOGY

Research is carried out in several ways, including through direct surveys in the field and interviews with tourists, using literature such as books, magazines, journals and other sources. The results are expected to find a mapping of interesting tourist objects according to the wishes of tourists. Thus, it is hoped that the existence of tourist objects in Bandung Raya can become a representation and icon of West Java and attract more tourist visits.

This study uses an exploratory descriptive method by distributing questionnaires to 400 (four hundred) tourists to identify their perceptions of the analyzed tourist objects (Floating Market, Kampung Daun, Dusun Bambu, Farm House) and analyze their wishes about tourism objects in Bandung Raya in the future. will come. The sample was selected using purposive sampling and accidental sampling. This research is expected to produce a mapping of tourist objects in Bandung Raya based on tourist perceptions using the Multidimensional Scaling Approach (MDS) which will later produce a visualization pattern of the position of certain tourist objects against other tourist objects.

Multidimensional Scaling is one of the multivariate techniques to analyze the interdependence relationship or interdependence between variables (Borg et al., 2018).

The software currently used for Multidimensional Scaling analysis is the Statistical Package for Social Sciences with the ability to create ALSCAL and INDSCAL.

The steps in Multidimensional Scaling analysis include: 1) problem formulation, 2) input data, namely the similarity and dissimilarity values of the object being assessed, 3) procedure selection in the form of metric and non-metric data, 4) determination of dimensions based on research -previous research, 5) naming groups or configurations and 6) validity and reliability testing using Stress and R-Square values. The objects that will be assessed are 4 tourist attractions, they are Floating Market, Leaf Village, Bamboo Village, Farmhouse.

The Floating Market tourist attraction will be compared with 3 other attractions, in terms of similarities and differences or very dissimilar. With an assessment score of 1 to 5. A score of 1 is given if the existing tourist attraction is very similar to other tourist attractions (eg Floating Market has similarities with Dusun Bambu tourist attraction). While a score of 2 if the two tourist attractions lack similarities, a score of 3 if the two tourist attractions have similarities and differences, a score of 4 if both have many differences, while a score of 5 if the two tourist attractions are very different (eg Floating Market is very different from Farm Houses). The comparison of tourist attractions consists of 6 pairs as described above, shown in Table 1 below.

Table 1: Tourist Ratings of 4 Tourist Attractions Using Multidimensional Scaling

No.	Tourist attraction pair	Evaluation pair				
		1	2	3	4	5
1.	Floating Market vs Kampung Daun					
2.	Floating Market vs Dusun Bambu					
3.	Floating Market vs Farm House					
4.	Kampung Daun vs Dusun Bambu					
5.	Kampung Daun vs Farm House					
6.	Dusun Bambu vs Farm House					

1. Very similar, 2. Lots of similarities, 3. Balanced similarities and differences, 4. Many differences, 5. Very differ

4. RESULTS

4.1. Characteristics of Respondents

The diversity of respondents can be seen from characteristics such as age, gender, education level, occupation and income. These factors are expected to clearly describe the condition of the respondents and their relationship to the problems and research objectives to be achieved.

Based on Respondent Age

The diversity of respondents based on age is shown in Table 2 below.

Table 2: Characteristics of Age

Age	Total	Percentage
< 25 years old	376	94%
26-35 years old	12	3%
46-55 years old	8	2%
36-45 and >56 years old	4	1%
Total	400 respondents	100%

Based on the age characteristics of the respondents in Table 2, it can be seen that respondents aged under 25 years were 376 people with a percentage of 94%, respondents aged between 26 to 35 years were 12 people with a percentage of 3%, respondents aged between 46 to 55 years were as many as 8 people with a percentage of 2% and respondents aged between 36 to 45 years and over 56 years as many as 4 people with a percentage of 1%. The majority of respondents are respondents aged under 25 years, which is 94%. This is because this age includes the millennial generation who are well aware of the richness of tourism and are actively looking for different experiences in every tour they take and always want to experience new attractions.

Based on Gender

The diversity of respondents based on gender is shown in Table 3 below.

Table 3: Characteristics of Gender

Gender	Total	Percentage
Male	152	38%
Female	248	62%
Total	400 respondents	100%

Based on the gender characteristics of the respondents in Table 3, it can be seen that male respondents were 152 people with a percentage of 38% and female respondents were 248 people with a percentage of 62%. Most of the respondents in this study were female respondents, namely 62%. This is because women prefer to travel than men. (Ramadhian, 2021) states that in terms of gender, women prefer to travel, especially adventure tourism than men. Therefore, it is recommended to provide special products for women to complement their adventurous trip.

Based on Education

The diversity of respondents based on education is shown in Table 4 below.

Table 4: Characteristics of Education

Level of Education	Total	Percentage
Bachelor	264	66%
<Senior high school/equivalent	108	27%
Diploma	16	4%
Masters and Doctoral degree	4	1%
Others	8	2%
Total	400 respondents	100%

Based on the educational characteristics of the respondents in Table 4, it can be seen that there are 264 respondents with undergraduate education with a percentage of 66%, respondents with education below high school/equivalent as many as 108 people with a percentage of 27%, diplomas as many as 16 people with a percentage of 4%, Masters and Doctoral degree as many as 4 people with a percentage of 1% and others as many as 8 people with a percentage of 2%. The majority of respondents are Bachelor that is equal to 66%. This is in accordance with the age characteristics of the respondents in this study, the majority of whom are under 25 years of age. So there is a match between the age characteristics and the respondent's education.

Based on Occupation

The diversity of respondents based on occupation is shown in Table 5 below.

Table 5: Characteristics of Respondents' Jobs

Occupation	Total	Percentage
State-owned enterprises/ regional owned enterprises, army/police, lecturer/teacher	4	1%
Private employees	24	6%

Entrepreneur	12	3%
Government employees	4	1%
Others	356	89%
Total	400 respondents	100%

Based on the job characteristics of the respondents in Table 5, it can be seen that there are 24 respondents working as private employees with a percentage of 6%, working as entrepreneurs as many as 12 people with a percentage of 3%, government employee as many as 4 people with a percentage of 1%, State-owned enterprises/ regional owned enterprises, army/police, lecturer/teacher as many as 4 with a percentage of 1% and others as many as 356 people with a percentage of 89%. Almost all of the respondents already chosen others as an occupation which is 89% with 356. The job analysis of these respondents shows that the respondents do not have a job or are still in the education level. This is in accordance with the characteristics of the respondent's age and education which have been discussed previously. So there is a match between the respondent's age, occupation and education.

Based on Income

The diversity of respondents based on income is shown in Table 6 below.

Table 6: Characteristics of Respondents' Income

Level of Income	Total	Percentage
< Rp.1.500.000	308	77%
Rp. 1.500.000 - 3.000.000	44	11%
Rp. 3.000.001 - 4.500.000	40	10%
> Rp. 7.500.001	8	2%
Total	400 respondents	100%

Based on the income characteristics of the respondents in Table 6, it can be seen that the respondents with income below Rp. 1,500,000 as many as 308 people with a percentage of 77%, income between Rp. 1,500,000 to Rp. 3,000,000 as many as 44 people with a percentage of 11%, between Rp. 3,000,001 to Rp. 4,500,000 as many as 40 people with a percentage of 10% and income above Rp. 7,500,001 as many as 8 people with a percentage of 2%. It can be seen that some respondents have income below Rp. 1,500,000 which is 77%. This is because the majority of respondents are unemployed, have an undergraduate education and are under 25 years of age. So there is a match between age, education, occupation and income of respondents.

Based on Residence

The diversity of respondents based on residence is shown in Table 7 below.

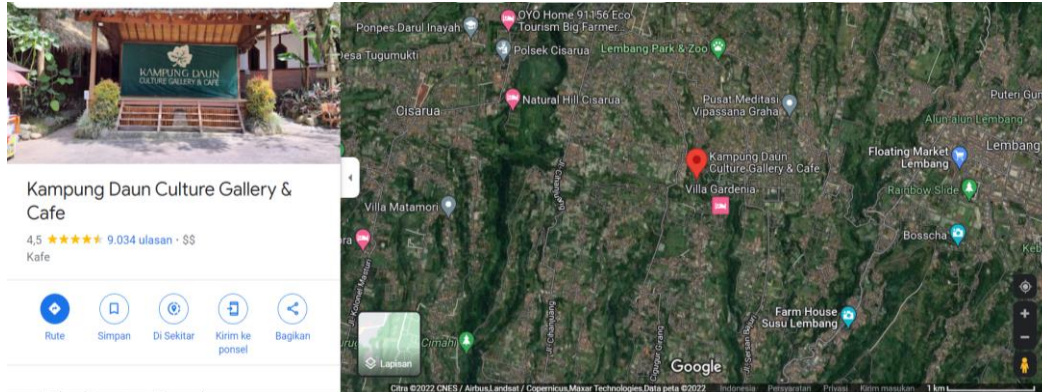
Table 7: Characteristics of the Respondent's Residential

Residence	Total	Percentage
Bandung City	304	76%
Bandar Lampung	16	4%
Bandung District	12	3%
Bekasi	4	1%
Bogor	4	1%
Cianjur	4	1%
Others	56	14%
Total	400 respondents	100%

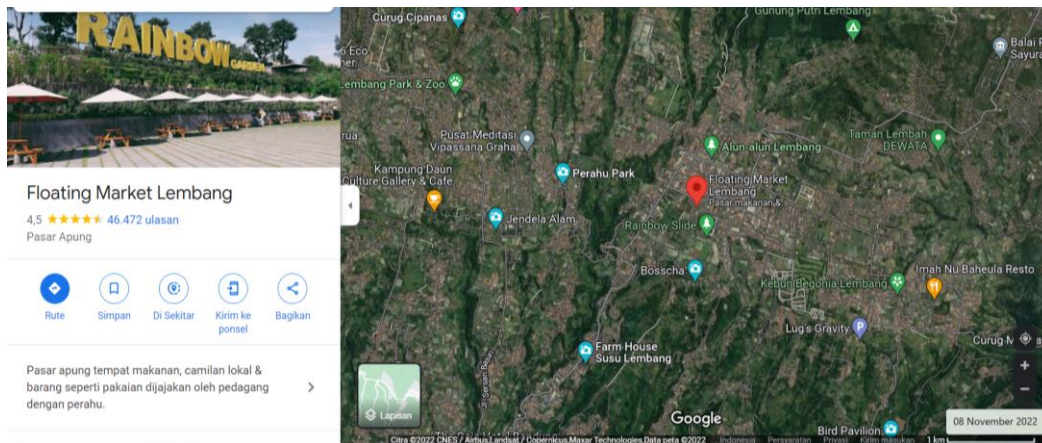
Based on the characteristics of the respondent's residence in Table 7, it can be seen that 304 respondents who live in Bandung City with a percentage of 76%, live in Bandar Lampung as many as 16 people with a percentage of 4%, live in Bandung District as many as 12 people with a percentage by 3%, living in Bekasi, Bogor, Cianjur as many as 4 people each with a percentage of 1% and living in areas other than the previously stated areas as many as 56 people with a percentage of 14%. Some of the respondents came

from the city of Bandung, namely 76%. This is because the tourist objects analyzed in this study are located in the surrounding Bandung Raya, so it is certain that those who visit the tourist attraction in question are people who come from the area closest to the location of the tourist attraction.

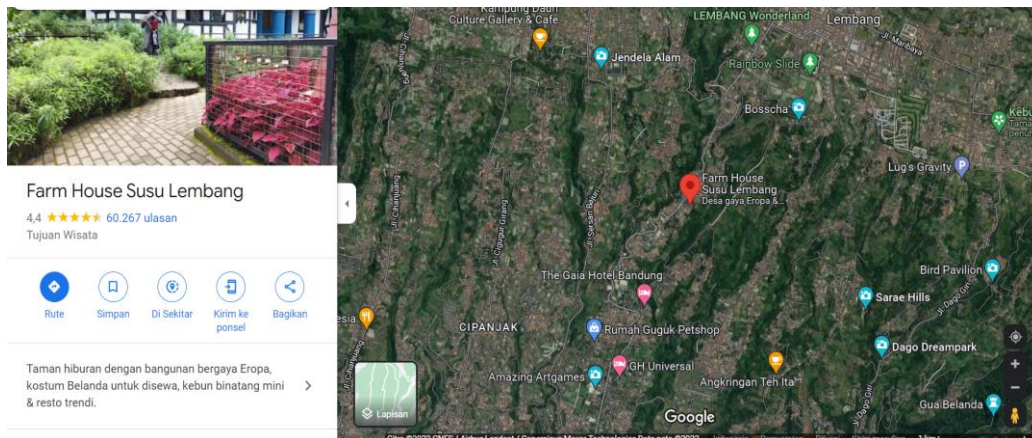
1. Kampung Daun



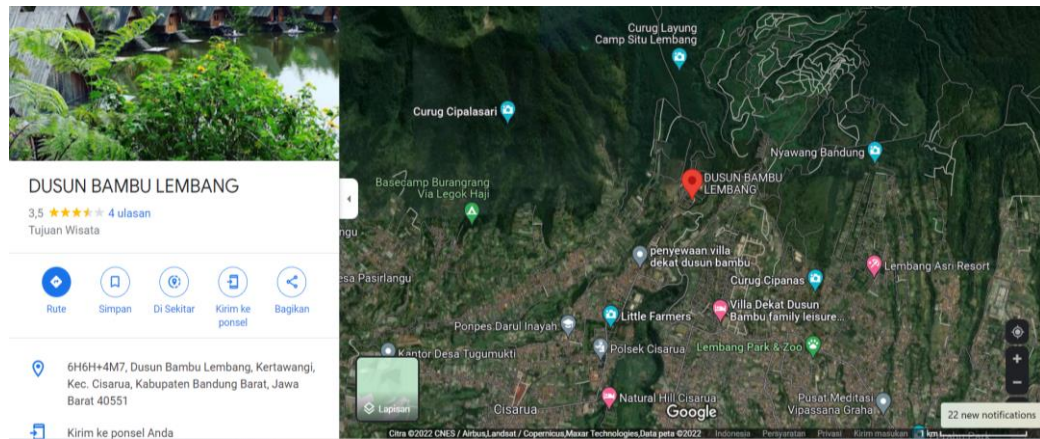
2. Floating Market



3. Farm House



4. Dusun Bambu



Descriptive Statistics

1. Floating Market with Kampung Daun

Respondents' statements in comparing the theme of the Floating Market tourist attraction with Kampung Daun can be shown in Table 8 below.

Table 8: Comparison of Floating Market with Kampung Daun

Comparison Indicators	Total	Percentage
Very similar	4	1%
A lot of similarity	32	8%
Balanced in similarities and differences	140	35%
Many differences	152	38%
Very different	72	18%
Total	400 respondents	100%

Based on the respondent's statement regarding the comparison of the theme of the Floating Market and Kampung Daun attractions in Table 8, it can be seen that respondents who think there are many differences between the two attractions are 152 people with a percentage of 38%, respondents who think there are balanced similarities and differences between the two the tourist attraction as many as 140 people with a percentage of 35%, respondents think very different as many as 72 people with a percentage of 18%, respondents think as many as 32 people with a percentage of 8%, respondents think there are many similarities between Floating Market and Kampung Daun as many as 4 people with 1% percentage. Most respondents think that the Floating Market and Kampung Daun have many differences, it is 38%.

2. Floating Market with Dusun Bambu

Respondents' statements in comparing the theme of the Floating Market tourist attraction with Dusun Bambu can be shown in Table 9 below.

Table 9: Comparison of Floating Market with Dusun Bambu

Comparison Indicators	Total	Percentage
Very similar	64	16%
A lot of similarity	144	36%
Balanced in similarities and differences	108	27%
Many differences	68	17%
Very different	16	4%
Total	400 respondents	100%

Based on the respondent's statement regarding the comparison of the theme of the Floating Market and Dusun Bambu attractions in Table 9, it can be seen that respondents

who think there are many similarities between Floating Market and Dusun Bambu are 144 people with a percentage of 36%, respondents who think there are balanced similarities and differences between Floating Market and Dusun Bambu as many as 108 people with a percentage of 27%, respondents think there are many differences as many as 68 people with a percentage of 17%, respondents think that between Floating Market and Dusun Bambu are very similar as many as 64 people with a percentage of 16% and think very different as many as 16 people with a percentage of 4%.

3. Floating Market with Farm House

Respondents' statements in comparing the theme of the Floating Market tourist attraction with the Farm House can be shown in Table 10 below.

Table 10: Comparison of Floating Market with Farm House

Comparison Indicators	Total	Percentage
Very similar	4	1%
A lot of similarity	32	8%
Balanced in similarities and differences	108	27%
Many differences	180	45%
Very different	76	19%
Total	400 respondents	100%

Based on the respondent's statement regarding the comparison of the theme of the Floating Market and Farm House attractions in Table 10, it can be seen that respondents who think that there are many differences between the two attractions are 180 people with a percentage of 45%, respondents who think there are balanced similarities and differences between Floating Market and Farm House as many as 108 people with a percentage of 27%, respondents think very different as many as 76 people with a percentage of 19%, respondents think that there are many similarities as many as 32 people with a percentage of 8% and 4 people who think very much the same with a percentage of 1%.

4. Kampung Daun with Dusun Bambu

Respondents' statements in comparing the theme of the Kampung Daun tourist attraction with Dusun Bambu can be shown in Table 11 below.

Table 11: Comparison of Kampung Daun with Dusun Bambu

Comparison Indicators	Total	Percentage
Very similar	4	1%
A lot of similarity	108	27%
Balanced in similarities and differences	168	42%
Many differences	108	27%
Very different	12	3%
Total	400 respondents	100%

Based on the respondent's statement regarding the comparison of the themes of the Kampung Daun and Dusun Bambu attractions in Table 11, it can be seen that respondents who think that there are balanced similarities and differences between the two attractions are 168 people with a percentage of 42%, respondents who think that there are many similarities and there are many differences, each 108 people with a percentage of 27%, respondents think very different between the two as many as 12 people with a percentage of 3% and 1 person who thinks very much the same between Kampung Daun and Dusun Bambu, it is 1%.

5. Kampung Daun with Farm House

Respondents' statements in comparing the theme of the Kampung Daun tourist attraction with the Farm House can be shown in Table 12 below.

Table 12: Comparison of Kampung Daun with Farm House

Comparison Indicators	Total	Percentage
Very similar	4	1%
A lot of similarity	20	5%
Balanced in similarities and differences	52	13%
Many differences	168	42%
Very different	156	39%
Total	400 respondents	100%

Based on the respondent's statement regarding the comparison of the theme of the Kampung Daun and Farm House attractions in Table 12, it can be seen that respondents who think there are many differences between the two attractions are 168 people with a percentage of 42%, respondents think very different as many as 156 people with a percentage of 39% , respondents think there are balanced similarities and differences as many as 52 people with a percentage of 13%, respondents think there are many similarities as many as 20 people with a percentage of 5% and 4 people who think very much the same between Kampung Daun and Farm House, it is 1%.

6. Dusun Bambu with Farm House

Respondents' statements in comparing the theme of Dusun Bambu tourism object with Farm House can be shown in Table 13 below.

Table 13: Comparison of Dusun Bambu with Farm House

Comparison Indicators	Total	Percentage
Very similar	8	2%
A lot of similarity	20	5%
Balanced in similarities and differences	48	12%
Many differences	152	38%
Very different	172	43%
Total	400 respondents	100%

Based on the respondent's statement regarding the comparison of the theme of Dusun Bambu and Farm House attractions in Table 13, it can be seen that the respondents who think that there are very different opinions between the two attractions are 172 people with a percentage of 43%, respondents who think that there are many differences between Dusun Bambu and Farm House are as many as 152 people with a percentage of 38%, respondents think that there are balanced similarities and differences between the two tourist attractions as many as 48 people with a percentage of 12%, respondents think that there are many similarities as many as 20 people with a percentage of 5% and 8 people who think very similarly between Hamlet Bamboo and Farm House is 2%.

Multidimensional Scaling Results with SPSS

STRESS (Standardized Residual Sum of Square) is a measuring tool for the goodness of the model used for the actual situation. The higher the STRESS obtained, the worse it is. The higher the STRESS obtained, the worse it is. The formula for STRESS is as follows.

$$STRESS = \frac{\sum_{i=1}^n (d_{ij} - \hat{d}_{ij})^2}{\sum_{i=1}^n d_{ij}^2}$$

Explanation:

D_{ij} = Euclidean distance between object i and object j; d_{ij}^{\wedge}

$\wedge d_{ij}$ = Euclidean distance from the coordinate formed between object i and object j

STRESS is a measure of a lack of fit measurement between data and Multidimensional Scaling measurements used to assess or determine the Goodness of Fit in Multidimensional Scaling. The smaller the STRESS value indicates that the monotonic relationship formed between inequality and disparities is getting better and the configuration map criteria formed are more perfect. STRESS interpretation regarding goodness of fit is shown in Table 14 below.

Table 14: STRESS Value Criteria

STRESS	Criteria
>20%	Not enough
10%-20%	Enough
5%-10%	Good
2,5%-5%	Very good
0%-2,5%	Perfect

The STRESS value obtained in this study was 0.22939 or equal to 0.22 (22%). If it is categorized based on the table above, it is included in the less criteria. The STRESS value in this study shows that the monotonic relationship formed between inequalities and disparities is still lacking and the criteria for the configuration map formed are not perfect, as shown in Table 14. The research model is not considered appropriate. This is because the number of tourist objects analyzed is only 4 (four). Therefore, to get a good STRESS value, it is necessary to increase the number of tourist objects analyzed.

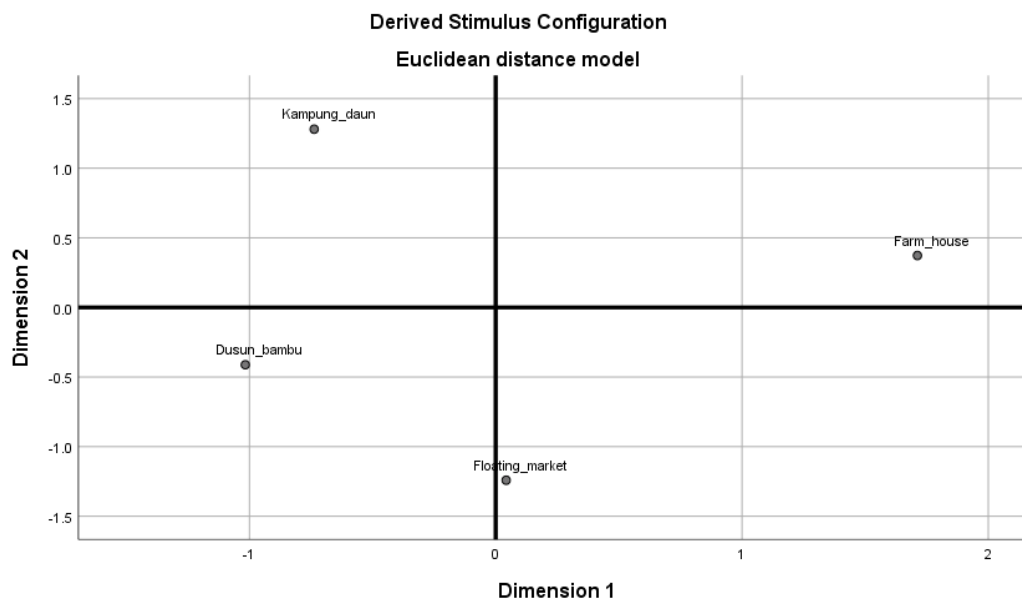


Figure 2. Mapping of Bandung Raya Tourism Objects

In Figure 2. it is shown that each tourist attraction is separate from one another which shows that the analyzed tourist objects have different typologies based on visitor perceptions. First, Kampung Daun is a classy culinary tour located in Lembang Bajuri, West Bandung area. Offers the concept of a place to eat that blends with nature in the open as well as various dishes that upload tastes so that they are able to spoil every person who visits it. Kampung Daun is a small valley located north of the city of Bandung, West Java, Indonesia within the Villa Trinity neighborhood. In the past, Kampung Daun was just an imaginary place. A small valley that is protected and surrounded by solid rock cliffs that represent as a backdrop for the theater of nature, a chorus formed by the strains of gurgling water, the mountain breeze playing bamboo leaves which is the highest natural orchestra. Kampung Daun presents something different and unique from the art form and the value of cultural diversity created by the

maestro. This can be felt by every guest who is curious to enjoy the creativity and work of the nation's children which is priceless. The traditional and romantic village atmosphere is felt when the sun and moon rise and set every day which colors the leaves and trees throughout the village environment. Feelings and sensations of natural enjoyment for all guests who visit Kampung Daun will bring memories and feel like at home. The figure of the villagers who are like natural dancers who sway agile and show hospitality to each other, serving food served by experts in taste and quality which is a special attraction that will satisfy the tastes and desires of every visiting guest. It's all the simplicity and simplicity of life, a small village and natural theater, "Kampung Daun" that will always want to embrace and gather all the wishes and dreams of every guest to come true. A classy restaurant located in the Bajuri Valley with solid rock cliff walls that carries the concept of resembling a unique village with beautiful, beautiful and cool natural nuances. Equipped with huts that are neatly arranged so as to be able to maintain the privacy and comfort of the visitors. There is ample parking space with a capacity of around 75 to 100 vehicles. Kampung Daun is also equipped with large huts such as Bumi Cai & Bale Ageung which can be used to organize special events (Mardiana, 2022).

Second, Farm House Lembang, which has been around since 2015, its prestige is increasing day by day. Located not far from the center of Lembang, this tourist spot is visited by many tourists both from local tourists and those from outside the city. This tourist spot is unique because it carries a different concept compared to other Bandung tourist attractions. The European atmosphere is felt when you visit this place. The design and concept of tourism that is trying to be highlighted is indeed oriented from the European atmosphere. The large area makes tourists more satisfied when walking through this tourist spot. This tourist spot is often referred to as a photo tour, because one of the highlights of Farm House Lembang is an interesting and unique photo spot. Not infrequently if this place is visited by many photographers who want to capture the moment in this place. This farm house tourist spot is located on Jalan Raya Bandung – Lembang. If you depart from Bandung, you will find this tourist spot on the right side of the road. This tourist spot is only about 2 km from the center of Lembang. For more details, this Lembang Farm House is located at Jalan Raya Lembang Number 108, Gudangkahuripan, Lembang, West Bandung. Operational hours are open from 09.00 to 21.00 WIB. To get to the location of Farm House Lembang, you can use a private vehicle by following the main road Bandung - Lembang. You can pass the toll road, and exit at the Pasteur gate then follow Sukajadi Street, continue through Setiabudi – Ledeng Street, and keep going straight until you find the tourist spot. Another alternative route that you can take is to pass the Cimahi Baros toll road. When you leave the toll gate, you can continue your journey with an alternative route, namely from Cimahi to Parongpong and then proceed to Lembang. After finding the Parongpong – Lembang fork, you can turn right towards Bandung. This place is not difficult to find because by using the help of an online map application, visitors can find it immediately. Public transportation can also help visitors access this place (Aeni, 2021).

Third, the main attraction of the Bandung Floating Market tourist spot is the floating market that is not found in other tourist attractions. This floating market will take you to a different shopping sensation from shopping in the market in general. You can buy various types of culinary such as rujak, kebab, wedang ronde, batagor, and some other tantalizing snacks. There are also vegetables. What makes this floating market even more unique is the means of payment. Before shopping, you will be asked to exchange rupiah for special coins that are used as a means of payment at this place. Besides shopping, you can also try several other rides such as water rides in the lake and Rainbow Garden which you can use as a place for selfies. The atmosphere of the Rainbow Garden will make you feel like you are in the land of Japan's cherry blossoms. For those of you who have a passion for photography, in this place there are many interesting photo spots that you can capture using a camera lens (Aeni, 2022).

Fourth, Dusun Bambu is a tourist attraction located at the foot of Mount Burangrang, the ecotourism area of Dusun Bambu. To be precise, the area is located at Jalan Kolonel Masturi km 11 Lembang, Kertawangi, Cisarua District, West Bandung Regency, West Java. Dusun Bambu presents natural beauty and traditional Sundanese culture. This tourist area is suitable for family tourism. Dusun Bambu was created based on the concerns of a land in the West Bandung area. At that time, Dusun Bambu was a land that was not noticed by farmers after the harvest season. In 2008, a number of entrepreneurs had an idea to return the land of concern for repair. The idea that emerged was to create a bamboo conservation area in an area of 15 hectares. Conservation is carried out by planting 100,000 tree seedlings to restore green areas. Various tourist activities can be done in this place. Like, tourists can enjoy a peaceful rural atmosphere. Other facilities in this area, such as Kampung Layung Cottage, Sayang Heulang Camp, and the typical Dusun Bambu Restaurant. Apart from being a tourist spot, Dusun Bambu is also a resort. Dusun Bambu is called one stop traveling because this place provides various tourist rides, lodging, and shopping places in one place. The activity in Dusun Bambu is the WE Family Playground which is a place for outdoor games for children while enjoying the natural atmosphere. In this area, parents can also join in playing with their children. Then, Lutung Kasarung which is a photo area provided by Dusun Bambu. This area is a place to eat in the form of a bird's nest above a height. There is a bridge that visitors can use to go around the trees around this area. Visitors who use private vehicles from the Pasteur Toll Gate can take the road towards Ledeng-Lembang entering the Colonel Masturi area. Visitors who come from the Padalarang Toll Road can head towards Cimahi and then take the road to Colonel Masturi. Another route is an alternative route via Jalan Gegerkalong Girang which can go through Ciwaruga to Parongpong until you reach the location (Devi, 2019).

5. CONCLUSION

From the description of each tourist attraction, it can be concluded that there are differences in characteristics, attractiveness and typology by visitors, so that the results of the analysis of visitor perceptions map out the four tourist objects separately. Floating Market has the advantage of a floating market, Kampung Daun with its outdoor dining area, Dusun Bambu excels with clearing land around mountains and hills as a place to eat that is still natural, while Farm House is an interesting photo spot with European style.

6. RECOMMENDATIONS

It is suggested to other researchers to increase the number of tourist objects in analyzing the mapping of visitor perceptions of the selected tourist objects. In addition, it is also necessary to conduct preferential mapping to identify the main and important factors for tourists to choose the tourist objects they visit. It is intended that tourism object managers get input on appropriate marketing strategies in developing their tourism objects so that they are expected to increase the number of visitors or tourists both domestic and foreign to Bandung Raya.

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