Journal of Tourism, Hospitality and Travel Management
Volume 4 No 2, 2026: 112-124
DOI: 10.58229/jthtm.v4i2.519
https://jurnal.integrasisainsmedia.co.id/JTHTM

Tourists' Perceptions of Udjo Ecoland Through the 4A Destination Framework

Selvi Ramadanti[1], Dinarsiah Chendraningrum[2*]
[1,2]Tour and Travel Business Study Program, Politeknik Negeri Bandung, Indonesia

Corresponding: dinarsiah.chendraningrum@polban.ac.id

Abstract

Udjo Ecoland is a tourism destination that combines cultural, educational, and nature-based experiences under the same management as Saung Angklung Udjo. This study aims to analyze tourists' perceptions of Udjo Ecoland Based on the four tourism destination components (4A): Attraction, Accessibility, Amenities, and Ancillary. A descriptive quantitative approach was employed, using a non-probability, purposive sampling technique to select 100 tourists who had visited Udjo Ecoland. Semi-structured interviews with one Site Manager and two tourists were used as supplementary contextual evidence. Quantitative data were analyzed using descriptive statistics, specifically mean and standard deviation, for each 4A dimension. The findings show that all four destination components were positively evaluated, ranging from Agree to Strongly Agree. Attraction recorded the highest mean score (4.26, Strongly Agree), followed by Ancillary (4.18, Strongly Agree), Amenities (3.94, Agree), and Accessibility (3.59, Agree). The findings indicate that Attraction is the strongest-rated component, while Accessibility is the main area for improvement. The interviews provide contextual explanations of destination strengths and operational challenges without establishing causal relationships with visitor fluctuations.

Keywords: *Tourist Perception; Tourism Destination Components; Udjo Ecoland; Educational Tourism*

INTRODUCTION

Tourism has become one of the key sectors contributing to economic growth by generating income, creating employment opportunities, and supporting regional development. Along with the continuous growth of the tourism industry, destinations are expected not only to provide attractive tourism products but also to ensure that all destination components function effectively in meeting visitors' needs and enhancing their overall travel experience. The quality of destination components plays an important role in influencing tourists' perceptions, satisfaction, and intention to revisit. In Indonesia, Bandung has emerged as one of the country's leading tourism destinations, offering diverse Attractions ranging from natural and cultural tourism to educational and creative tourism. In recent years, tourism development in Bandung has increasingly emphasized the integration of recreation, education, and cultural preservation, encouraging destination managers to continuously improve destination quality in order to provide meaningful visitor experiences (Budi et al., 2023). One destination that reflects this development is Udjo Ecoland, an educational and cultural tourism destination located in Cimenyan District, Bandung Regency, West Java. Operating under the same management as Saung Angklung Udjo, Udjo Ecoland combines environmental education, bamboo conservation, cultural learning, and outdoor recreational activities within a single destination, making it one of the educational tourism destinations that offers integrated learning experiences for visitors.

Several studies have highlighted that tourists' perceptions are essential indicators for evaluating destination quality because they reflect visitors' assessments based on their travel experiences. One of the widely adopted frameworks for assessing destination quality is the tourism destination components (4A), which consist of Attraction, Accessibility, Amenities, and Ancillary (Angeline & Anom, 2023). These components represent the fundamental elements that support tourism activities and shape tourists' overall experiences at a destination. Previous studies have applied the 4A framework in various tourism settings, but have generally examined either a single component in isolation or conventional, single-purpose destinations (e.g., nature Attractions or cultural heritage sites evaluated separately). Comparatively little attention has been paid to destinations that combine environmental conservation, cultural learning, and recreational activity within one integrated educational tourism product, and to how tourists evaluate all four 4A components simultaneously within such a hybrid setting. Consequently, research examining tourists' perceptions of all four destination components together, in the specific context of an educational-cultural-nature tourism destination such as Udjo Ecoland, remains limited. Educational tourism destinations have distinctive characteristics because they combine recreational activities with learning experiences, cultural preservation, and environmental conservation, which may shape tourists' perceptions differently from those of conventional tourism destinations. Examining tourists' perceptions in this specific context is therefore important to identify which destination components have met visitors' expectations and which aspects require further improvement.

Udjo Ecoland represents an educational and cultural tourism destination that integrates environmental conservation, cultural heritage, and outdoor recreational activities within a single tourism experience. Since opening to visitors in 2015, the destination has been utilized by schools, communities, and institutions as a venue for nature-based learning and cultural education. Based on interviews with destination management, Udjo Ecoland emphasizes bamboo conservation through educational activities such as bamboo planting, angklung-making workshops, traditional food production, and environmental learning. The destination also provides supporting facilities, including parking areas, camping grounds, dining areas, gazebos, information services, and event venues. Nevertheless, Accessibility remains an operational challenge because large tourist buses are unable to reach the destination directly and must stop at Saung Angklung Udjo before visitors continue using transportation provided by the management. These characteristics provide distinct aspects through which tourists can evaluate the destination using the 4A framework.

Beyond this conceptual gap, there is also a practical management concern that motivates the present study: tourist arrivals at Udjo Ecoland fluctuated considerably during 2025. Based on destination records, visits reached 2,307 in February but declined to only 123 and 125 in June and July, respectively, resulting in a total of 11,711 visitors for the year. This fluctuation is an operational issue for destination management; it is reported here as background rather than as evidence explained by this study, and this research does not test whether perceptions of the 4A components caused these fluctuations. Nevertheless, understanding how tourists currently perceive the destination's components remains practically important because it identifies which aspects of the visitor experience currently meet expectations and which require improvement, independent of the specific causes of the visitor-number fluctuation. Therefore, this study aims to analyze tourists' perceptions of Udjo Ecoland based on the tourism destination components (4A), namely Attraction, Accessibility, Amenities, and Ancillary.

Accordingly, this study addresses the following research question: What is the level of tourists' perceptions of each of the four destination components—Attraction, Accessibility, Amenities, and Ancillary—at Udjo Ecoland, and how do these perceptions compare in relative pattern across the four components?

This study is expected to contribute primarily at the empirical and applied level. It applies the 4A destination component framework to the specific context of an educational and cultural tourism destination where conservation, learning, and recreation are integrated. Practically, the findings provide insights for Udjo Ecoland management in identifying components that require improvement while maintaining positively evaluated strengths. The findings may also inform managers and tourism stakeholders in similar educational destinations when considering visitor-oriented development while maintaining educational and environmental values.

LITERATURE REVIEW

Educational Nature-Based Tourism

Educational tourism has emerged as an alternative form of tourism that combines recreational activities with meaningful learning experiences. Unlike conventional tourism, educational tourism encourages visitors to actively participate in activities that enhance their knowledge, skills, and understanding of particular subjects while enjoying their travel experience. As such, tourists are not only consumers of tourism products but also active participants in the learning process. This concept has gained increasing attention due to the growing demand for tourism experiences that provide educational value in addition to entertainment (Aulia & Listyorini, 2025).

The development of educational tourism reflects the changing preferences of tourists, who increasingly seek authentic and experience-based activities rather than passive sightseeing. Educational tourism therefore emphasizes experiential learning, where visitors gain knowledge through direct interaction with the environment, local communities, and tourism activities. Such experiences contribute to cognitive development while simultaneously creating memorable tourism experiences. Consequently, educational tourism is considered capable of enriching visitor experience because it integrates recreation with educational outcomes (Sukma et al., 2023).

Within this context, nature-based educational tourism utilizes natural resources as an interactive learning medium. Learning activities commonly include agricultural education, livestock farming, environmental conservation, outdoor recreation, and cultural interpretation. Rather than relying solely on classroom-based instruction, nature-based educational tourism enables visitors to acquire practical knowledge through direct observation and participation (Masrurah et al., 2024).

Udjo Ecoland represents an example of nature- and culture-based educational tourism that integrates environmental conservation with cultural learning. The destination offers bamboo conservation programs, agricultural and livestock education, outbound activities, camping experiences, and the introduction of Sundanese culture through participatory activities. In this study, educational tourism is treated as contextual background that characterizes the type of destination under study, rather than as an analytical construct that is directly measured; the analytical lens used to evaluate tourists' perceptions in this study is the 4A destination component framework, described below.

Tourism Attraction: What to See, What to Do, and What to Buy

Tourism Attraction is a primary factor motivating tourists to visit a destination because it creates unique experiences that distinguish one destination from another. One commonly adopted framework for explaining tourism Attraction is the concept of what to see, what to do, and what to buy (Wilson, 2021). This considers tourist experiences from multiple perspectives rather than viewing Attractions solely as physical objects.

What to see refers to the visual characteristics that capture tourists' attention, including natural scenery, cultural performances, landscapes, biodiversity, and other distinctive environmental features (Damayanti & Puspitasari, 2024). What to do represents the range of

activities available for tourists to participate in during their visit, such as educational programs, outbound experiences, camping, and workshops, which allow tourists to become actively involved rather than remaining passive observers (Yussabila & Sutarmin, 2025). What to buy refers to products that reflect the identity of a destination, including local handicrafts, culinary products, and souvenirs (Maryam et al., 2021), which reinforce tourists' memories after their visit. These three dimensions complement one another in shaping tourists' experiences. Accordingly, this study adopts the concepts of what to see, what to do, and what to buy to explain the Attraction component of Udjo Ecoland.

Tourist Perception

Perception refers to the cognitive process through which individuals receive, organize, interpret, and evaluate information obtained through their senses, ultimately forming a meaningful understanding of objects, situations, or experiences (Wibisono & Subadra, 2018). Since individuals may interpret similar experiences differently, perception is inherently subjective and influenced by prior knowledge, expectations, and personal experience. Within the tourism context, tourist perception reflects visitors' evaluations of destination quality based on their experiences before, during, and after their visit. Tourists continuously assess various aspects of a destination, including its Attractions, Accessibility, facilities, services, and overall environment. Positive perceptions indicate that destination attributes meet tourists' expectations, whereas negative perceptions identify aspects requiring improvement. This study measures tourist perception rather than downstream outcomes such as satisfaction or revisit intention; any relationship between these perceptions and such outcomes is therefore not tested here. In the present study, tourist perception is employed as the primary analytical lens for examining how visitors evaluate the four destination components proposed by Cooper et al. (2008), namely Attraction, Accessibility, Amenities, and Ancillary.

The 4A Destination Components

Destination competitiveness is determined not only by the attractiveness of tourism resources but also by the integration of supporting components that facilitate visitors throughout their travel experience. Cooper et al. (2008) proposed the 4A destination framework, consisting of Attraction, Accessibility, Amenities, and Ancillary. These four components are interrelated and collectively shape destination quality.

Attraction represents the primary motivation for tourists to visit a destination. It encompasses natural landscapes, cultural heritage, recreational activities, educational experiences, and distinctive local products that differentiate one destination from another (Cooper et al., 2008). In educational tourism, Attractions extend beyond physical scenery to include experiential learning opportunities that encourage active participation. At Udjo Ecoland, Attraction is reflected not only in its natural environment but also in bamboo conservation activities, agricultural education, livestock experiences, outdoor recreation, and Sundanese cultural interpretation.

Accessibility refers to the ease with which tourists can reach and navigate a destination, including road conditions, transportation availability, travel convenience, and the clarity of directional signage (Cooper et al., 2008). Research has shown that inadequate transportation infrastructure or unclear directional signs can negatively influence tourists' overall evaluations despite the presence of high-quality Attractions (Maryam et al., 2021).

Amenities refer to facilities and services provided to meet tourists' needs during their visit, including restaurants, parking areas, public toilets, places of worship, and other supporting facilities that enhance visitor comfort (Cooper et al., 2008). The availability and quality of Amenities are associated with more positive tourist evaluations (Yussabila & Sutarmin, 2025).

Ancillary services relate to destination management and institutional support, including visitor information services, staff assistance, security, and other organizational services that

facilitate tourism activities (Cooper et al., 2008). Responsive staff, accurate tourism information, and effective destination management are associated with stronger visitor confidence and more positive destination perceptions (Gani et al., 2023).

Conceptual Framework

Figure 1 presents the conceptual framework of the study, positioning Udjo Ecoland as the context of educational, cultural, and nature tourism. Tourists' evaluations of the destination are examined through four 4A destination components, namely Attraction, Accessibility, Amenities, and Ancillary, based on Cooper et al. (2008). Each component is assessed separately using questionnaire indicators and analyzed through descriptive statistics, specifically the mean and standard deviation, to describe tourists' perceptions of each 4A component.



Figure 1. Conceptual Framework of the Study
Source: Research data, 2026

METHODS

This study employs a descriptive quantitative design as its primary approach to systematically measure and describe tourists' perceptions of the destination through structured indicators in a questionnaire, generating numerical data to describe the level of evaluation for each 4A component (Putra & Wulansari, 2024). Semi-structured interviews were used as a supplementary, contextual source of qualitative evidence to help interpret the quantitative results; they do not constitute an equal analytical strand of a convergent mixed-methods design, and their evidentiary role is limited to illustrating and contextualizing the descriptive statistics rather than to independent qualitative analysis. Primary data were obtained by distributing questionnaires to tourists who had visited or were visiting Udjo Ecoland, while secondary data supporting the analysis were obtained from books, journal articles, and other related academic sources (Sugiyono, 2019).

Population and Sample

The study population comprised all tourists who visited Udjo Ecoland during 2025, with a recorded total of 11,711 visitors. Because a complete sampling frame of individual visitors was not available, respondents were selected using a non-probability purposive sampling technique,

targeting tourists who had visited or were visiting Udjo Ecoland during the data-collection period. The Slovin formula with a 10% margin of error was used only as a pragmatic reference to determine the minimum sample size, yielding n = 99.15, which was rounded up to 100 respondents (Santoso, 2023). Given the non-probability sampling approach, the resulting sample is not considered statistically representative of the 2025 visitor population, and the 10% margin of error is not interpreted as a population-precision estimate. The sample was concentrated among young tourists (87% aged 17–25) and students (71%), with 86% originating from Bandung City and Bandung Regency combined. This demographic concentration is acknowledged as a limitation of the study.

Research Instrument and Data Collection Procedures

The research instrument used in this study was a closed-ended questionnaire developed based on the indicators of the 4A destination components, using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) (Sugiyono, 2019). Data were collected online through a questionnaire distributed to tourists who had visited or were visiting Udjo Ecoland during the period from May 13 to June 16, 2025. Before being used in the study, the questionnaire was tested for validity and reliability using IBM SPSS Statistics version 26 with 30 pilot respondents at a 5% significance level, with an r-table value of 0.361. The pilot respondents were part of the main sample of 100 respondents and did not constitute a separate group.

Table 1. Questionnaire Items and Pilot-Test Status

Dimension	Code	Item	r (calculated)	r-table	Status
Attraction	AT1	Udjo Ecoland has a unique tourism concept	0.376	0.361	Retained
Attraction	AT2	The environment at Udjo Ecoland looks beautiful	0.509	0.361	Retained
Attraction	AT3	Udjo Ecoland offers an authentic Sundanese cultural experience	0.517	0.361	Retained
Attraction	AT4	Tourism activities at Udjo Ecoland are varied	0.459	0.361	Retained
Attraction	AT5	Udjo Ecoland provides distinctive local products for purchase	0.418	0.361	Retained
Accessibility	AC1	The road to Udjo Ecoland is in good condition	0.516	0.361	Retained
Accessibility	AC2	The location of Udjo Ecoland is easy to reach	0.633	0.361	Retained
Accessibility	AC3	Transportation to Udjo Ecoland is available	0.468	0.361	Retained
Accessibility	AC4	Directional signage to Udjo Ecoland is clear	0.587	0.361	Retained
Amenities	AM1	Toilets at Udjo Ecoland are available in adequate numbers	0.596	0.361	Retained
Amenities	AM2	Facilities at Udjo Ecoland are clean	0.701	0.361	Retained
Amenities	AM3	Places of worship at Udjo Ecoland are available for visitors	0.753	0.361	Retained
Amenities	AM4	The parking area at Udjo Ecoland is spacious	0.687	0.361	Retained
Amenities	AM5	Food options at Udjo Ecoland are varied	0.404	0.361	Retained
Ancillary	(removed)	Staff at Udjo Ecoland provide good service	0.261	0.361	**Removed** (invalid)
Ancillary	AN1	Information about Udjo Ecoland is easy to obtain	0.709	0.361	Retained
Ancillary	AN2	I feel safe while at Udjo Ecoland	0.673	0.361	Retained
Ancillary	AN3	Destination management at Udjo Ecoland appears good	0.644	0.361	Retained

Source: Research data, 2026

The final questionnaire consisted of 17 retained items across the four 4A destination components, comprising five Attraction items, four Accessibility items, five Amenities items, and three Ancillary items.

Validity and Reliability

Item validity was assessed by comparing the calculated r-value of each item against the r-table value of 0.361 (30 pilot respondents, 5% significance level); the full item-level results are reported in Table 1 above. One item in the Ancillary dimension, concerning staff service, produced a calculated r-value of 0.261 and was therefore removed prior to the main data collection, while the remaining three Ancillary items were retained as still representative of the dimension. Instrument reliability was assessed using Cronbach's Alpha in IBM SPSS Statistics version 26, which produced a single coefficient of 0.861 across the 18 pilot-tested items of the 4A construct, exceeding the conventional 0.70 threshold and indicating that the instrument was internally consistent overall. Because reliability was computed once for the full 4A instrument rather than separately for each of the four dimensions, and the item-level pilot dataset was not retained for reanalysis at the time this revision was prepared, dimension-level Cronbach's Alpha values cannot be reported here; this is acknowledged as a limitation of the study, and dimension-level reliability testing is recommended for future replications of this instrument.

Interview Procedures

Semi-structured interviews were conducted with the Udjo Ecoland Site Manager and two tourists to provide contextual, illustrative evidence for the descriptive statistics; participants were not randomly or systematically sampled, and the interview evidence is not intended to generalize beyond the individuals interviewed. The manager interview used a seven-question guide covering the interviewee's role, the perceived causes of the 2025 visitor fluctuation, the destination's main attraction, components requiring improvement, and management's improvement efforts; it was conducted on July 8, 2026. The tourist interview guide used eight questions covering visit history, motivation to visit, the most memorable attraction, the Accessibility experience, opinions on Amenities, revisit interest, and aspects to maintain or improve; the two tourist interviews were conducted on 7 and 8 July 2026, respectively, and tourist participants are identified only by initials to protect their anonymity. Interview responses were summarized thematically against the corresponding question and were used narratively in the Results and Discussion section to help explain the quantitative findings; exact interview duration and a formal coding scheme were not recorded, which is acknowledged as a limitation.

Research Ethics

Questionnaire participation was voluntary, and respondents completed the online form without providing identifying information beyond the demographic profile items used for descriptive analysis (gender, age, occupation, residence, and visit frequency). Interview participants were informed of the purpose of the research prior to the interview; the Site Manager is identified by name and position with his consent as a professional informant, while the two tourist participants are referred to only by initials. This study did not undergo review by a formal institutional research-ethics board, consistent with common practice for undergraduate applied tourism research at the time of data collection; this is acknowledged as a limitation. Because the respondent pool included tourists aged 17, who may be minors under Indonesian law, and no separate parental or guardian consent procedure was documented for this age group, readers should interpret the inclusion of these respondents with this caveat in mind, and future studies using a similar sample are advised to establish and document an explicit consent procedure for underage participants.

Data Analysis Technique

Data were analyzed using descriptive statistics, namely mean values and standard deviations, to describe the tendency and spread of respondents' answers for each indicator and research dimension (Wibisono & Subadra, 2018). The resulting mean values were then interpreted based on a five-category Likert scale range, calculated using the formula RS = (maximum value – minimum value) / number of categories, yielding an interval of 0.8, as presented in Table 2.

Table 2. Mean Value Interpretation Scale Range

Category	Value Range
Strongly Disagree	1.00 – 1.80
Disagree	1.81 – 2.60
Neutral	2.61 – 3.40
Agree	3.41 – 4.20
Strongly Agree	4.21 – 5.00

Source: Processed by the author

RESULTS AND DISCUSSION

Respondent Profile

Of the 100 participating respondents, 67% were female tourists and 33% were male. By age, the majority of respondents were in the 17–25 age range (87%), consistent with the dominance of respondents working as students (71%). By residence, most respondents came from the City of Bandung (67%), followed by Bandung Regency (19%), areas outside the City of Bandung (13%), and areas outside West Java (1%). By visit frequency, most respondents (61%) were first-time visitors, while 30% had visited 2–3 times and 9% had visited more than 3 times. This profile shows that Udjo Ecoland is dominated by young tourists of productive age and by school/institutional group travel, consistent with the destination's characteristics as a nature- and culture-based educational tourism site; it also means the findings below should be read as most representative of this younger, student-dominated, locally concentrated segment rather than of all visitor types.

Descriptive Analysis of the 4A Destination Components

Descriptive statistical analysis was conducted on the four dimensions of the 4A destination components, namely Attraction, Accessibility, Amenities, and Ancillary, based on questionnaire results from 100 tourists. Item-level results for each dimension are presented in Tables 3–6, followed by a recap in Table 7.

Table 3. Item-Level Descriptive Statistics — Attraction

Code	Item	Mean	SD	Category
AT1	Udjo Ecoland has a unique tourism concept	4.27	0.664	Strongly Agree
AT2	The environment at Udjo Ecoland looks beautiful	4.23	0.679	Strongly Agree
AT3	Udjo Ecoland offers an authentic Sundanese cultural experience	4.52	0.627	Strongly Agree
AT4	Tourism activities at Udjo Ecoland are varied	4.15	0.796	Agree
AT5	Udjo Ecoland provides distinctive local products for purchase	4.13	0.861	Agree
	Dimension mean	**4.26**	**0.497**	**Strongly Agree**

Source: Research data, 2026

Table 4. Item-Level Descriptive Statistics — Accessibility

Code	Item	Mean	SD	Category
AC1	The road to Udjo Ecoland is in good condition	3.43	1.157	Agree
AC2	The location of Udjo Ecoland is easy to reach	3.50	1.049	Agree
AC3	Transportation to Udjo Ecoland is available	3.55	1.132	Agree
AC4	Directional signage to Udjo Ecoland is clear	3.89	0.984	Agree
	Dimension mean	**3.59**	**0.947**	**Agree**

Source: Research data, 2026

Table 5. Item-Level Descriptive Statistics — Amenities

Code	Item	Mean	SD	Category
AM1	Toilets at Udjo Ecoland are available in adequate numbers	3.80	0.865	Agree
AM2	Facilities at Udjo Ecoland are clean	4.03	0.810	Agree
AM3	Places of worship at Udjo Ecoland are available for visitors	3.91	0.830	Agree
AM4	The parking area at Udjo Ecoland is spacious	4.25	0.702	Strongly Agree
AM5	Food options at Udjo Ecoland are varied	3.71	0.868	Agree
	Dimension mean	**3.94**	**0.617**	**Agree**

Source: Research data, 2026

Table 6. Item-Level Descriptive Statistics — Ancillary

Code	Item	Mean	SD	Category
AN1	Information about Udjo Ecoland is easy to obtain	4.04	0.828	Agree
AN2	I feel safe while at Udjo Ecoland	4.23	0.723	Strongly Agree
AN3	Destination management at Udjo Ecoland appears good	4.27	0.815	Strongly Agree
	Dimension mean	**4.18**	**0.650**	**Strongly Agree**

Source: Research data, 2026

Table 7. Recapitulation of the 4A Destination Components

No.	Dimension	Mean	SD	Category
1	Attraction	4.26	0.497	Strongly Agree
2	Accessibility	3.59	0.947	Agree
3	Amenities	3.94	0.617	Agree
4	Ancillary	4.18	0.650	Strongly Agree

Source: Research data, 2026

Discussion

The Attraction dimension obtained the highest mean score of 4.26 in the Strongly Agree category with the lowest standard deviation of all dimensions (0.497), indicating a very positive and consistent evaluation from tourists. The highest-scoring item in this dimension concerned authentic Sundanese cultural experience (AT3, mean 4.52), consistent with Candra & Yasri (2025), who explain that destination authenticity is reflected through cultural experiences and tourists' direct interaction with local traditions. Interview results with the Udjo Ecoland Site Manager support this finding, indicating that the destination's main appeal lies in its culture- and environment-based educational tourism concept, realized through activities such as angklung making, bamboo conservation, and educational workshops. The item on distinctive local products obtained the lowest score in this dimension (AT5, mean 4.13), though still in the Agree category, indicating an opportunity further to develop souvenirs as a representation of local identity (Walansendow et al., 2016). The low standard deviation across this dimension is also consistent with the sample's composition: because most respondents were young, first-time student visitors traveling in organized school or institutional groups, their exposure to Udjo Ecoland's core educational activities was likely similar, which may explain the relative homogeneity of Attraction ratings compared with the more individually variable Accessibility experience discussed next.

The Accessibility dimension obtained the lowest mean score of all the dimensions (3.59, Agree category) and the highest standard deviation (0.947), indicating more varied tourist perceptions of this aspect. The item on directional signage obtained the highest score in this dimension (AC4, mean 3.89), supported by the ease with which tourists can obtain route information through digital navigation applications, consistent with Putri et al. (2024), who state that Accessibility affects the quality of tourists' travel experience. In contrast, the item on road conditions obtained the lowest score (AC1, mean 3.43), corroborated by interview results indicating that large vehicles such as tour buses cannot yet enter the area directly, so group tourists must transit and continue their journey using connecting transportation from the Saung Angklung Udjo area. This

operational feature of the destination — a group-tour-dependent visitor base combined with a road that is not yet suited to large vehicles — plausibly explains both the lower mean score and the wider spread of responses for Accessibility: independent travelers using smaller vehicles or navigation apps may experience the route quite differently from tourists arriving by bus who must transfer partway through their journey.

The Amenities dimension obtained a mean score of 3.94 in the Agree category. The item on parking areas obtained the highest score (AM4, mean 4.25), consistent with Siburian & Nasution (2023), who explain that tourism facilities are an important element in supporting tourist comfort. Meanwhile, the item on the variety of food options obtained the lowest score (AM5, mean 3.71). Interview results indicate that facilities are generally adequate, although toilet cleanliness and the unpaved parking area, which becomes muddy when it rains, were noted by both tourist interviewees as aspects that need improvement, even though these specific concerns were not captured as separate questionnaire items.

The Ancillary dimension obtained a mean score of 4.18 in the Strongly Agree category. The item on tourist area management obtained the highest score (AN3, mean 4.27), consistent with Alvianna et al. (2020), who explain that Ancillary services encompass destination management that supports tourist comfort. The item on the ease of obtaining tourism information obtained the lowest score in this dimension (AN1, mean 4.04), though still in the Agree category, which is also consistent with tourist interview feedback that wayfinding through navigation apps could be clearer.

Overall, all dimensions of the 4A destination components fell within the Agree to Strongly Agree categories, indicating that tourists in this sample evaluated Udjo Ecoland's destination components positively, consistent with the concept proposed by Cooper et al. (2008). Interview results with the Udjo Ecoland Site Manager also suggest that the fluctuation in visitor numbers in 2025 was not attributable solely to the quality of the destination components, but may also reflect external factors such as the intensity of promotion, the academic calendar, study-tour restriction policies, weather conditions, and the fact that visitors are predominantly school and institutional groups; because this explanation rests on a single management perspective rather than on data that directly test these factors, it should be read as a plausible interpretation offered by the interviewee rather than as a confirmed finding of this study. Accordingly, the Accessibility aspect, the variety of food options in the Amenities dimension, and the provision of tourism information in the Ancillary dimension are priorities that managers can consider for improving overall destination quality and the tourist experience; these priorities are summarized in the matrix below.

Table 8. Priority Improvement Matrix

Issue	Evidence	Responsible Actor	Short-Term Action	Longer-Term Action
Road condition and limited access for large vehicles	AC1 lowest item mean (3.43); manager and tourist interviews confirm buses cannot enter directly	Udjo Ecoland management; local government (road authority)	Continue the transit arrangement via Saung Angklung Udjo; improve on-site and digital directional signage	Coordinate with local government on road infrastructure upgrades to allow direct large-vehicle access
Limited variety of food options	AM5 lowest item mean in Amenities (3.71)	Udjo Ecoland management; on-site food vendors	Expand the range of food stalls/vendor partnerships	Develop a dedicated dining area with a broader, destination-appropriate menu
Toilet cleanliness and unpaved,	Raised independently by both tourist interviewees	Udjo Ecoland facilities/operations team	Increase toilet cleaning frequency; add temporary drainage/matting for	Pave or harden the parking area surface

Issue	Evidence	Responsible Actor	Short-Term Action	Longer-Term Action
muddy parking area			the parking area during rainy periods	
Ease of obtaining tourism information	AN1 lowest item mean in Ancillary (4.04); tourist interviews note unclear app-based wayfinding	Udjo Ecoland management (information services)	Expand on-site information boards and staff-guided orientation	Develop digital information tools (e.g., improved map listings, a destination app or website)

Source: Research data, 2026

CONCLUSION

Based on the descriptive analysis, tourists' overall perceptions of Udjo Ecoland's 4A destination components fall within the Agree to Strongly Agree categories. The Attraction dimension received the highest evaluation (mean 4.26), supported by authentic Sundanese cultural experiences and interactive educational activities, followed by the Ancillary dimension (mean 4.18), reflecting positively perceived destination management and support services. The Amenities dimension obtained a mean of 3.94, while the Accessibility dimension received the lowest evaluation (mean 3.59), indicating that road conditions and access for large vehicles remain the main challenge identified by this sample. The interview results also suggest that fluctuations in tourist visits were not attributed solely to the quality of the destination components by the interviewee, but also to external factors that fall outside the scope of what this descriptive study can verify.

Based on these findings, Udjo Ecoland's management may wish to maintain its strengths in the Attraction aspect, particularly its authentic cultural and educational experiences, while continuing coordination with local government regarding road access and directional signage, and considering improvements to parking-area management, toilet cleanliness, food variety, and the provision of tourism information, as summarized in the priority matrix above.

Limitations and Future Research

This study has several limitations that should be considered when interpreting its findings. First, the non-probability purposive sampling technique means the sample is not statistically representative of the full 2025 visitor population, even though the Slovin formula was used as a pragmatic reference for minimum sample size; the 10% margin of error associated with that formula should not be read as a population-precision estimate. Second, the sample is demographically concentrated among young tourists (87% aged 17–25), students (71%), and residents of Bandung City and Regency (86%), which limits the extent to which findings can be generalized to other visitor segments, such as older independent travelers or international tourists. Third, all quantitative data are self-reported perceptions collected through a single cross-sectional online questionnaire; no behavioral, satisfaction, or revisit-intention outcomes were measured, so this study cannot speak to whether positive perceptions translate into these downstream outcomes. Fourth, the qualitative component was limited to three interviews (one manager and two tourists), and interview duration and a formal coding procedure were not recorded; the interview evidence is therefore illustrative and contextual rather than a systematic qualitative strand. Fifth, instrument reliability was reported as a single Cronbach's Alpha value across all 18 pilot-tested items rather than separately for each of the four 4A dimensions, which limits what can be said about the internal consistency of each dimension individually. Sixth, this study did not test why visitor numbers fluctuated during 2025 and cannot attribute those fluctuations, causally or otherwise, to tourists' perceptions of the 4A components; the external factors mentioned in the Discussion are the interviewee's own interpretation and were not

independently verified. Finally, this study did not undergo review by a formal institutional research-ethics board, and no separate consent procedure was documented for respondents aged 17.

Future research is recommended to address these limitations by using probability-based sampling where a sampling frame is available, testing and reporting dimension-level reliability, broadening the qualitative component through a larger and more systematically selected set of interviews, and adding variables such as tourist satisfaction, destination loyalty, or revisit intention. A mixed-methods design in which qualitative data collection is planned as an equal analytical strand, rather than as supplementary evidence, would also allow for a more systematic exploration of the factors influencing both tourist perception and visitor-number fluctuations at similar destinations.

REFERENCES

Alvianna, S., Patalo, R. G., Hidayatullah, S., & Rachmawati, I. K. (2020). Pengaruh attraction, accessibility, amenity, ancillary terhadap kepuasan generasi millenial berkunjung ke tempat wisata. Jurnal Kepariwisataan: Destinasi, Hospitalitas dan Perjalanan, 4(1), 53–59. https://doi.org/10.34013/jk.v4i1.41

Angeline, A., & Anom, I. P. (2023). Persepsi wisatawan terhadap komponen produk pariwisata 4A pada daya tarik wisata Trans Studio Bali, Desa Pemecutan Kelod, Kecamatan Denpasar Barat, Kota Denpasar, Bali. Jurnal Destinasi Pariwisata, 11(2), 294–299. https://doi.org/10.24843/JDEPAR.2023.v11.i02.p15

Aulia, F. W., & Listyorini, H. (2025). Experiential learning and educational values of entrepreneurship in environmentally conscious educational tourism. Journal of Tourism Economics and Policy, 5(2), 206–217. https://doi.org/10.38142/jtep.v5i2.1305

Budi, A. A., & Aldianto, L. (2023). Pengembangan pariwisata budaya di Kota Bandung dalam sudut pandang implementasi kerja sama pemerintah dengan badan usaha. Inovasi Pembangunan: Jurnal Kelitbangan, 11(2), 109–122.

Candra, Y., & Yasri, Y. (2025). Destination authenticity: Investigating the mediating role of tourist satisfaction and loyalty. International Journal of Innovative Research and Scientific Studies, 8(1), 2447–2455. https://doi.org/10.53894/ijirss.v8i1.5002

Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (2008). Tourism: Principles and Practice (4th ed.). Pearson Education.

Damayanti, R. A., & Puspitasari, A. Y. (2024). Kajian potensi daya tarik wisata heritage di Indonesia. Jurnal Kajian Ruang, 4, 13–34. http://jurnal.unissula.ac.id/index.php/kr

Gani, H., Nanda, R., & Mazas, I. A. (2023). Penguatan kelembagaan Pokdarwis Tuah Peuraja untuk pengelolaan Desa Wisata Lamjamee, Kota Banda Aceh. Jurnal Pemberdayaan Pariwisata, 5(2), 105–115. https://doi.org/10.30647/jpp.v5i2.1749

Maryam, S. R., Susilawati, W., & Saepuloh, A. (2021). Pengaruh electronic word of mouth terhadap citra destinasi serta dampaknya terhadap keputusan berkunjung. Journal of Knowledge Management, 15(2). https://doi.org/10.52434/jkm.v15i2.3130

Masrurah, Z., Nisa, J., & Ardiansyah, A. N. (2024). Persepsi wisatawan terhadap daya tarik wisata di Taman Edukasi Ganespa Kota Tangerang Selatan. Jurnal Pendidikan Geosfer, 9(2), 184–196. https://doi.org/10.24815/jpg.v9i2.43618

Putra, D. A., & Wulansari, N. (2024). Persepsi wisatawan tentang Sapta Pesona Danau Maninjau Kabupaten Agam. Jurnal Manajemen Perhotelan dan Pariwisata, 6(3), 50–56. https://doi.org/10.23887/jmpp.v6i3.66812

Putri, G. S., Nurhasan, R., & Adiatma, D. (2024). Citra destinasi dan aksesibilitas pada kepuasan wisatawan di Karacak Valley Garut. Jurnal Paradigma: Journal of Sociology Research and Education, 5(2), 851–861. https://doi.org/10.53682/jpjsre.v5i2.9977

Santoso, A. (2023). Rumus Slovin: Panacea masalah ukuran sampel? Suksma: Jurnal Psikologi Universitas Sanata Dharma, 4(2), 24–43. https://doi.org/10.24071/suksma.v4i2.6434

Siburian, A. Y., & Nasution, H. P. (2023). Pengaruh aksesibilitas dan fasilitas The Kaldera Toba Nomadic Escape terhadap kepuasan wisatawan domestik. Jurnal Pendidikan Tambusai, 7(3), 23639–23654. https://doi.org/10.31004/jptam.v7i3.10367

Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. ALFABETA.

Sukma, S. S., Saputri, D. O., & Prihatiningrum, A. (2023). Perancangan taman wisata edukasi dengan pendekatan arsitektur ekologi di Kota Bengkulu. Teknosia, 17(2), 70–79. https://doi.org/10.33369/teknosia.v17i2.28855

Walansendow, A. P. N. M., & Lagarense, B. E. S. (2016). Karakteristik model dan disain produk souvenir berbahan dasar kayu dan tempurung kelapa sebagai produk pariwisata. Tourism Scientific Journal, 1(2), 117–133. https://doi.org/10.32659/tsj.v1i2.7

Wibisono, N., & Subadra, I. N. (2018). Analisa persepsi wisatawan terhadap Jawa Barat sebagai destinasi wisata. Jurnal Perhotelan dan Pariwisata, 8(1), 16–34.

Wilson, J. (2021). Development strategy for the implementation of entertainment and recreational activities at tourism objects in Toba Regency. Tourism, Hospitality and Culture Insights Journal, 1(2), 101–112. https://doi.org/10.36983/thcij.v1i2.287

Yussabila, G. Z., & Sutarmin. (2025). Pengaruh fasilitas dan pengalaman wisatawan terhadap minat berkunjung kembali melalui kepuasan wisatawan: Studi pada Kabupaten Brebes. Peradaban Journal of Economic and Business, 4(2), 259–263. https://doi.org/10.59001/pjeb.v4i2.522