ABSTRACT

Lembang area is one area that has very high tourism potential. This study aims to determine the effectiveness of tourists visiting the flow of tourist destinations in the area of Lembang so that an appropriate program can be formulated in the management of tourist traffic flow in the Lembang Region. This study uses a qualitative approach with the unit analysis of variables and indicators of tourism destination management. Primary data collection methods are done thr, ough observation and interviews, while secondary data collection is done by desk study. Based on the research results it is known that activities that can be carried out by tourists during the tourist attraction consisting of outbound activities, educational activities, and vehicle activities. The application of visitor management in Cikole, Floating Market, and Orchid Forest is seen from the entrance fees charged to tourists, the management policies that regulate tourist behavior during the tour, and the concentration of activities that can make it easy for tourists to visit the next tourist activity. However, this application has not been maximized due to the absence of the spread of tourism activities to avoid the accumulation of tourists in one of the activities, while other activities are quiet from visitors. Furthermore, it is known that the effectiveness of tourist visits flow on the tourist attraction of Cikole Graphic, Floating Market, and Orchid Forest in supporting sustainable tourism can be said to be ineffective in terms of two aspects, namely management as manager of tourist attraction and tourists as connoisseurs of tourist attraction. From the results of research conducted there is input for managers on the need for the spread of tourism activities so that tourists who travel can be spread evenly in tourist attractions.

Keywords: Effectiveness Of Tourist Flow, Tourist Destination, Sustainable Tourism