

ABSTRACT

This study discusses the impact of tourism activities on the economy, society, and culture. The object under study is the tourist attraction of Ranca Upas, Rancabali District, Bandung Regency. Ranca Upas tourist attraction has a cool climate and extraordinary natural beauty, it is a special attraction for tourists who come. With the number of tourists that continues to increase each year to have an economic impact, many of the professional shifts that once worked as farmers then turned to the tourism sector, for that must be examined. The purpose of this study is to determine the impact of tourism activities on the economic, social and cultural community around the tourist attraction of Ranca Upas. This study uses descriptive qualitative methods with data collection techniques with observation, interviews with tourism stakeholders, including managing tourist attractions, tourists, government and surrounding communities, as well as documentation, data analysis, and triangulation to combine all data obtained. The results showed that tourism activities had a positive impact on the economy such as an increase in the economy of the surrounding community, the existence of employment opportunities and increased income of local governments. While the negative impact can be seen from the increase in inflation, the absence of control of ownership of Ranca Upas tourism attraction by the surrounding community and the dependence of the surrounding community on tourism. Tourism activities also have a positive impact on the social and cultural community, this is evidenced by the performance of traditional arts, community norms that are still awake, the opening of the surrounding community's insight and the development and improvement of public infrastructure. While the negative impacts arising from the presence of tourism activities are the contour of the land and traffic congestion due to the dense vehicle volume. There is a suggestion for management that offers control of the prices of products sold at DTW Ranca Upas to prevent conversion.

Keywords: Tourism Impact, Ranca Upas Tourism Attraction, Ranca Bali