

ABSTRACT

Tourism is one of the elements that is expected to contribute to improving the Indonesian economy. In 2024, the tourism sector is expected to increase and make a good contribution starting from foreign exchange and gross domestic income (GDP). To support this contribution, it is hoped that the number of visits by foreign tourists and domestic tourists can increase. In West Java, especially in Bandung Regency, the tourism sector can be a source of economic growth and regional income due to the existence of a good tourist attraction. In addition, in Bandung Regency there are several tourist villages that can support this. One of the villages in Bandung Regency that wants to develop its tourism potential as a tourist village is Cikadut Village.

The purpose of this study was to assess and identify the feasibility of Cikadut Village as a tourist village which was measured in terms of attraction, accessibility, community socio-economic environmental conditions, accommodation, supporting facilities and infrastructure, security and relationships with other tourist attractions.

The method used in this study is a qualitative method with data collection techniques carried out, namely interviews, observations, and documentation. The data analysis technique used is the Miles & Huberman data analysis model which includes data collection, data reduction, data display and conclusion drawing/verification.

The results of this study indicate that there are several variables that have a positive overall impression including attraction, accommodation, security and relationships with other tourist attractions. Then there are also several variables that do not have a positive overall impression, including accessibility where the availability of public transportation has a negative impression, then community socio-economic environmental conditions where the unemployment rate indicator has a neutral impression, and supporting facilities and infrastructure where indicators of health centers/clinics and public toilets have a negative impression. The final result of this research shows that Cikadut Village has a potential to develop into a tourist village.

This research is expected to be a suggestion and input for the Cikadut Village in developing the tourism village program. This can be done by improving and increasing several variables that have a negative impression.

Keywords: Feasibility Study, Tourism Village, Tourism