

ABSTRACT

The purpose of this study was to analyze accessibility itself. According to Tjiptono (2014), accessibility is a location that is traversed or easily accessible by public transportation facilities. In this study, is the accessibility of the orchid forest tourist destination easily accessible by visiting tourists? The accessibility of tourist attractions refers to the ease and availability of access used by tourists to reach and utilize the facilities available at tourist sites. This includes various factors such as ease of transportation, road infrastructure, and other supporting facilities. Good accessibility to tourist attractions is very important in facilitating visitors in traveling, reducing travel time, and increasing the level of visits to the tourist attractions in question. This study aims to measure the potential of the accessibility of Orchid Forest Tourism Destinations in the interest of tourists to visit these destinations.

Keywords: Accessibility, Tourist, Experience