

ABSTRACT

This study aims to evaluate the quality of tourism management and attractions in the tourist destination of Ciwidey, Indonesia. Lack of quality management and tourist attractions can result in a decrease in tourist attraction and satisfaction, which has the potential to negatively impact the tourism industry in the region. The research method used is a quantitative method with data collection through quantitative instruments from tourists visiting Ciwidey. The collected data will be analyzed using descriptive statistical techniques, as well as Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods to measure the level of importance and performance of management quality and tourist attractions, as well as tourist satisfaction. This research is expected to reveal the contribution of management quality and tourist attractions to tourist satisfaction in Ciwidey and provide a better understanding of the factors that influence the quality of management and tourist attractions. The results of this study are expected to provide guidance to tourist destination managers in improving the tourist experience in the region.

Keywords: Management Quality, Tourism Attractions, Tourism Destinations, Ciwidey Area, Tourist Satisfaction.