

ABSTRACT

Tourism has become one of the priority sectors that is expected to be the backbone of the Indonesian economy. Tourism is expected to be the main driver in accelerating Indonesia's economic growth through the creation of new jobs and opportunities for entrepreneurs to sell, increase foreign exchange, and advance infrastructure development. The COVID-19 pandemic has brought significant pressure on events where tourism activities around the world seem to have stopped. The rapid statistics agency recorded that foreign tourist visits (wisman) entering Indonesia decreased to 4.05 million in 2020 and 2.56 million in 2021, due to policies that encourage movement to suppress the spread of the COVID-19 pandemic. We need to know that so far tourism has been a labor-intensive sector that absorbs more than 13 million workers, the derivative impacts or multiplier effects that follow, including the derivative industries formed under it, have also been affected by the COVID-19 pandemic in the tourism sector. The decline in foreign tourists to Indonesia has an impact on foreign exchange earnings in the tourism sector. This has resulted in more than USD1.3 billion in foreign exchange earnings from tourism.

This study aims to determine the effect of tourist interest in visiting the Sari Ater Ciater Hot Springs. In order to find out the interest of tourists visiting, the author seeks to find out from various aspects, which will be studied through the interest of tourists visiting including promotion, service quality, and brand image.

This study will use a quantitative method with descriptive and associative research types. Further data will use questionnaire and interview methods/techniques. Respondents in this study will be interested in those who have visited the Sari Ater Ciater Hot Springs tourist attraction.

Keywords: *Tourism, Economy, tourists.*