

View analyze prospect about tourism attractions and accessibility with influence on attention and interested visiting (Case Study in Region of Cangkang Tourism)

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Garut Regency Government wish to make tourism as prime sector. It is implicitly in Garut Regency vision which is written in District Rule No. 2000 of Basic Pattern of Garut Development from 2001 to 2005. It is mentioned that the Vision of Garut is to make Garut "pangirutan". The word "pangirutan" here means Garut is to be made as an interesting place to be visited by many people or as tourism object.

Can tourist object be located in Garut especially Cangkang Object Tourism? There is, the objective of the research is to help the management of Cangkang Tourism Object by analyzing prospect perception tourist prospects in Bandung City especially among university student. The research is carried out by using population sample "Widyatama Student" of 100 respondents by using Sample Random Sampling Method. The written predicts that Attraction and Accessibility is able to influence attention and interest in a positive and significantly to visit.

Questionnaire data processing result shows that the description of attraction and accessibility according to prospect perceptions (Widyatama Student) is included in "HIGH" category, while attentions and interest to visit is categorized "MEDIUM". Data testing of influence on attraction and accessibility to attention and interest to visit can be explained by attraction and accessibility of 0.49. It can also mean that factors outside the model influence 0.51 but influence on attraction and accessibility partially influence 0.40 and 0.37 and correlation between attraction and accessibility is 0.864

Keyword : Tourism, Attraction, Accessibility, Attention, Interesting, Cangkang

I. Introduction

In the last two decades there have been fundamental changes that influence the life of the business world and the world trading system. A number of shifts that are obvious to us is the shift from industrial economies into knowledge-based economy, from input-driven growth to innovation-driven growth, the scarcity of resources into Abundance of knowledge (Thurow, 1999), from diminishing returns to Increasing returns, from stability to discontinuous change, from perfecting the known to imperfectly with permission from the unknown (Prahalad, 1998) and from the red ocean strategy to the blue ocean strategy (Kim and Mouborgne, 2005).

Similarly, the tourism industry was affected by displacement current. The development of world tourism is experiencing these changes can be seen from the domination of a tourist destination, when in the 1950's tourist destinations in the world are concentrated in Western Europe and North America who bring in 97% of the number of tourists the world, then in the 2000s this number dropped to 62%, the rest spread out in various parts of the world, especially East Asia, Eastern Europe, and Latin America.

II. Commitment

Tourism

Tours in languages means traveling together to expand knowledge, have fun and so forth. "Tourism means all things related to travel for leisure premises, ramble, tourism" (Hall library, 2001). Nyoman S Pendit adapted by Sihite (200: 46) provides for a limited tourism is "all things related to the movement of people and objects that membaea dynamics of life."

Tourist Attractions

Tourist attraction or in other words tourism resources, by Prof. Marioti referred to as "attractive spontance", that is all that there is a tourist destination area which is an attraction for those who want to come visit the area somewhere. Tourist destination which is an attraction for those who want to come visit a tourist destination, among them:

1. Objects that are available and there in the universe, which in terms of tourism referred to by the term Natural Amanities. Including this group are:
 - a) Climate, for example, sunny weather (clean water), stout sunlight (sunny day), mild (mild), dry (day), and so forth.
 - b) Forms of soil and scenery (Land configuration and landscape), for example mountain valleys (scenic mountain), river (river), waterfalls (water fall).
 - c) Jungle (The Sylvan Element), for example, vast forests (Large Forest), wooded lot Tress).
 - d) Flora and Fauna, like strange plants (Uncommon vegetation), birds (bird), fish (fish) and so forth.
 - e) Health centers (Health Center) and that including this group is a source of mineral water (natural spring of mineral water), bath of mud (Mud Bath), hot springs (Hot Spring), all of which are expected to cure all kinds of disease .
2. The results of human creation (man-made supply). Objects of historic, cultural and religious (Historical, Cultural and Religious), for example:
 - Historic Monument.
 - Museums, art gallery, library, folk
 - The houses of worship, such as mosques, churches, temples or temple or temples.
3. The procedure of public life (the way life). Tata traditional way of life of a society is one of the most important source to be offered on the tourists. How life habits, customs (tradition), are all tourist attraction for the area, such as: burning of the bodies (Ngaben) in Bali. As for another opinion, attraction is a facility built specifically provided for residents or tourists in the form of entertainment, learning, socialization, and other activities that promote a desirable area as a pleasant tourist destination (Goeldner et al, 2000; 721). While Weaver and Opperman (2000: 549) defines the tourist attractions are the "specific and generic features of destination That tourist attractions" antraksi further divide into several categories namely natural attractions (natural) and cultural (culture) and call it The Generic inventory of tourist attractions.

Attribute attraction is the characteristic of the attractions that should be measured periodically and monitored for management purposes from a desttinasi tour. Attribute attractions according to Weaver and Opperman (2000, 151) consists of ownership (ownership), business orientation, spatial configuration (ketataruangan), Outenticity (keotentikan), scarcity (scarcity / unique), status, accessibility and size of the market.

Accessibility

What we are familiar with the term "Transportation and Accessibility". According to the One who meas Wahab it with a means of access and Transfort Facilities "means all facilities that make it easier for people to travel to destinations such as airports (airport), ports (sea ports), terminals, stations, highways, bridges, railways, rivers and lakes are navigable for the transport. Accessibility is one of the problems of tourism infrastructure in the context of tourism development. "Accessibility is not only limited means of physical development such as roads, railroads, or automobiles, but many facilities that would serve closer to tourist destinations tourist destinations or object" (Diro Arita: The 41 Million Club). Weaver and Opperman (2000: 99) mentions the scope of the accessibility of accessibility in terms of infrastructure and political.

Consumer behavior in travel

In the book Customer Behavior in tourism Swarkebrooke John and Susan Horner (2003), says that consumer behavior is key to sustaining quasi marketing activity in developing, promoting and selling tourism products. In addition, no two individuals are equal to each other, and the difference in attitude perception, the image, motivation have a very important influence on travel decisions. Factors that influence is connected with models of consumer behavior.

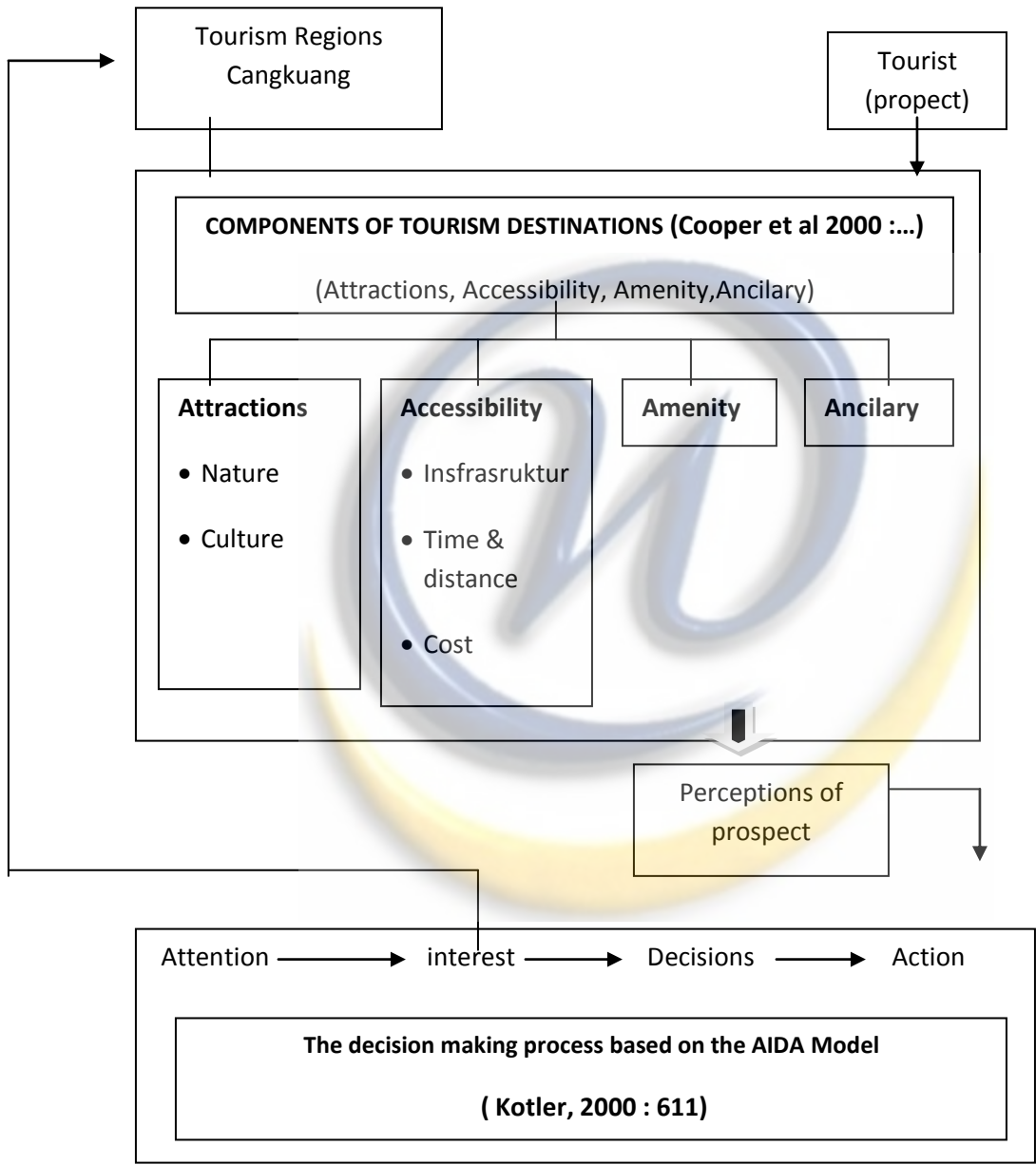
Here is some understanding of Consumer Behavior:

According to Horner and Swarkebrooke (1996). "Customer Behavior is the study of why people buy the product They do, and how They make Their decision." (Customer Behavior in tourism 2003: 6).

Unlike denifisi above, Solomon (1996) emphasizes the importance of psychological processes that consumers do for before buying, and to the point of purchase, ie "Customer Behavior is the process involved or groups select, purchase, use or dispose of products, services, ideas , experience to satisty needs and wants. "(Customer Behavior in tourism, 2003: 6)

III. Theoretical Framework

How the perception of the prospects in taking a decision (on the stage of attention and interest) is affected by tourist attractions and accessibility to travel to Area Tourism Canguang



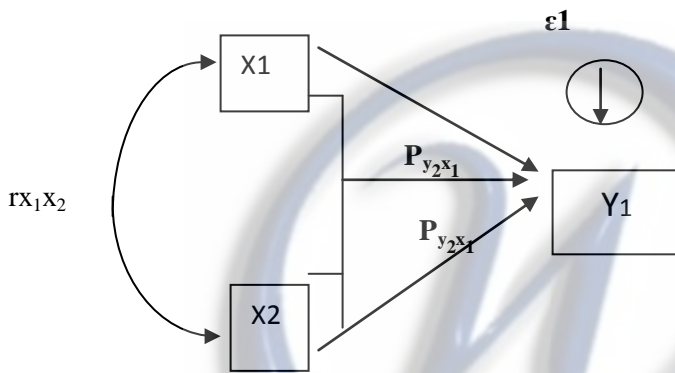
Explanation:

That the elements necessary potential tourists in order to take the decision to travel destinations namely, what is worn vehicle, lodging, tourist activities, cost, and with whom he went (Oka A. Yatie 1996: 81) this can be explained by the components of the proposed tourism destinations Cooper, (2000: 7), Attractions, Accesibility, Amenity, Ancillary. After the prospect (tourists) to find out about Attractions and Accesibility (in this study the researchers only analyzed 2 items) then timbulah attention and interest to visit the Area Tourism Cangkang (based on the AIDA Model Kotler 200:661).

IV. Methodology

Reserch Model

Sketch of model relationships between the dependent and independent variables:



The structural equation is as follows :

$$Y_1 = P_{y_1x_1} + P_{y_1x_2} + \epsilon_1$$

Explain :

Where:

Y1 = Attention and interest in visiting

X1 = tourist attractions as the independent variable.

X2 = Accesibility as independent variables.

V. RESULTS AND DISCUSSION OF FINDING

Characteristics of Respondents

Questionnaires distributed to 100 respondents, the data is the data subject where the analysis is supported by secondary data and field observation results of several literature sources to strengthen and deepen the analysis. Data obtained from the questionnaire consists of two kinds, namely the respondent data and research data.

Characteristics of Respondents by Sex

Based on the research by distributing a questionnaire to 100 respondents, the data obtained as follows:

Tabel 1 : Sex

Gender	Frequency	Percentage
Pria	36	36
Wanita	64	64
Total	100	100

Source : 2008 data processing

Shows that most respondents were women of 64 people compared with male respondents 36. This shows that most students Widyatama (prospects) are women

Characteristics of Respondents by Age

Based on a study of 100 respondents by age, which are grouped in 4 groups: between <20 years, 20-25 years, 25-30 years and those older than 30 years of data obtained as follows:

Tabel 2: Age

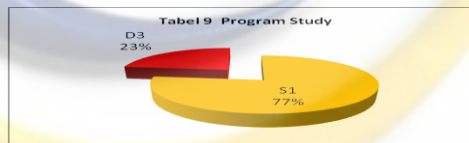
Gender	Frequency	Percentage
< 20 Year	51	51
20 – 25 Year	38	38
25 – 30 Year	11	11
> 30 Year	0	0
Total	100	100

Source : 2008 data processing

This indicates that the age of Students Widyatama (Prospect) mostly aged under 20 years old.

Characteristics of Respondents Based Study Program

Based on the research by distributing a questionnaire to 100 respondents, the data obtained as follows:



Source : 2008 data processing

above shows that respondents who are studying 77 people while the S1 is the respondent to take D3 as many as 23 people, the table shows that respondents are taking education more dominating S1.

Characteristics of Respondents Based on Place of Origin

The results obtained on the basis of place of origin of the 100 respondents, are as follows :

Tabel 3 : Place of origin

Place of Origin	Frequency	Percentage
Bandung	79	78
Outside Bandung	21	22
Total	100	100

Source : 2008 data processing

This indicates that the student Widyatama (Prospect), almost all from the city of Bandung.

Characteristics of Respondents Based on the Experience tour

The classification of respondents based on experience in visiting the objects and attractions of the temple. The results of the 100 respondents based on travel experience visiting the temple (besides Temple Cangkuang) as follows:

Tabel 4 : Experience Temple tour

Gender	Frequency	Percentage
Ever travel to visit Temple	22	22
Never a tour to visit Temple	78	78
Total	100	100

Source : 2008 data processing

This indicates that the Prospect (Student Widyatama) almost exclusively have never visited ODTW cultural tour of Temple

Characteristics of Respondents based on the desire "to anyone visiting the" ODTW.

Based on the research by distributing a questionnaire to 100 respondents, obtained the following data :

Tabel 5: Table Desire Prospects Who Travelling Together

Gender	Frequency	Percentage
Family	32	32
Friend	51	51
Travel tour	12	12
Alone	5	5
Total	100	100

Source : 2008 data processing

This indicates that most respondents want berwisat Object Tourist Attraction visit with friends.

Characteristics of Respondents on Tour Objectives

Based on the research by distributing a questionnaire to 100 respondents, the data obtained as follows:

Tabel 6: Tour destination

Gender	Frequency	Percentage
Relax, Have fun	68	68
Knowing the history / Unique	24	24
While visiting the Family	7	7
Total	100	100

Source : 2008 data processing

This indicates that most respondents have goals to seek pleasure and leisure travel

Overview Perception Prospect (respondent) on Tourist Attraction

Further calculations and scores are presented in the figure as follows:

Very Low	Low	Medium	High	Very High
1100	1980	2860	3740	4620
				5500

Then it can be concluded respondent's perception of tourist attractions are Area Tourism Cangkuang "High"

Tabel 7 : Perception of respondents on uniqueness of Physical Views Cangkuang

No	Category	f	%
1	Strongly Disagree	0	0
2	Disagree	1	1
3	Neutral	9	9
4	Agree	67	67
5	Strongly Agree	23	23
Total		100	100

Source : 2008 data processing

This indicates that most respondents agreed to the claim of "physical appearance Cangkuang Temple is very unique."

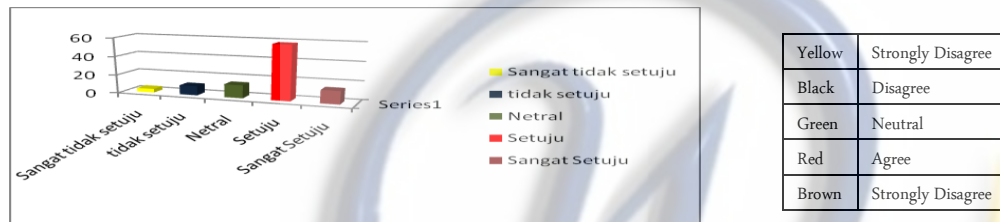
Tabel 8 : Perception of respondents on Value History Cangkang Temple

No	Category	F	%
1	Strongly Disagree	0	0
2	Disagree	0	0
3	Neutral	10	10
4	Agree	47	47
5	Strongly Agree	43	43
Total		100	100

Source : 2008 data processing

This indicates that almost half of respondents agreed and strongly agreed to the claim of "historical value Cangkang high temple."

Respondents' perceptions of physical appearance on The uniqueness of Traditional House



Source : 2008 data processing

This indicates that most respondents agreed on the statement about "the physical appearance of the traditional house is quite unique"

Tabel 9 : Respondents' perceptions Residents Against Tradition Traditional House

No	Category	f	%
1	Strongly Disagree	0	0
2	Disagree	1	1
3	Neutral	9	9
4	Agree	66	66
5	Strongly Agree	24	24
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that the majority of respondents agreed to the statement about "tradition of unique custom homes"

Tabel 10 : Respondents' perceptions on value history of Ancient Tomb

No	Category	f	%
1	Strongly Disagree	0	0
2	Disagree	1	1
3	Neutral	10	10
4	Agree	62	62
5	Strongly Agree	27	27
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that the majority of respondents agreed to the claim of "historical values of the ancient tomb of a high"

Tabel 11 : Perception of respondents on uniqueness tools prehistoric relic

No	Kategori	F	%
1	Strongly Disagree	1	1
2	Disagree	1	2
3	Neutral	16	16
4	Agree	46	46
5	Strongly Agree	36	36
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that almost half of respondents agreed and strongly agreed to the statement about the "uniqueness of prehistoric life equipment"

Tabel 12 : Respondents' perceptions on Hindu statue of Shiva

No	Category	F	%
1	Strongly Disagree	0	0
2	Disagree	6	6
3	Neutral	8	8
4	Agree	68	68
5	Strongly Agree	18	18
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that most respondents agreed on the statement about the "unique hindu sculpture"

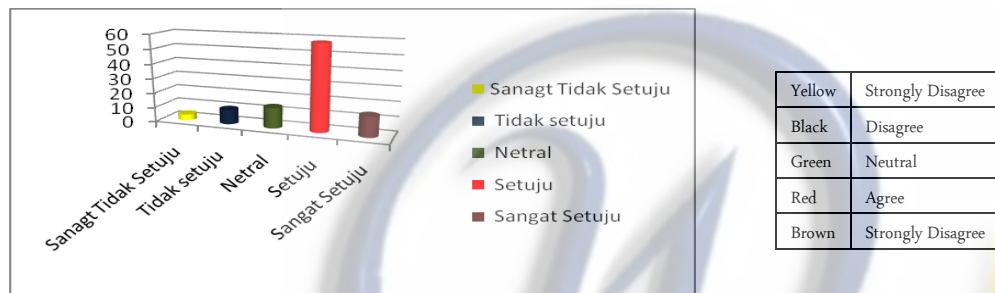
Tabel 13 : Perceptions of Respondents on diversity and age of trees (flora)

No	Category	F	%
1	Strongly Disagree	0	0
2	Disagree	1	1
3	Neutral	9	9
4	Agree	66	66
5	Strongly Agree	24	24
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that most respondents agreed on the statement about "I think the trees (flora) and various old age"

Tabel 14 : On The Beauty of Landscape Perceptions of respondents Situ Cankuang



Source: Questionnaire Data Processing Results

This indicates that most respondents expressed strongly agreed to the statement that "there cangkang very beautiful scenery."

Tabel 15: Perception of respondents on Leisure park in Around Temple Cangkang

No	Categori	F	%
1	Strongly Disagree	0	0
2	Disagree	1	1
3	Neutral	13	13
4	Agree	62	62
5	Strongly Agree	24	24
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that most respondents agreed on the statement "Parks around the temple is very convenient."

Tabel : 16 Respondents' perceptions on the air around cangkuang Coolness

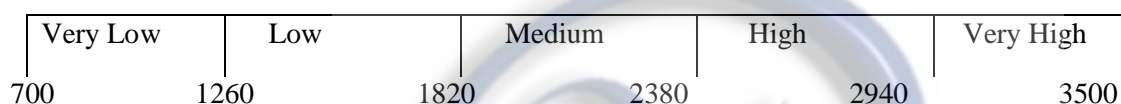
No	Kategori	F	%
1	Strongly Disagree	0	0
2	Disagree	4	4
3	Neutral	13	13
4	Agree	66	66
5	Strongly Agree	17	17
Total		100	100

Source: Questionnaire Data Processing

This indicates that most respondents stated strongly agree to the statement "the atmosphere around the cangkuang very cool.

Overview Perception Prospect (respondent) regarding Accessibility

Actual score obtained by adding up all the respondents score on Tourist Attraction Scores 2815. Further calculations and scores are presented in the figure as follows:



Then it can be concluded that respondents' perceptions of accessibility are Area Tourism Cangkuang "High"

Tabel 17 : Respondents' perceptions on the Road to Regions Cangkuang

No	Category	f	%
1	Strongly Disagree	0	0
2	Disagree	1	1
3	Neutral	10	10
4	Agree	61	61
5	Strongly Agree	28	28
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that most respondents agreed on the statement about "The road towards cangkuang good enough."

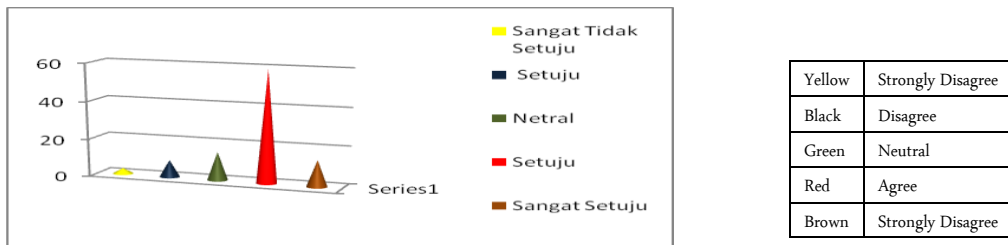
Tabel 18 : Respondents' perceptions on ease of use Tranfortasi Tools

No	Category	f	%
1	Strongly Disagree	0	0
2	Disagree	1	1
3	Neutral	17	17
4	Agree	46	46
5	Strongly Agree	36	36
Total		100	100

Source: Questionnaire Data Processing

This indicates that almost half of respondents agreed and strongly agreed on the statement "transport tool can wear anything."

Tabel 19 : Perception of respondents on Gaining Public Transportation



Source: Questionnaire Data Processing Results

This indicates that the majority of respondents agreed on the statement "transport tool easily available (public transport)".

Tabel 20 : Respondents' perceptions Against Travel Time Tours Area Toward Cangkuang

No	Kategori	f	%
1	Strongly Disagree	0	0
2	Disagree	0	0
3	Neutral	9	9
4	Agree	67	67
5	Strongly Agree	14	14
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that the majority of respondents had agreed with the statement "fairly short distance travel time +/- 2 hours from Bandung".

Tabel 21 : Respondents' perceptions on Achieve Ease Cangkuang Location Area Tourism

No	Category	f	%
1	Strongly Disagree	2	2
2	Disagree	9	9
3	Neutral	17	17
4	Agree	58	58
5	Strongly Agree	14	14
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that the majority of respondents expressed "a location convenient Cangkuang Area Tourism."

Tabel 22 : Perception of respondents on Level Admission Fee

No	Category	f	%
1	Strongly Disagree	0	0
2	Disagree	1	1
3	Neutral	13	13
4	Agree	61	61
5	Strongly Agree	25	25
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that most respondents agreed to the statement "quite affordable fares."

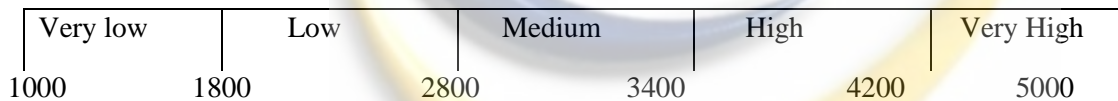
Tabel 23 : Respondents' perceptions on costs Tranfortasi Towards Tourism Kawansan Cangkang

No	Category	f	%
1	Strongly Disagree	0	0
2	Disagree	1	1
3	Neutral	9	9
4	Agree	67	67
5	Strongly Agree	23	23
Total		100	100

Source: Questionnaire Data Processing Results

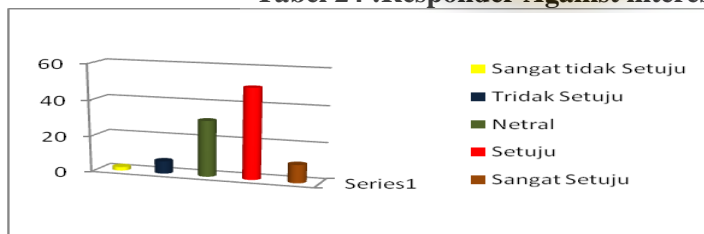
This indicates that almost all of the respondents said "tranfortasi quite affordable cost."

Overview Perception Prospect (respondent) concerning the attention and interest in visiting. Actual score obtained by adding up all the respondents score on Tourist Attraction have 3215 Score Further calculations and scores are presented in the figure as follows:



Then it can be concluded that respondents' perceptions of accessibility are Area Tourism Cangkang "Medium"

Tabel 24 :Responder Against interest cangkang temple



Yellow	Strongly Disagree
Black	Disagree
Green	Neutral
Red	Agree
Brown	Strongly Disagree

Source: Questionnaire Data Processing Results

This indicates that half the respondents agreed to the statement "cangkang interest in visiting the temple."

Tabel 25 : Perception of respondents on Desire Knowing More About Cangkang stout Again

No	Category	f	%
1	Strongly Disagree	1	1
2	Disagree	9	9
3	Neutral	36	36
4	Agree	50	50
5	Strongly Agree	4	4
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that half of respondents said it would seek other sources of Cangkang "

Tabel 26 : Respondents' perceptions on Tour Options

No	Kategori	f	%
1	Strongly Disagree	1	1
2	Disagree	10	10
3	Neutral	30	30
4	Agree	57	57
5	Strongly Agree	2	2
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that almost all respondents said "will make a trip Cangkang as an option."

Tabel 27 : Perception of respondents on stationing "Will Visit Cangkang when to Garut"

No	Category	f	%
1	Strongly Disagree	11	11
2	Disagree	31	31
3	Neutral	41	41
4	Agree	17	17
5	Strongly Agree	0	0
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that almost half of respondents expressed a neutral and agree on the statement "I'll visit cangkang when the Garut".

Tabel 28 : Respondents' perceptions on the Statement "I'll Set aside money for Visiting Cangkang"

No	Category	f	%
1	Strongly Disagree	23	23
2	Disagree	36	36
3	Neutral	31	31
4	Agree	10	10
5	Strongly Agree	0	0
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that almost half of respondents claimed not agree and neutral to the statement "will set aside money for the Cangkang".

Tabel 29 : Tabel Perception of respondents on stationing "Will Provide time To Visit Cangkuang"

No	Kategori	f	%
1	Strongly Disagree	1	1
2	Disagree	21	21
3	Neutral	25	25
4	Agree	42	42
5	Strongly Agree	11	11
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that hampi half respondents agreed to the statement "will be providing the time to visit cangkuang".

Tabel 30 : Perception of respondents on stationing "Will Refer a Friend or Family Visiting Cangkuang"

No	Kategori	f	%
1	Strongly Disagree	0	0
2	Disagree	2	2
3	Neutral	41	41
4	Agree	48	48
5	Strongly Agree	3	3
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that almost half of respondents expressed a neutral and agree to the statement "I will invite friends or family visit cangkuang".

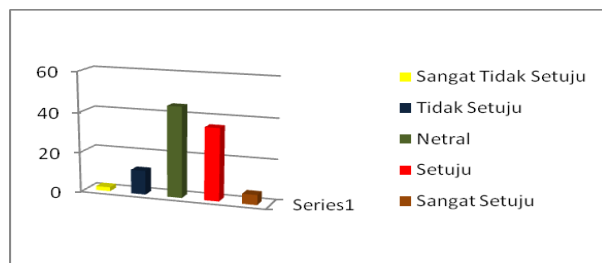
Tabel 31 : Respondents' perceptions on Landscape Area Tourism Attraction Cangkuang

No	Kategori	F	%
1	Strongly Disagree	6	6
2	Disagree	26	26
3	Neutral	41	41
4	Agree	22	22
5	Strongly Agree	5	5
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that almost half of respondents expressed neutral to the statement " a desire to see the sights in the morning and evening"

Tabel 32 : Respondents' perceptions of Attraction To view Traditional House



Yellow	Strongly Disagree
Black	Disagree
Green	Neutral
Red	Agree
Brown	Strongly Disagree

Source: Questionnaire Data Processing Results

This indicates that nearly half of respondents expressed neutral and agree to the statement "Attraction to see the traditional house."

Tabel 33 : Respondents' perceptions on interest see trees hundreds of years old

No	Kategori	f	%
1	Strongly Disagree	0	0
2	Disagree	9	9
3	Neutral	33	33
4	Agree	50	50
5	Strongly Agree	8	8
Total		100	100

Source: Questionnaire Data Processing Results

This indicates that half the respondents agreed to the statement "interest in seeing the trees hundreds of years old."

Multivariate Regression Analysis

**Tabel 34 : Regression Analysis Results
Coefficients (a)**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.394	3.274		-.120	.904
	VAR00001	.457	.161	.404	2.832	.006
	VAR00002	.553	.242	.327	2.290	.024

a. Dependent Variable: VAR00003

Order to get the multiple regression equation as follows:

$$\hat{Y} = -0.397 + 0.457 X_1 + 0.553 X_2$$

Regression coefficient on the independent variables describe the independent variables when the expected increase by one unit and the estimated value of other independent variables constant or equal to zero, then the value of the dependent variable is estimated to go up or go down in accordance with the sign of regression coefficient of the independent variables.

From the above multiple linear regression equation obtained a constant value of - 0397. That is, if the attention and interest in visiting is not affected by the two independent variables (tourist attractions (X1) and aksesibiliti (X2) is zero), then the average magnitude perhatiann and interest to visit would be worth - 0397 .

Signs of regression coefficients of independent variable indicates the direction of the relationship of the relevant variables with no free variables. Regression coefficient for independent variable X1 (Tourist Attraction) is positive, indicating a direct relationship between the Tourist Attraction and the attention and interest. The coefficient of regression variables for 0457 tourist attraction means for every increase of one unit of tourist attractions will cause increasing concern and interest for 0457.

Regression coefficient for independent variable X2 (Aksesibilitas) is positive, indicating a direct relationship between accessibility and attention and interest in visiting. Accessibility variables regression coefficient of 0.553 means for each increment of one unit of Accessibility will lead to increased attention and attraction visited by 0.553.

Analysis of Multiple Correlation

Multiple correlation is used to determine how closely the effect of Tourist Attractions (X1), Accessibility (X2) to the attention and interest to visit (Y). SPSS processing results for the correlation coefficient is presented in the following table:

**Tabel 35 : Analysis of Multiple Correlation
Model Summary(b)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706(a)	.499	.488	4.01296

a Predictors: (Constant), Atraksi Wisata, Aksesibilitas

b Dependent Variable: Perhatian dan Ketertarikan

Based on the above table values obtained correlation coefficient (R) of 0.706 correlation coefficient is positive, which means there is a very strong and unidirectional between Tourist Attractions (X1), Accessibility (X2) to the attention and interest in visiting (Y).

Coefficient of Determination

To find out how much influence a given Tourist Attraction (X1) and Accessibility (X2) to the attention and attraction to visit, then used the coefficient of determination with the following formula:

$$KD = r^2 \times 100\%$$

$$KD = 49.8\%$$

Based on the calculation above obtained value of determination coefficient of 49.8%. This means that attention and interest will be affected by the Tourist Attraction (X1), Accessibility (X2) equal to 49.8%. While the rest, amounting to 49.8% close attention and interest to visit can be influenced by other independent variables that are not researched by the author.

Testing In Partial (t test)

To determine whether or not a significant influence of the variables of a partially free dependent variable used t test.

Results based on t test of SPSS processing is presented in the following table:

Tabel 37 : Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.394	3.274		-.120	.904
	VAR00001	.457	.161	.404	2.832	.006
	VAR00002	.553	.242	.327	2.290	.024

a Dependent Variable: Perhatian dan Ketertarikan

Tabel 38 : Result Uji t

No.	Variabel	β	Se (β)	t hitung	Df	t tabel	Keterangan
1	X ₁	0.404	0.161	2.832	97	± 2,00	Ho ditolak
2	X ₂	0.327	0.242	2.290			Ho ditolak

Coefficients(a)

From the above table is obtained t value for the variable Tourist Attraction for 2832. Because $t(2832) > t$ table (2.00), then Ho is rejected. Therefore, it can be concluded that the free variable X1 (Tourist Attraction) partially have a significant influence on attention and interest to visit.

For accessibility variables obtained t value of 2.290. Because $t(2.290) > t$ table (2.00), then Ho is rejected. Therefore, it can be concluded that the free variable X2 (Accessibility) partially have a significant influence on attention and interest in visiting.

Simultaneous Testing (Test F)

Tabel 39 : ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1553.172	2	776.586	48.224	.000(a)
	Residual	1562.072	97	16.104		
	Total	3115.244	99			

a Predictors: (Constant), Tourist Attractions, Accessibility

b Dependent Variable: Attention and Interest

Tabel 40 : Hasil Uji F

F hitung	Df	F table	Keterangan	Kesimpulan
209,432	df1 = 2	3,09	Ho ditolak	Ada pengaruh (signifikan)
	Df2 = 97			

From the calculation, the calculated F value of 209.432. Because the calculated F value (209.432) > F table (3.09), then H_0 is rejected. It can be concluded that the Tourist Attraction (X1), Accessibility (X2) are jointly significantly influence on attention and interest in berkunjung (Y).

Implications of Research Findings.

An implication of the research will produce an illustration / picture of the object being studied both in terms of positive / negative in terms of strength or / disadvantages. Both sides will produce opportunities and threats that must be responded with a strategy / planning.

In this study conducted in the Area Tourism Canguang which produces an illustration strengths and weaknesses and the relationship Tourist Attractions and accessibility that impact / influence on attention and interest to visit. From the results of an illustration of the opportunities and threats arising from the need to respond to the strategies of the relevant parties. For more That will be described below:

MATRIK SWOT	Kekuatan (Strengths) : Explanation On Point a	Kelemahan (Weaknesses) : Explanation On Point b
Peluang (Opportunities) : Explanation On Point c	Strategi PEKU : Explanation On Point d	Stategi PEKA : Explanation On Point e
Ancaman (Threats) : Explanation On Point f	Strategi AKU Explanation On Point g	Strategi AKA Explanation On Point h

Point a: The power of Canguang Tourist Attraction

Based on the observations made then:

- Area Tourism Canguang have a traditional house and the temple and its tradition of high historical value and lies in the middle of the lake, thus adding to its uniqueness.
- Existence of Object Temple Tour is close enough to the city of Bandung.
- KawasanWisata Canguang close enough to the tourist area Cipanas (Area favorite in the district of Garut) only takes 30 minutes. This can make the area a tourist Canguang advanced or introductory tour.
- Accessibility of road conditions, travel time and cost affordability pretty good, close and affordable.

Point b: The weakness of the Area Tourism Canguang.

- The size of the temple is quite small compared to the famous temples such as Borobudur or Prambanan
- There are some parts of the custom house was not in accordance with the original because of difficulty getting raw materials and expensive, such as: roof and pillars Roller Stay home.

- Into the lake was reduced by the extent of erosion that is slowly diminishing.
- The road to the village Area Tourism Cangkuang Leles small enough, when the bus passed.
- The situation is quite narrow raft terminal when a visitor reaches a peak.

Point c: Opportunity Area Tourism Cangkuang

- Area Tourism Cangkuang an area where the region's heritage has historical value to the nation of Indonesia. This can be used as an opportunity to make a choice Cangkuang Area Tourism tour where, later the tourists in addition to having fun will get a very bermamfaat science history.
- KawasanWisata Cangkuang close enough to the tourist area Cipanas (Area favorite in the district of Garut) only takes 30 minutes. This can make the area Cangkuang be continued or tourist attractions pendahuluaan.

Point d: Threat Area Tourism Cangkuang

- Into the lake is reduced due to erosion that comes from the rice fields so that the population is slowly diminishing breadth and gendot plant that grows wild.
- The number of owners of carriage (wagon) around the village of Leles that forced passengers bus (Travel Tour) to go down and up the carriage. This is very disturbing comfort of tourists and menambahkan cost.

Point e: strategi PEKU (Opportunities and strength)

- In the development of Area Tourism Cangkuang consideration of sustainable use of product-based policy and market based policy. This is meant for development that do not "muspro". Development carried out gradually in accordance with market demand.
- The development of Area Tourism Cangkuang with other ODTW using the principle of complementarity. That is, a ODTW should be able to give something that is not owned by another ODTW nearby. In essence ODTW development adjacent to the same theme as far as possible be avoided. Such efforts are intended also to provide a synergistic effect on many aspects of development in an area.
- The demand to drive the development of a ODTW. But in its development must consider the potential and the proximity of scope. Therefore the pattern used in the development of environmental ODTW Suitability analysis.

Point f: Sensitive Strategy (Opportunity and Strength)

- Financing maintenance of custom house should be the responsibility of the manager (Department of Culture and Tourism District. Garut and cultural heritage conservation agency) and not charged to the indigenous inhabitants of the house because they are in generally farmers.
- The existence of a sustainable maintenance of infrastructure facilities and Area Tourism Cangkuang conducted by local UPTD with the surrounding communi

Point g: ME Strategy (Threats and Strength)

- There is coordination between village officials and the owners of fields so that maintenance of irrigation canals / irrigation well laid out so that the discharge water entering uncontaminated soil.
- There is coordination with the authorities about the behavior of carriage owners and create clear rules regarding road access into the village by bus whether it should be allowed to climb the carriage or vehicle which carried. And according to researchers didiperbolehkan visitors should use the bus to reach the Area Tourism Cangkuang.

Point h: AKA Strategy (Threats and Weaknesses)

- Development of tourism activities required space allocation arrangements that can ensure sustainable development in order to achieve the welfare of the community. Adjusted basic principles in spatial planning that aims to improve the utilization of natural resources and man-made resources in the most efficient, effective, and appropriate in order to improve the quality of human resources, realize the protection function of space and prevent and cope with negative impacts on the environment , and realize the balance of the interests of prosperity and security.

VI. Conclusion and Recommendation

Conclusion

Based on the results of the discussion in the previous chapter, it can be concluded about the picture of Tourist Attraction and Aksesibiliti and attention and interest in visiting the Area Tourism Cangkuang as follows:

1. Tourism Regions Cangkuang have 2 types of a. Atraksi Cultural Tourist Attraction in the form of temple and following the traditional house of history and tradition. b. Natural Attractions in the form of beautiful scenery and the cool air, where lies the island cangkuang are in the middle of the lake.
2. Area Tourism Cangkuang Accessibility is good, where sufficient infrastructure and time resenatif and fees affordable to all walks of life.
3. Preview perception prospects (Student Widyatama) of tourist attractions located in Area Tourism Cangkuang based on the results of questionnaires including the category of "High". Referring to the classification proposed by Sugiono (2003: 94).
4. Perception prospects (Student Widyatma) on Accessibility Area Tourism Cangkuang based on the results of the questionnaire included in the category of "High." Referring to the classification proposed by Sugiono (2003: 94).
5. Attention and Interest in Prospect (Student Widyatama) to visit the Area Tourism Cangkuang based on the results of the questionnaire included in the category of "Medium." Referring to the classification proposed by Sugiono (2003: 94).
6. Perception prospects (Student Widyatama) on tourist attractions and Accessibility Regions Temple Cangkuang based on questionnaire and analyzed deskriptf and 49.9% variable inference that attention and interest can be explained by the independent variable, in this case the tourist attractions and accessibility. Or can also be interpreted outside variables influence the model of 50.1%.
7. Tourist Attractions partial effect (alone) to the attention and interest for 04
8. Accessibility affect the attention and interest to visit the tourist area of 0327 Cangkuang
9. While the correlation relationship between tourist attractions and accessibility by 0864.

Suggestions

1. In Tourist Area Development Cangkuang there must be good cooperation between the Department of Culture and Tourism District. Garut and Conservation Agency Government Cultural Centre.
2. Natural attraction of the lake should be, either continuously maintained in terms of depth and breadth.

3. The existence of heritage protection legislation of socialization and cooperation between managers Area Tourism Cangkang with the locals (mainly rice fields and land owners around the edge of the lake to preserve mutual Object Cangkang Tourist Attraction.
4. Village Road from Leles leading to Cangkang well be in order, with coordination between managers Cangkang Area Tourism, village officials and village officials Cangkang Leles.
5. Area Tourism Management area Cangkang pursued involve the surrounding population, so this memberikn positive impact, where people should be entitled the responsibility and take ownership of Area Tourism Cangkang.
6. Diadakanya activities at the time tertentu sebagai supporting attraction such as raft races, fishing and others.
7. Public facilities such as lavatories and seating should be arranged well so do not mengangu cultural values that exist. Because Cangkang is Cultural Tourism Zone, the core target market is schools.
8. In cooperation with travel agencies (Travel Tour) to promote tourism area Cangkang.
9. To evaluate the performance kontiyu Object Cangkang Tourist Attraction in terms of quality tourism attractions, accessibility and service management Cangkang Area Tourism.
10. Tourism Development Regions Cangkang should pay attention to heritage maintenance standards that have been established, where exploitation of Object Tourist Attraction Cangkang not destructive but keep and maintain on an ongoing basis for purposes of the nation, in the future.
11. Kontiyu coordination regarding the development of Object Cangkang Tourist Attraction between the Department of Culture and Tourism District. Heritage Conservation Garut with the Central Government.
12. The existence of clear boundaries regarding the duties and responsibilities of the Office of Culture and Tourism District. Garut and the Heritage Conservation Ce

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