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## *Analysis of The Potential of Rancakalong Tourism Using Attraction, Accessibility, Amenity and Ancillary Approaches (4A)*

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### ABSTRACT

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*Rancakalong District is one of the sub-districts in Sumedang Regency, which has various tourist attractions, there as nature tourism, cultural tourism, exceptional food, tourist villages, and even Sumedang Typical Batik. The Regional Government has established Rancakalong District as a natural and cultural tourism destination center. This study aimed to analyze the potential of Rancakalong Tourism as a tourist destination. The analytical method is descriptive qualitative using a 4 (four) A approach: attractions, Accessibility, amenities, and ancillary. Assessment of each component uses specific criteria based on 4 (four) classifications: low, medium, high, and very high. The analysis results show that the Potential of the Rancakalong District Tourism Area is medium with a high category.*

## INTRODUCTION

Regional autonomy has allowed local governments to organize their governments based on initiative, creativity, and the community's active role. Specifically, the implementation of regional autonomy is to create and improve the efficiency and effectiveness of regional resource management, improve the quality of public services and regional welfare, and empower and create space for the community to participate in development (Singka, Alam, and Nurlinah, 2011).

Along with the implementation of autonomy, each district/city has the flexibility to explore and develop its potential (Prasetya and Rani, 2014). The tourism sector is one of the potential sectors. The development of the industry provides a significant multiplier effect in improving the community's welfare and developing the local economy (Ilham *et al.*, 2020).

Tourism is one of the economic activities that can encourage local economic development (Dewandaru and Purnamaningsih, 2017). With cultural diversity and abundant tourist attractions, it is a primary capital in increasing financial capacity,

namely as a source of foreign exchange/regional income. In addition, it encourages the preservation and development of the nation's culture, broadens the archipelago's insight, encourages regional development, encourages environmental conservation, broadens the archipelago's understanding, and fosters a sense of love for the country (Andrianto and Sugiama, 2016).

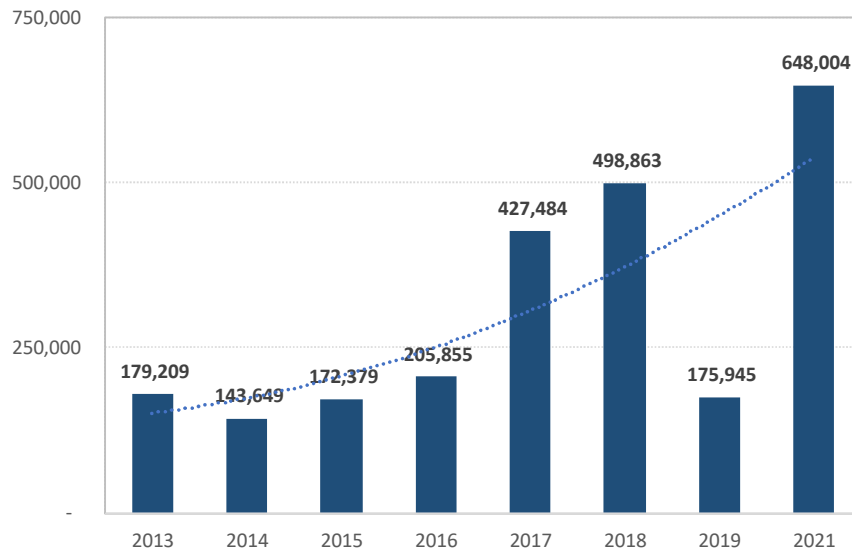
Economic growth is the main engine for reducing poverty (Hanim, 2021). Increase regional economic growth through a development process that involves local governments and communities. The resources available in a region are the source of economic growth. By involving all stakeholders in regional economic development, regional economic development will create quality economic growth, namely economic growth accompanied by a reduction in income inequality and an increase in people's living standards (Hanim *et al.*, 2023).

The development of the tourism sector will increase economic growth accompanied by decreased poverty. With abundant cultural and tourism diversity is a primary capital in increasing financial capacity, namely as a source of foreign exchange / regional income. The development of the Tourism Sector has an extensive impact on the economy both directly and indirectly, able to mobilize all economic sectors related to the tourism industry (Hanim, 2022). The sectors that will stimulate include hotels/lodging, restaurants, handicraft industries, and souvenirs. In turn, this will accelerate economic growth and provide employment, increase income, and improve the welfare of local communities (Dewandaru and Purnamaningsih, 2017; Hadji, Wahyudi, and Pratama, 2017).

Sumedang Regency is one region with potential in agriculture, tourism, and culture. Tourism development is directed at the availability of adequate tourism objects according to the possibility of local resources and supported by reliable tourism actors. Local resources are locally located, easily obtained, accessed, and managed, including human, natural, and technological resources (Djuwendah *et al.*, 2017).

The number of tourist visits to Sumedang Regency from 2013-2020, especially domestic tourists, tends to increase. The number of tourists visiting Sumedang Regency in 2020 reached 881,822 people. In contrast, on average, foreign tourists are only about 1% of the total number of tourists. In the period 2007-2018, there was a considerable increase. In 2019 there was a decrease in tourist visits; related to the

outbreak of the covid 19 pandemic, which caused the imposition of Restrictions on Community Activities (PPKM), practically reducing tourist visits. Development data on the number of tourists visiting Sumedang Regency in the following figure:



Source: Sumedang Regency in Figures 2019 and BPS West Java  
**Figure 1. Tourist visits to Sumedang Regency in 2013-2021**

The Rancakalong District Tourism Area has the potential as a tourist destination that is no less interesting than the Jatigede Reservoir tourist destination. Beautiful natural scenery, cultural tourism, and typical food and typical Sumedang Batik are enough to attract tourists. Similarly, regarding Accessibility, Rancakalong Sub-district is easily reached using land and air transportation. The location adjacent to Kertajati Airport and one of the exits of the Cisumdawu Toll Road located in Rancakalong District will make it easier for tourists from outside the area to reach it (Anonim, 2018). Thus, ease of Accessibility can be one of the drivers of tourist attractions to visit tourist destinations in the Rancakalong District.

Meanwhile, tourist destinations that attract tourists to visit Sumedang Regency are still limited to the Jatigede Reservoir Tourism Area (Alia, Turgarini, and Taufiq, 2018). The Rancakalong District Tourism Area has the potential as a tourist destination that is no less interesting than the Jatigede Reservoir tourist destination. Developed the Rancakalong area will become a new alternative for tourists visiting Sumedang Regency.

Beautiful natural scenery, cultural tourism, and typical food and Batik typical of Sumedang are enough to attract tourists. Similarly, regarding Accessibility,

Rancakalong Sub-district is easily reached using land and air transportation. The location adjacent to Kertajati Airport and one of the exits of the Cisumdawu Toll Road located in Rancakalong District will make it easier for tourists from outside the region to reach it (Anonim, 2018). Thus, ease of Accessibility can be one of the drivers of tourist attractions to visit tourist destinations in the Rancakalong District.

Agricultural potential in Rancakalong District can be the primary capital of the development of Rancakalong agro-tourism; this will create jobs and increase the opinions of farmers and communities around the location whose magnitude does not only depend on the value of agricultural production but also income outside of agricultural products such as agricultural education tours, agricultural product processing tours, and others. The development of agro-tourism will have an impact on increasing the positive perception of farmers and the community on the importance of preserving agricultural land resources (Budiarti, Suwanto and Istiqlaliyah Muflikhati, 2013), and by itself increases local economic empowerment and maintains local socio-culture (Djuwendah *et al.*, 2017).

Rancakalong District has the potential for agro-tourism and has several natural tourist destinations, namely Panenjoan, Curug Pasir Biru, and Arizona Payung. All three have been operating and have become alternative tourist destinations in Rancakalong District. A Tourism Village annually organizes a cultural party called Ngalaksa, accompanied by typical Rancakalong music called Tarawangsa. The beautiful natural scenery with cool air is the strength of Rancakalong District as a tourist destination; even the existence of the Sumedang Typical Batik Craft Industry, Rancakalong specialty coffee "Kopi Buhun" and Wedang Sampeu specialty food makes Rancakalong like a new prima donna ready to be visited by tourists. The potential of natural and cultural tourism integrated with agro-tourism can increase the added value of the community's economy by not neglecting the preservation and maintenance of the environment (Tingginehe, Waani, and Wuisang, 2019).

However, until now, the development of Rancakalong as a tourist destination has not been a priority for the regional development of the Sumedang Regency Government. The unavailability of the Rancakalong Tourism Development Master Plan has impacted the slow progress of tourism in the Rancakalong District. Tourism destinations develop scientifically without planning. The absence of the formation of

Pokdarwis or tourism awareness community groups impacts A lack of public awareness of the tourism potential in their area. Therefore, one of the crucial stages is to analyze the tourism potential of Rancakalong so that the elements that support it as a tourist destination.

Attractive tourist attractions are not enough to increase tourist visits and be ready to become a prime tourist destination. An area as a tourist destination must meet several aspects, including complete infrastructure, availability of hotels, restaurants, and other supporting facilities. Cooper et al. in Khotimah (2017) explain that a tourist destination is seen as a potential destination if it has the main components: Attraction, Accessibility, Amenities, and Ancillaries—these components as indicators in analyzing an area's or tourist destination's tourism potential.

First, Attraction is a tourist attraction that tends to be unique and has the characteristics of other tourist destinations, for example, the natural attractions of the Pasir Wangi waterfall, which has a Dutch heritage cave. Second, Accessibility is the facilities and infrastructure that make it easy for tourists to reach a destination, for example, roads, transportation facilities, directions, and others. Third, Amenities are supporting facilities to meet the needs of tourists while in tourist areas, for example, restaurants, hotels/lodging, souvenir centers, and others. Fourth, Ancillary or supporting facilities are organizations that facilitate and encourage the development of tourist attractions, for example, tourist information, tour guides, and so on. The Attraction, Accessibility, Amenities, and Ancillaries approach is the 4 (four) A approach (Andrianto & Sugama, 2016; Ardiansyah & Fortuna, 2020; Astuti & Noor, 2016; Khusnul Khotimah et al., 2017).

Some researchers conduct studies to analyze the potential of a tourist destination with the 4 (four) A approaches, namely Attraction, Accessibility, amenities, and ancillaries. Andrianto and Sugama (2019) conducted a study to analyze the potential of Selasari Pangandaran Tourism. The study concluded that the Selasari tourist attraction needs development in Accessibility and amenity. Astuti and Noor (2016) conducted a study on Morotai Tourism Destinations, concluding that Morotai tourist destinations have met the service standards of all 4A tourism components but still need to improve management. Ardiansyah and Fortuna (2020) analyzed the tourism potential strategy at the SnowBay Waterpark TMII Jakarta tourist destination.

His study shows that the SnowBay Waterpark TMII Jakarta tourist destination has complete facilities in all aspects of Accessibility, amenities, and Ancillaries.

In general, previous research on analyzing tourism potential with the 4 A approach tends to use a qualitative descriptive approach. Therefore, researchers conducted a different method from earlier researchers, namely the assessment of the tourism potential of Rancakalong in Sumedang Regency, West Java Province, not only by using the 4 A approach in a qualitative descriptive manner but by modifying it with a quantitative approach.

## LITERATURE REVIEW

Tourism is a brief trip from one place to another carried out individually or in groups and aims to find happiness and balance with the environment in the social, cultural, scientific, and natural fields. And the series of activities in enjoying the attractions/days in the area and not for work (Yuliardi, Susanti, and Saraswati, 2021).

The role of tourism in today's development has broad dimensions, both economically, socio-politically, culturally, regionally, and environmentally. Economically, the tourism sector makes a real contribution to acquiring foreign exchange, PAD (Regional Original Income), and the community's income from developing tourism businesses. The nature of the tourism sector can create a diverse chain of economic activities, extensive employment, and high labor absorption (Kuntarto and Murnisari, 2017).

Indonesia has more than 17,000 islands with various customs and cultures and strong tourism potential (Aini and Rokan, 2022; Hanim, 2022). Indonesia has even been named a top 10 destination in the world. With enormous potential, local governments have the opportunity to continue developing and improving it. One of the steps the regional government takes is identifying tourism potential to analyze and study a thing or object in more detail.

The approach to determining the tourism potential of an area using the 4A Concept is to analyze an object based on 4 (four) criteria, namely Attraction, Amenities, Accessibilities, and Ancilliaries. This 4A concept was developed by Cooper in 1995 (Alia, Turgarini, and Taufiq, 2018; Anonim, 2018; BPS, 2019; Ardiansyah and Fortuna, 2020; Ilham *et al.*, 2020; Yuliardi, Susanti, and Saraswati, 2021) (2010), An area has the

potential as a tourist destination must fulfill 4 (four) main elements, namely: Attraction, Amenities, Accessibilities, and Ancillaries.

Attraction is a tourist attraction and is interrelated with what can be seen and done by tourists at a tourist attraction. Tourist attractions are an essential element that can attract the arrival of travelers.

Accessibility is the facilities and infrastructure to make it easier for tourists to visit various objects, such as transportation facilities. Factors related to Accessibility, such as direction signs, airport locations, terminal locations, how much traveling time, how much it costs to travel, and transportation to tourist sites, are also important (Bambang Sunaryo, 2013).

Andrianto (2016) explains that supporting facilities and infrastructure must be available if the traveler is in a tourist object. These facilities include the provision of accommodation, food and drink needs, having an area to hold performances, entertainment venues, and shopping. The infrastructure contains clean water, electricity, trash cans, bus stops, train stations, airports, ports, communication technology, and others.

Ancillary (Additional Service Institutions) According to Andrianto (2016), ancillary or additional services are official tourism institutions that regulate them and can impact tourists feeling safe and protected. The institution facilitates tourism actors with various services such as information centers and security.

Several studies analyze the potential of a tourist attraction with the 4 (four) A approaches, namely Attraction, Accessibility, amenities, and ancillaries. Andrianto and Sugama (2019) conducted a study to analyze the potential of Selasari Pangandaran Tourism. The study concluded that the Selasari tourist attraction needs development in Accessibility and amenity because it has not met the standards of tourism components, such as damaged roads and the difficulty of finding the location due to a lack of signage and inadequate accommodation or restaurants. From the Ancillary aspect, it is good enough but needs additional efforts, such as the need for support from the Pangandaran Regional Government, strict rules that can strengthen the existence of nature, especially forests to keep water in place, and many more. Astuti and Noor (2016) conducted a study on Morotai Tourism Destination. Their study concluded that Morotai tourist destinations had met the service standards of all 4A tourism components, although they still need to improve the management of 4A

tourism components, including Attraction, Accessibility, Ancillary, and Amenity. Ardiansyah and Fortuna (2020) analyzed the tourism potential strategy at the SnowBay Waterpark TMII Jakarta tourist destination. His study identified tourism potential with the 4A approach, showing that the SnowBay Waterpark TMII Jakarta tourist destination has complete facilities in all aspects of Accessibility, amenities, and ancillaries.

## **METHODS**

### **Type of Research**

This research is descriptive with quantitative methods, describing and interpreting a phenomenon, for example, existing conditions or relationships, developing opinions, and using scientific procedures to answer actual problems (Dewandaru and Purnamaningsih, 2017). Furthermore, it is quantified to be generalized systematically and measurably (Aini and Rokan, 2022).

### **Data Collection Technique**

To obtain data related to Attraction, Accessibility, Amenities, and Ancillary factors, observations and interviews were conducted. The study does direct observation regarding the available conditions about aspects of Accessibilities, Amenities, and Ancillary elements of each tourist destination in the Rancakalong District. Data obtained by interview, namely by conducting interviews with 32 respondents who understood the condition of tourist destinations in Rancakalong Sub-district, including Rancakalong Sub-district Officials, Rancakalong Village Officials, Sukamaju, Nagarawangi, and Pangadegan. Buhun Coffee business group in Nagarawangi Village, Wedang Sampeuk Business Actors in Rancakalong Village, and community and youth figures. In observing, researchers, assisted by several residents, visited all tourist destinations in Rancakalong District.

### **Methods of Analysis**

This study analyzes the potential of Rancakalong Sub-district as a tourist destination using the 4 (four) A approach proposed by Cooper et al. (Tingginehe, Waani, and Wuisang, 2019), which explains that the tourism destination development framework consists of 4 (four) principal components, namely: a. Attraction which includes uniqueness and attractiveness based on nature, culture, and artificial. b. Accessibilities include the ease of transportation facilities and systems. c. Amenities



include supporting facilities and tourism such as lodging, restaurants, water supply, electric power, landfills, telephones, and the internet. d. Ancillary facilities supporting tourism activities such as tourism management institutions, Tourist Information, Travel Agents, and stakeholders who play a role in tourism. Ancillary facilities that support tourism activities include tourism management institutions, Tourist Information, Travel Agents, and stakeholders who play a role in tourism. Each component is quantified on a scale of 1 - 4, which shows the tourism potential of Rancakalong Sub-district, if 1 = low, 2 = medium, 3 = high, and 4 = very high. Furthermore, The sum of the scores of the four components can calculate the average value. The average value is a conclusion that shows the tourism potential of Rancakalong. Each classification uses the following criteria:

**Tabel 1. Kriteria Potensi Wisata Kecamatan Rancakalong**

Component	Indicator	Low	Moderate	High	Very High
Attractions	o Number of Tourism Destinations	< 2	3-4	4-5	>5
Accessibilities	o Road Width & Condition o Public Transportation	o < 3 m & not paved o No Ojek/ motorcycle rental	o 3-6 m & not paved o Ojek/ motorcycle rental	o < 3 m & paved o Ojek/ motorcycle rental o Rent Car	o 3-6m & paved o Public Transportation o Ojek/ motorcycle rental o Rent Car
Amenities	o Hotel/Guest House o Restaurant o Water Supply o Electricity o Waste Management o Telephone and Internet	o Water Supply o Electricity o No Waste Management	o Restaurant o Water Supply o Electricity o No Waste Management	o Guest House o Restaurant o Water Supply o Electricity o Waste Management	o Hotel/Guest House o Restaurant o Water Supply o Electricity o Waste Management o Telephone and Internet
Ancillaries	o Tourism Management Institution o Tourist Information, o ATM Machine o Travel Agent o Tour Guide o Souvenir	o Tourism Management Institution o ATM Machine	o Tourism Management Institution o ATM Machine o Tour Guide	o Tourism Management Institution o Tourist Information, o ATM Machine o Travel Agent o Tour Guide	o Tourism Management Institution o Tourist Information, o ATM Machine o Travel Agent o Tour Guide o Souvenir

Source: *Analysis Result*

## RESULTS

### Attractions

The number of attractions in the Rancakalong Sub-district is extensive, with more than five (5) tourist destinations. Various tourist destinations are available in Rancakalong Sub-district, including natural tourism, culture, and culinary tourism,

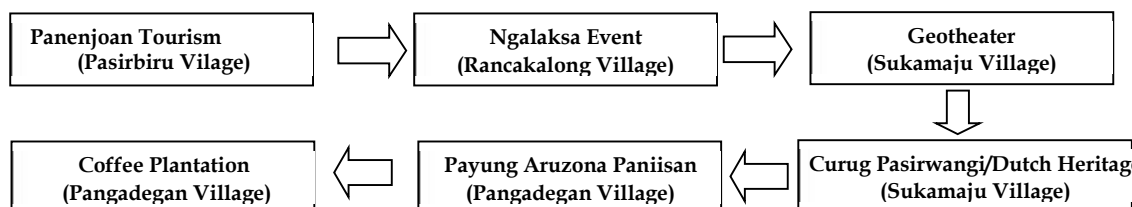
and there is even a specific Sumedang batik industry. Based on the criteria that have been compiled, in terms of attractions are included in a very high classification (score 4). The tourist destinations in Rancakalong Sub-district are as follows:

**Table 2. Tourist Attractions in Rancakalong Sub-district**

No	Type of Tourism	Object/Event	Location	Description
1.	Nature Tourism	Panenjoan	Pasir Biru	Already in operation (available parking lots, toilets, and adequate supporting facilities)
2.	Nature Tourism	Curug Pasir Wangi	Sukamaju	Already operating with inadequate supporting facilities
3.	Artificial Tourism	Payung Arizona	Pangadegan	Already operating with adequate supporting facilities
4.	Culture Tourism	Ngalaksa	Rancakalong	Implemented every year in July
5.	Culture Tourism	Village Tourism	Rancakalong	Ngalaksa ceremony accompanied by Tarawangsa musical instrument Held every year
6.	Educational Tourism	Buhun Coffee Processing	Nagarawangi & Pangadegan	Marketing in West Java, and some have started to export
7.	Plantation/Educational Tourism	Coffee Plantation	Pangadegan	Developed by Farmer groups
8.	Batik/Culture Tourism	Sumedang Batik	Sukamaju	Show room named Batik Navira
9.	Culinary Tourism	Buhun Coffee and Wedang Sampeu	Rancakalong/Nagarawangi	Already in operation and always available

Source: *Observation and Interview Results*

Good attractions alone are not enough as potential tourist destinations but must connect to other destinations. Rancakalong sub-district has several possible tourist destinations, each of which has connectivity. So tourists can reach several tourist destinations in a one-time series. If the path to visit various tourist attractions in Rancakalong District is as follows:

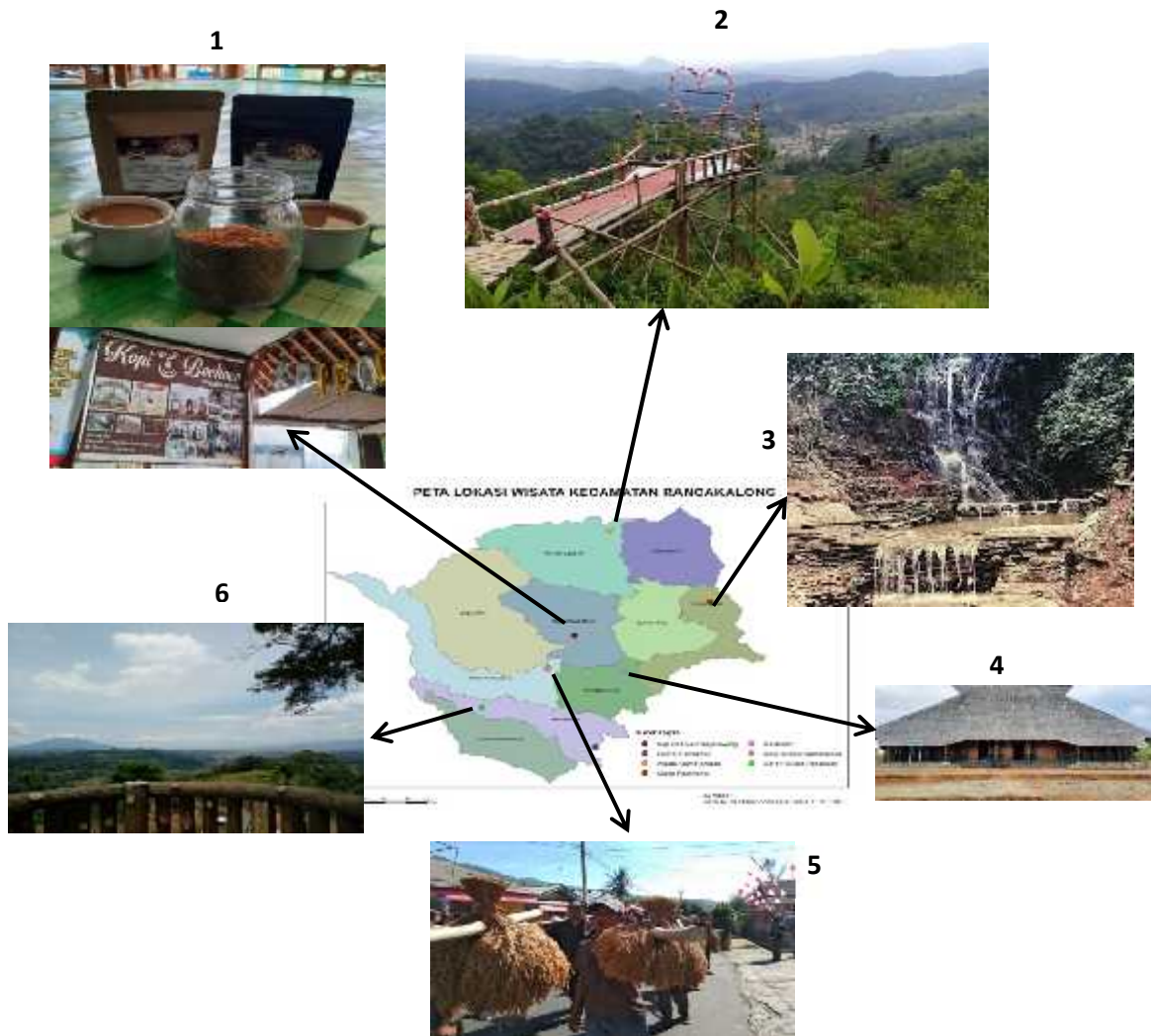


Source: *Data Processing Results*

**Figure 1. Tourism Destinations in Rancakalong Sub-district, Sumedang Regency**

During the break, tourists can enjoy the typical cuisine of Rancakalong, namely Buhun Coffee and Wedang Sampek, and visit the specific Sumedang Batik in Rancakalong District.

Based on this description, the location points of tourist destinations in the Rancakalong District are as follows:



Description: 1. Buhun coffee processing, 2. Aruzona umbrella, 3. Pasirwangi waterfall, 4. Geotheatre, 5. Ngalaksa, 6. Panenjoan

Source: Data Processing Results

**Figure 2. Tourism Destinations in Rancakalong Sub-district, Sumedang Regency**

### Accessibility

Rancakalong has potential as a tourist destination in Sumedang Regency. Reaching the Rancakalong sub-district is easy by Kertajati airport, about 65 km from Tanjung Sari highway, 16 km away. Accessibility will become easier if the Cisumdawu Toll Road is operational—one of the exits from the Cisumdawu Toll Road in Pamulihan Village, Rancakalong District. The location of the exit toll gate is close to

Pasir Biru Village, Rancakalong District, that is, Panenjoan Tourism. Therefore, mapping tourist destinations and infrastructure facilities available in Rancakalong sub-district is the first step to realizing Rancakalong as a tourist area that will attract tourists. Accessibility to all tourist destinations is good (paved), but the average road width is approximately 6 m, so sometimes it is difficult for four-wheeled vehicle users (cars) if they have to pass. The availability of public transportation does not lead to the destination of tourist sites, while this transportation to the location of tourist destinations is still limited to using motorcycle taxis or rental vehicles (cars). Based on this description, Accessibility to tourist destinations in Rancakalong District is the medium classification.

**Tabel 2. Kondisi Aksesibilitas di Destinasi Wisata Rancakalong**

Indicator	Availability	Classification
Roads (Road width and condition)	o < 3 m & paved (good)	High
Transportation Facilities	o Ojek/motorcycle rental o Car Rental	High

*Source: Data Processing Results*

### **Availability of Infrastructure Facilities (Amenities)**

Tourism facilities have an essential role in realizing a tourist attraction/location into a potential tourist attraction. The existence of complete infrastructure facilities will encourage increased tourist visits to a tourist attraction. Tourism infrastructure facilities available in Rancakalong District are still limited to public facilities for electricity and clean water, and No waste management correctly. Hotels/inns are unavailable, but restaurants and specialty foods include Sampeu Wedang and Umbi Cilembu, Geotheater Performance Building, "Buhun" Coffee Processing in Nagarawangi, and Pangadegan Villages. Based on the criteria determined, Rancakalong Sub-district is the medium classification regarding the availability of facilities and infrastructure (Amenities).

**Table 3. Amenity Conditions at Rancakalong Tourism Destination**

Indicator	Availability	Classification
o hotels/inns o restaurants, o water supply, o electricity, o waste management, o Telephone & Internet network	o None o Available o Available o Available o No manage Waste o Poor Network	Medium

*Source: Data Processing Results*

### Additional Support Facilities (*Ancillary*)

To realize Rancakalong Subdistrict as a tourist destination in Sumedang Regency necessary to complete the facilities that support tourism, such as Tourism Management Institutions, Tourist Information, Travel Agents, and stakeholders who play a role in tourism. Through interviews and observations in Rancakalong District, I learned that in Rancakalong District, there is no Tourism Management Institution, Tourist Information, or Travel Agent that specifically manages tourism in Rancakalong District. Tourism institutions are under the authority of the Sumedang Regency Tourism Office. Therefore, regarding the availability of supporting facilities, Rancakalong tourism is still in the low classification.

**Table 4. Conditions of Ancillary in Rancakalong Tourism Destinations**

Indicator	Availability	Classification
<ul style="list-style-type: none"> <li>○ Tourism management institutions,</li> <li>○ Tourist Information,</li> <li>○ ATM Machine</li> <li>○ Travel Agent</li> <li>○ Tour Guide</li> <li>○ Souvenirs</li> </ul>	<ul style="list-style-type: none"> <li>○ Available</li> <li>○ None</li> <li>○ Available</li> <li>○ None</li> <li>○ None</li> <li>○ None</li> </ul>	Low

*Source: Data Processing Results*

Based on the results of the 4 (four) A analysis, namely attractions, Accessibility, amenity, and ancillary in the Rancakalong Tourism Area, it shows that the aspect of attractions gets the highest score of 4 with a very high classification, which means that the number of tourist attractions is more than 5 (five). From the aspect of Accessibility, getting a score of 3 with a high classification, road access that connects tourist destinations with other tourist destinations is less than 6 meters, so it is rather tricky if two 4-wheeled vehicles pass each other besides that there is no public transportation available. The aspect of Amenities gets a score of 2 with a moderate classification. It is related to the unavailability of lodging/hotels, restaurants are also limited, and the telephone/internet network is not adequate in Rancakalong District While from the Ancillary aspect of Rancakalong District gets a score of 1 with a low classification, the supporting factors available in Rancakalong District as a tourist destination are minimal. The availability of ATMs is only BRI ATMs, while the management of Rancakalong tourism by the government tends not to involve the community. The overall score and classification of each of the 4 (four) A components that indicate tourism potential are presented in the following table:

**Table 5. Results of Rancakalong Tourism Potential Analysis**

No	Component	Total	Classification
1.	Attraction	4	Very High
2.	Accessibility	3	High
3.	Amenity	2	Medium
4.	Supporting Factors (Ancillary)	1	Low
	<b>Average</b>	<b>2,5</b>	<b>Medium High Tendency</b>

Source: Data Processing Results

## CONCLUSION AND SUGGESTION

Based on the 4 (four) A approach to determine the tourism potential of Rancakalong Sub-district, namely the availability of attractions, amenities, Accessibility, and ancillary facilities, it concludes that Rancakalong Sub-district has medium potential tending to be high as a tourist destination. Regarding attractions, Rancakalong District is high classification as a tourist destination. From the Accessibility of Rancakalong District, it is in the High category, from the aspects of Amenities and supporting facilities, each of which is in the medium classification.

Rancakalong District has a variety of tourist destinations that are relatively complete and diverse, and there are Tourism Villages, Nature Tourism, Cultural Tourism, Batik Sumedang Crafts, Wedang Sampeu Specialities, and Cultural Center Building. However, the number of tourist destinations in Rancakalong District is not matched by the availability of tourism infrastructure, for example, inadequate transportation facilities and infrastructure, no hotels/lodging, and other supporting facilities.

Based on the Sumedang Regency spatial plans (RTRW), Rancakalong District is the center of natural and cultural tourism development in Sumedang Regency. It requires the development of tourism facilities and infrastructure. In addition, developing/improving human resources is significant so that the community realizes that all resources owned in Rancakalong District have a very high added value if appropriately managed. Community participation in tourism development plays an important role, for example, related to tradition and culture. Community participation should not interfere with the quality of the community and the environment where tourism is developed (Astuti and Noor, 2016). Therefore, implementing training education programs to improve human resources to support Rancakalong tourism needs to be prioritized.

To develop the potential of Rancakalong as a tourist destination, cross-sectoral cooperation in formulating policies for developing tourist areas in Rancakalong District, including the Sumedang Regency Government, West Java Provincial Government, and Perum Perhutani. In addition, it is necessary to apply participatory methods from the local community to optimize the development of Rancakalong tourism. This participatory method will make it easy the optimization of village resources. The first step can be identifying the potential problems in Rancakalong District by involving the local community. Maintaining the uniqueness of existing tourist attractions is hoped to strengthen Rancakalong District as one of the leading tourist destinations in Sumedang Regency.

### Acknowledgments

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