Analysis of the Influence of Tourism Attractions on Tourist Visit Interests
De Djawatan Forest

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ABSTRACT

This study aims to determine the extent to which tourist attractions influence visitors' interest, using the natural tourism destination of De Djawatan Forest in Banyuwangi Regency, East Java, as a case study. A quantitative approach was employed through a survey of 100 respondents who were visitors to the site. Tourist attraction was analyzed through four main indicators: attraction, accessibilities, amenities, and ancillary services. The results of the simple linear regression analysis indicate that the tourist attraction variable (X) has a positive and significant influence on visitors' interest (Y), with a significance value of 0.000 (< 0.05) and a coefficient of determination (R^2) of 0.801, meaning that 80.1% of the variation in visit interest can be explained by tourist attraction. Accessibilities had the highest average score of 4.31, followed by attraction (4.05), ancillary (4.10), and amenities (3.99). This finding underscores the importance of comprehensive and sustainable tourism attraction management to enhance the quality of the visitor experience, strengthen the long-term potential of the destination, and increase tourist visit interest.

Keywords: *Tourist Attractions, Visit Interests, De Djawatan Forest.*