Analysis of Attractions, Amenities, and Accessibility as Competitiveness Factors of Umbul Sidomukti Semarang Tourist Destination Based on Google Reviews

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Abstract: This study aims to analyze tourist perceptions of the aspects of attraction, amenities, and accessibility at the Umbul Sidomukti tourist destination in Semarang, based on Google reviews from 2020 to 2023. A descriptive qualitative method was used, employing thematic analysis applied to 150 purposively selected reviews. The findings highlight that the most positive feedback was related to the attractions, particularly the natural panoramas, cool atmosphere, and adventure rides. Tourists appreciated the scenic beauty of the location and the opportunities for outdoor activities, which contributed to a satisfying experience at the destination. However, amenities such as toilet facilities, parking areas, and food stalls received more neutral to negative responses. Tourists expressed dissatisfaction with the cleanliness and maintenance of toilets, as well as the limited options for food stalls. These issues were seen as barriers to providing a complete and comfortable experience for visitors. Furthermore, accessibility emerged as the most critically assessed aspect, with numerous complaints about narrow, steep roads that were difficult for vehicles to navigate. Additionally, the lack of clear and sufficient directional signage was frequently mentioned, which made it challenging for tourists to find the location. The findings of this study reinforce the 3A-based destination development concept (Attraction, Amenity, Accessibility), emphasizing the need for a balanced approach in destination development. The core appeal of a destination, such as its attractions, must be complemented by well-developed supporting facilities (amenities) and ease of access. Based on these findings, the study offers strategic recommendations for local authorities and destination managers to focus on improving amenities and accessibility. By addressing these areas, it is expected that the overall tourist experience will be enhanced, leading to greater satisfaction and potentially increased visitor numbers to Umbul Sidomukti.

Keywords: Accessibility, Amenities, Attraction, Tourist Perception, Umbul Sidomukti

1. INTRODUCTION

In recent years, tourism based on natural attractions has seen significant growth as a form of recreation that not only offers beautiful landscapes but also provides tranquility and an escape from the routine of urban life. One of the flagship destinations in the Central Java region is Umbul Sidomukti, which is known for its natural pools on the slopes of Mount Ungaran, adrenaline rides such as the flying fox and marine bridge, as well as cool mountain air.

Although it has great potential in terms of natural attractions, complaints from travelers about amenities (supporting facilities) and accessibility still frequently appear on various digital review platforms. Research by Rusvitasari (2014) noted that negative perceptions about narrow and minimal roads contribute to lower intentions for repeat visits, especially for general transportation. Similarly, Dewi (2022) stated that the lack of adequate toilets and parking areas lowers visitor satisfaction, even though the main attractions are satisfying.

In the development of tourism destinations, the 3A concept—attractions, amenities, and accessibility—serves as the main indicator for determining the feasibility and competitiveness of a destination. All three are decisive in the quality of the tourist experience, which then influences satisfaction and loyalty. A number of studies have confirmed the relationship between service quality in these areas and visitor satisfaction. For example, Dzulkifli and Masjhoer (2020) studied tourist satisfaction in Pulesari Tourism Village, Sleman, finding that the quality of the three components—attractions, amenities, and accessibility—played a key role in supporting overall tourist satisfaction. Similarly, Hasan et al. (2017) discussed how high perceptions of risk, including those related to accessibility and amenities, negatively affect repeat visitation intentions, underlining the importance of addressing these factors to boost revisits. Shao et al. (2023) found that while tourists in Xiamen, China, were generally satisfied, issues such as outdated information services and lack of proper signage needed attention to improve the overall experience.

These findings highlight the importance of balancing the core appeal of a destination, its supporting facilities, and ease of access to enhance the tourist experience and foster greater satisfaction and loyalty.

In addition, the development of user-generated content (UGC) such as Google reviews provide very rich data for measure perception traveler in a way more authentic. Big data analysis based on text review has used in studies perception traveler to destination Beaches in Karawang Regency and Tourism

At Umbul Sidomukti alone, not yet Lots research that uses Google review data as base analysis perception traveler to element attractions, amenities, and accessibility. This become gap important For examined so that the manager can understand perception traveler in a way direct and continuous.

Therefore that, research This aim For analyze How traveler look at attractions, amenities, and accessibility in Umbul Sidomukti based on Google reviews during 2020–2023 period. Analysis results This expected can give input concrete For development destination based experience traveler in real-time.

2. PRELIMINARIES OR RELATED WORK OR LITERATURE REVIEW

A concept in Tourism (Attraction, Amenity, Accessibility)

Model 3A is framework base in development destination tourism that emphasizes three aspect main: attraction (power attraction), amenities (facilities), and accessibility (ease of access) access). Attractions become reason main traveler visiting, good in the form of attractions nature, culture, and artificial. Meanwhile amenities covers all form supporting facilities comfort visitors, such as restaurants, accommodation, and toilets. Accessibility covers convenience in reach location tour through infrastructure road, mode transportation and information support. Imbalance between all three can impact negative on experience tourists and sustainability destination.

Perception Traveler

Perception traveler is results interpretation and assessment individual to something destination based on experience personal and information from digital media. Perception This is greatly influenced by expectations, quality services, as well as condition current destination. Perception analysis important done For evaluate quality services and find gaps between hope and reality.

Digital Reviews as Tourism Data

In the digital era, online reviews have become a very valuable source of data For understand satisfaction and complaints tourists. Google Reviews is one of the platforms that many used traveler For evaluate destination in a way open and real-time. Digital review analysis has proven effective in evaluate perception traveler to various aspect destination. Review This reflects the voice of the customer and can used For taking decision management destination data- based (data-driven tourism management).

3. PROPOSED METHOD

Type of Research

Study This use method descriptive qualitative, with objective For describe and analyze perception traveler to attractions, amenities, and accessibility in Umbul Sidomukti Semarang is based on content review them on the Google Maps platform during period from January 2020 to December 2023.

Data Collection Sources and Techniques

a   Data source

Main data originate from review public tourists on the Google Maps page where tour Spring Sidomukti. Secondary data obtained from studies previous journal scientific, as well as relevant articles with theme tourist based nature and behavior digital tourists.

b   Data collection technique

Data collected manually with method access Google Maps Umbul page Sidomukti Then copy content review users written in the period 2020–2023 as well as choose reviews containing information about attractions (rides, beauty), amenities (facilities) public, toilet, parking, place eating), and accessibility (access road, location, transportation). Total reviews collected and eligible analyzed as many as 150 reviews were considered relevant and representative.

c   Data Analysis Techniques

This analysis done in a way systematic through a number of stages that aim For filter, group, and interpret data to suit with focus research, namely attractions, amenities, and accessibility.

first stage is data reduction, where all collected review data from the Google Maps platform are selected and sorted. Researchers only maintain reviews containing information relevant with objective research, namely comments that are explicit touch on experience visitors to attractions tourism, facilities support and access going to location. Reviews that are general, no related directly, or nature promotion personal No included in analysis.

Furthermore done data categorization, namely the process of grouping content review to in three category thematic Main: (1) Attractions, which include beauty nature, atmosphere environment, rides games, as well as view around; (2) Amenities, which include condition cleanliness, comfort facility general such as toilets, places eating, and parking areas; and (3) Accessibility, namely convenience reach location, condition road, and availability instruction direction. Category This arranged based on framework 3A theory in study general tourism used For evaluate destination tour.

Next stage is data interpretation, namely the process of interpretation meaning from every category reviews that have been classified. Researchers identify trend perception traveler towards each aspect with group them to in perception positive, neutral, or negative. For example, a review that states satisfaction to view natural classified as perception positive in category attractions, whereas complaint against dirty toilets categorized as perception negative in category amenities.

Final stage is presentation results in form narrative descriptive that describes findings main from each theme, accompanied by quote direct from review traveler as supporting data. In addition, the frequency emergence themes and trends perception displayed in form table For give description simple quantitative about pattern perception tourists. With method this research can dig perception in a way more in-depth and contextual without use approach analytic based device soft or algorithm sentiment.

4. RESULTS AND DISCUSSION

Study This analyzed 150 reviews tourists on Google Maps regarding attractions, amenities, and accessibility Spring Sidomukti. Analysis was carried out manually through grouping themes (thematic grouping) and interpretation narrative to review.

Attractions

Most of the tourists who review Spring Sidomukti through the Google platform provides response positive to aspect attractions tourism. Attractions the most frequent main mentioned is beauty nature, mountain panoramas, cool air, as well existence vehicle recreation such as flying fox and pool natural. Dominant reviews highlight atmosphere calm and supportive views activity recreational as well as relaxation. A visitors describe his experience with sentence: " The place cool really, the view "Good, suitable for healing", which reflects perception positive to atmosphere and quality environment destination This.

Based on analysis content review 2020–2023 period, around 60% of visitors mention attractions like pool natural terraced photo spots background behind mountains, as well as outbound rides as factor the main thing that makes visit they impressive. Existence elements attractive the strengthen position Spring Sidomukti as destination tour nature that is not only offer beauty, but also a pleasant and refreshing experience.

With thus, it can concluded that Spring Sidomukti succeed utilise potential attractions nature as the main capital in interesting tourists. Perception positive that appears from review No only reflect satisfaction visitors, but also shows importance management authentic and harmonious attractions with characteristics natural around. Optimization on elements This will the more strengthen position Spring Sidomukti as destination favorite For tour natural based experience.

Amenities

Perception traveler to amenities at Umbul Sidomukti show diverse tendencies, with dominant tones neutral until negative. Although destination This superior in matter attractions nature, complaints to facility supporters become notes important in Lots reviews. Travelers convey that experience they disturbed by conditions amenities that have not been adequate, especially in the aspect of toilet cleanliness, capacity limited parking, as well as limitations facility Eat like roadside stall or comfortable seating. This is reflect that although Power pull main location Enough strong, aspect supporters Not yet fully fulfil hope visitors.

In a way more specific, review data show that around 50% of visitors in a way explicit complain dirty, smelly, or dirty toilet conditions No worthy used. This is become highlight main in perception negative to amenities. Only about 13% of reviews were offensive facility with a positive tone, for example mention there is a gazebo, a place eat enough clean, or adequate rest areas. Imbalance This signify that management facility Still Not yet become priority in development destination in a way comprehensive. With however, although Spring Sidomukti own excellence in attractions, improvement quality and quantity amenities is urgent aspects For attention so that the experience tour become more whole and satisfying.

Accessibility

Aspect accessibility is one of the components that receive most negative response from traveler in Google reviews of Spring Sidomukti during 2020–2023 period. Many visitors express a feeling of dissatisfaction comfort and difficulty moment going to location tour this, especially Because Medan uphill, narrow, and slippery road when rain. Complaints kind of This repetitive in reviews, with a consistent tone describe a thrilling experience or tiring. One

of the review mention in a way directly: " The way small, slippery moment rain, and hard For vehicle big ” , which depicts condition road as challenge alone for tourists, in particular those who bring family or use vehicle big.

Based on findings from analysis reviews, recorded that around 60% of comments highlight the bad access road going to Spring Sidomukti, including lack of instruction clear direction from road main. Absence inadequate signs and lack of lighting in some point the more make things worse impression negative to accessibility. Conditions This become obstacle potential that reduces comfort travel and even can influence intention visit repeat from tourists.

With however, although Spring Sidomukti offer attractions alluring nature, factors lack of accessibility support be one of weaknesses that must be quick handled by the manager. Repairs infrastructure road, improvement signs pointer direction, and provision digital information about safe and comfortable route can become solution term short until significant medium in increase satisfaction visitors in a way overall.

Recapitulation Findings

Table 1. Recapitulation Results Findings

Aspect	Key Findings
Attractions	Majority positive (panorama, air, rides)
Amenities	Many complaints (toilets, parking, prices) food)
Accessibility	Dominant negative (path narrow, minimal instructions)

Based on these findings, Umbul Sidomukti's main strength lies in its unique and natural tourist attractions; however, it faces serious limitations in terms of amenities and accessibility. This real-time, review-based approach demonstrates that digital perception has now become a tangible indicator of destination performance.

6. CONCLUSIONS

Study This conclude that perception traveler to Spring Sidomukti Semarang during the 2020–2023 period shows complex picture However consistent. Aspect attractions is strength main destination this, with dominant perception positive to beauty nature, atmosphere cool, and variety an interesting and challenging ride. This is become mark sell main Spring Sidomukti as destination tour based nature and adventure.

However Thus, the perception to amenities tend neutral until negative. Tourists complain limitations facility general like toilet cleanliness, management parking, and limitations choice culinary. This is show that although attractions superior, quality facility Not yet fully support comfort tourists.

Temporary that aspect accessibility become the most glaring weakness. Many tourists convey difficulty reach location Because condition narrow, steep roads with minimal signs direction. Transportation access limited public participate strengthen impression that Spring Sidomukti Not yet fully inclusive and easy accessible to all circles.

With thus, for increase experience tour in a way comprehensive, manager destination need adopt a more approach balanced in development attraction, improvement facilities, as well as repair accessibility. This is in line with draft management destination sustainable based on 3A (Attraction, Amenity, Accessibility), where the three aspect must each other support use create satisfaction and loyalty tourists in the era of digital tourism.

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