

ABSTRACT

The Parlor Hills is one of the family-friendly tourist attractions in Bandung Regency that is quite popular among tourists. However, the accessibility at The Parlor Hills needs improvement due to poor road conditions and the difficulty of public transportation reaching the tourist spot, which is a major issue. This research aims to formulate a strategy to enhance the accessibility of the tourist attraction at The Parlor Hills. The subjects of this research are the managers at The Parlor Hills. This research utilizes a descriptive qualitative research approach with data collection techniques such as in-depth interviews, observations conducted with the managers of The Parlor Hills, and literature review. The data obtained are then analyzed using SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). The results of this research indicate that an effective strategy to enhance the accessibility of the tourist attraction is a strength-opportunity strategy that leverages strengths to seize opportunities. The managers of The Parlor Hills should maximize the use of directional signs, electronic information, accessible payment methods for people with disabilities, and consider feedback and suggestions. They should also take advantage of opportunities such as public awareness and information technology. However, they also need to address weaknesses related to transportation and road conditions. This research is expected to provide benefits and recommendations for The Parlor Hills to enhance the tourist experience and support the growth of the tourism sector.

Keywords: Accessibility, SWOT, Management, The Parlor Hills