

ABSTRACT

The accessibility aspect is one of the important elements in strengthening the development of tourist attractions with the requirement that accessibility must be easy to find and easy to achieve. However, several accessibility problems were found in the Silamci natural tourist attraction, where these problems involve poor accessibility conditions and other factors in the area that affect visitor behaviour when exploring the various facilities there. This research focuses on finding accessibility problems in the Silamci area and their impact on visitor behaviour through in-depth analysis based on theory. The objectives in this study are to evaluate the condition of accessibility quality, factors that influence visitor behaviour, and the delineation of measures that can be applied to improve accessibility within Silamci. The method used in this research is descriptive qualitative with a case study approach. Data analysis was conducted using the Behaviour Mapping method which includes Place-centered mapping and Person-centered mapping. Data collection was conducted through interviews, observations, literature studies, and documentation studies. The results of this research are in the form of problem-solving solutions by recommending the design of area barriers, the design of stall entrances, and the design of signage based on theory. It is hoped that this research can provide a deeper understanding of accessibility in the area of natural attractions, and can be a reference for managers in formulating policies and strategies for better management of tourist areas.

Keywords: *Nature tourism object, Area, Accessibility, Visitor behavior, Design.*