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A Case Study of the 6A Tourism Components in Enhancing Tourists' Visit Intention to Cibinong Botanical Garden, West Java

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Abstract

Cibinong Botanical Garden is a nature-based and educational tourism destination with considerable potential; however, challenges related to its supporting tourism components may affect tourists' intention to visit. This study aims to analyze the role of the 6A tourism components, namely attraction, accessibility, amenities, activities, ancillary services, and available packages, in enhancing tourists' intention to visit, identify the most influential component, and formulate strategies for destination development. This study employed a qualitative case study approach at Cibinong Botanical Garden, West Java. Data were collected through observation, in-depth interviews with destination managers, marketing staff, and tourists, and documentation, and were analyzed using qualitative data analysis techniques. The findings reveal that the six tourism components function complementarily in shaping tourists' intention to visit. Among these components, attraction emerged as the most influential factor, primarily through the presence of iconic lakes, endemic flora collections, extensive green open spaces, and the destination's educational tourism concept. Activities and available packages also enrich the overall visitor experience by

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providing more diverse and structured tourism opportunities. However, amenities, accessibility, and ancillary services require further improvement, particularly regarding public toilet quality, informational signage, pedestrian pathways, visitor information services, and the digitalization of tourism services. This study concludes that integrated and sustainable management of the 6A tourism components is a strategic approach to enhancing destination quality, improving visitor satisfaction, and encouraging both initial and repeat visits to Cibinong Botanical Garden. The findings contribute to destination management and sustainable tourism studies by emphasizing the importance of component-based tourism development in strengthening the competitiveness of nature-based educational destinations.

Keywords: 6A Tourism Components; Destination Management; Nature-Based Tourism; Tourist Visit Intention; Cibinong Botanical Garden

INTRODUCTION

Indonesia is the world's largest archipelagic country, located in Southeast Asia. According to data from the Geospatial Information Agency published in an article by Kompas.com 2024, Indonesia comprised 17,380 officially recorded islands in 2024. The country is endowed with abundant natural resources, including forests, beaches, mountains, rivers, and a rich variety of spices (BPS, 2024). These resources have positioned Indonesia as a significant contributor to trade, tourism, and economic development (UNWTO, 2023). Furthermore, each region possesses a rich and diverse historical and cultural heritage, encompassing traditional arts, dances, music, customs, and local cuisine, all of which reflect the distinctive identity of the region and serve as major attractions for tourists.

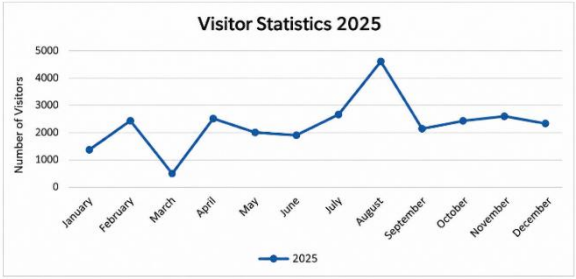
According to (Ardi & Alya, 2022), the tourism sector contributes to various aspects of human life, particularly the economic sector. Tourism has a substantial impact on regional economic development. Based on data from the Central Statistics Agency 2024, tourism is one of the sectors that makes a significant contribution to the Gross Domestic Product (GDP) and generates positive economic impacts on surrounding communities. Indonesia is internationally recognized for its rich cultural and historical heritage, attracting both domestic and international tourists. Hidayat et al. (2024) further argued that tourism plays a crucial role in preserving cultural heritage while simultaneously enhancing a country's economic development. In the contemporary era, tourism has also become an essential component of well-being, serving as a recreational need for individuals from diverse backgrounds. Many

people engage in tourism activities to seek new experiences and environments, whether by appreciating natural landscapes or exploring unique attractions at their destinations. The continuous diversification of tourists' interests has driven the growth of the tourism industry. This development has been supported by advances in trade, industry, and transportation, which have significantly improved accessibility to tourist destinations (Riani, 2021; Djunaid, 2021).

Indonesia offers a wide range of tourist destinations that support the principles of sustainable tourism and align with current global tourism trends, particularly those emphasizing sustainable tourism and ecotourism (UNWTO, 2023) (Ministry of Tourism of the Republic of Indonesia, 2025). One of the tourist destinations in Bogor that reflects the concept of sustainable tourism is the Cibinong Botanical Garden. According to Presidential Regulation No. 93 of 2011, the Cibinong Botanical Garden is located in Cibinong, Bogor Regency, West Java. In addition to functioning as a conservation area for Indonesia's endemic and rare flora, the Cibinong Botanical Garden has also developed into a prominent tourist destination, a research center, and an educational facility.

Functionally, the Cibinong Botanical Garden serves as an extensive green open space, making it the "lungs" of the Cibinong area, particularly for its surrounding communities. In addition to its primary function of preserving environmental sustainability, the Cibinong Botanical Garden has also become one of the leading nature-based and educational tourism destinations in Cibinong. The botanical garden features endemic plant species originating from various regions across Indonesia, providing visitors with valuable opportunities to learn about and broaden their understanding of the country's rich floral diversity. Beyond showcasing a wide range of plant collections representing different islands throughout Indonesia, the Cibinong Botanical Garden also features three iconic lakes that further enhance its appeal as a tourist destination.

The management of the Cibinong Botanical Garden has undertaken destination development based on the 6A tourism framework, encompassing attractions, accessibility, supporting facilities, activities, ancillary services, and tour packages. These development efforts are reflected in the increasing number of tourist visits recorded over the past several years.



Graph 1.2 Visitor Statistics 2025

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1454	2438	561	2550	2068	1959	2651	4606	2162	2453	2618	2344

Figure 1. Tourist Vis

Base on figure 1 tourist visits in 2025, the trend of tourist visits to the Cibinong Botanical Garden exhibited fluctuations throughout 2025, indicating that the number of visitors varied from month to month. Based on the graph, the number of visitors reached 1,454 in January and increased to 2,483 in February, representing a relatively promising level of initial visitation. However, a substantial decline occurred in March, when the number of tourist visits dropped sharply to 561.

During the middle of the year, the number of tourist visits to the Cibinong Botanical Garden remained relatively stable at approximately 2,000 visitors per month. The highest number of tourist visits was recorded in August, reaching 4,606 visitors, representing the most significant increase throughout 2025. This was followed by 2,453 visitors in October, 2,618 visitors in November, and 2,344 visitors in December.

Overall, it can be concluded that tourist arrivals at the Cibinong Botanical Garden in 2025 fluctuated from month to month, although the majority of months recorded approximately 2,000 visitors. The total number of visitors during the 2025 period reached 27,864, with an average monthly visitation of 2,322 visitors. The highest number of visits was recorded in August, with 4,606 visitors, while the lowest occurred in March, with only 561 visitors.

The Cibinong Botanical Garden continues to implement systematic development in accordance with the regulations governing botanical gardens to enhance the quality of the destination, improve visitor comfort, support educational tourism, and consistently prioritize the principles of sustainable tourism. The continuous improvements undertaken by the management of the Cibinong Botanical Garden have created memorable visitor experiences, generating positive responses and enthusiasm among tourists. As a result, visitors have

increasingly shared their experiences directly with the management as well as through Google Reviews.

Although the Cibinong Botanical Garden has undergone considerable development and has become a suitable destination for tourists, several issues remain that reduce visitors' interest in traveling to the site, thereby affecting their intention to visit. Some of the existing challenges at the Cibinong Botanical Garden that diminish visitor comfort include the suboptimal maintenance of its tourism attractions, encompassing the overall attractiveness of the destination, supporting facilities, and accessibility. Furthermore, the available facilities remain inadequate in terms of both quality and quantity. One of the primary factors contributing to the decline in tourists' intention to visit is the insufficiency of supporting facilities and infrastructure. Facilities constitute a crucial component of a tourist destination, as they play a significant role in creating a comfortable and satisfying visitor experience.

Based on several visitor reviews, tourists have expressed complaints regarding the destination's attractions, amenities, and ancillary services, particularly concerning the condition of the attractions, public toilets, playgrounds, and pedestrian pathways, which are perceived as inadequately maintained. In addition, the provision of facilities such as handwashing stations and informational signage has not sufficiently met visitors' needs. These shortcomings have had a significant impact on visitor comfort and the reputation of the Cibinong Botanical Garden, ultimately reducing tourists' intention to visit the destination.

The Cibinong Botanical Garden has not yet optimized the provision of supporting facilities required by tourists, particularly for those who spend extended periods at the destination. Essential facilities within the botanical garden, including public toilets, restaurants, seating areas, and shelters, are available; however, their provision has not been fully optimized in terms of both quantity and maintenance. Other supporting services, such as directional signage, automated teller machines (ATMs), and information officers located within the botanical garden, remain insufficient, creating inconvenience for visitors. These conditions contribute to visitor dissatisfaction, which may ultimately diminish tourists' intention to visit the Cibinong Botanical Garden.

The objectives of this study are to analyze the status of each 6A component, examine the role of the 6A components in influencing visitor interest, identify the most prominent components, and design a destination development strategy.

METHODS

This study employed a qualitative approach using a case study design to analyze the role of the 6A tourism components Attraction, Accessibility, Amenities, Activities, Ancillary Services, and Available Packages in enhancing tourists' intention to visit the Cibinong Botanical Garden, Bogor Regency, West Java (Abrar, 2024; Ilhami et al., 2024). This approach was selected because it enables an in-depth understanding of the destination's actual conditions, tourists' experiences, and the management strategies implemented by the destination managers. The study was conducted at the Cibinong Botanical Garden from January to May 2026. Research participants were selected using purposive sampling, whereby informants were chosen based on their knowledge and experience relevant to the objectives of the study (Waruwu, 2024). The participants consisted of the President Director of the Cibinong Botanical Garden, the Marketing Coordinator, and three tourists who had visited the Cibinong Botanical Garden at least once during the 2023–2025 period. The number of informants was determined based on the principle of data saturation, whereby data collection was concluded once the information obtained became repetitive and no new themes or insights emerged. The primary research instrument was the researcher, supported by semi-structured interview guidelines, observation checklists, documentation, and field notes. Data were collected through direct observation, in-depth interviews, and documentation, including photographs, official management documents, and visitor reviews. To enhance the trustworthiness of the findings, the study employed source triangulation and method triangulation by comparing data obtained from interviews, observations, and documentary evidence. The data were analyzed using the qualitative data analysis model proposed by Miles, Huberman, and Saldaña, which comprises data condensation, data display, and conclusion drawing and verification (Miles et al., 2020). The analysis focused on identifying the condition of each of the 6A tourism components, examining their respective roles in shaping tourists' intention to visit, and formulating destination development recommendations based on the empirical findings obtained from the field (Waruwu, 2024).

RESULTS

1. Tourist Attractions at Cibinong Botanical Garden

Cibinong Botanical Garden possesses several distinctive tourist attractions, including three iconic artificial lakes—Dora Lake, Walini Lake, and Dori Lake—as well as replicas of

Indonesia's forest ecoregions representing the vegetation of Java–Bali, Kalimantan, Sulawesi, Nusa Tenggara, and Papua. Dora Lake is the largest lake and serves as the primary icon of the destination. It is highly favored by visitors due to its scenic natural landscape and is complemented by shelters and seating areas situated beneath shaded trees. Walini Lake functions as an active recreational area where visitors can enjoy canoeing activities. Meanwhile, Dori Lake offers a unique experience by allowing visitors to walk across the lake via a wooden bridge.

The replicas of Indonesia's forest ecoregions constitute one of the destination's most distinctive attractions, as the area has been designed to resemble the natural habitats of various regions across Indonesia and is complemented by collections of endemic plant species that are regularly maintained. The extensive green open spaces and fresh natural environment further enhance visitors' overall experience. According to an interview with the President Director, future attraction development plans include the establishment of a peacock garden as a new educational attraction.

2. Accessibility at Cibinong Botanical Garden

Cibinong Botanical Garden offers relatively good accessibility. The destination can be reached by private transportation, including motorcycles, private cars, and tourist buses, through two main access routes, namely ITC Cibinong and Jalan Raya Bogor. Pedestrian pathways are available throughout the botanical garden and are generally in adequate condition. However, several sections remain slippery and are not yet fully accessible or comfortable for elderly visitors and individuals with special needs. Parking facilities are available with sufficient capacity, although parking management during weekends and public holidays still requires optimization.

3. Amenities at Cibinong Botanical Garden

Cibinong Botanical Garden provides a variety of supporting facilities, including public toilets, food stalls, shelters, seating areas, prayer rooms (mushola), children's playgrounds, bicycle rental services, and electric vehicle rentals. Nevertheless, the findings from observations and interviews indicate that several shortcomings still need to be addressed. The public toilets were considered inadequate in terms of quantity, cleanliness, and distribution across the destination. In addition, visitors traveling with children perceived

the existing playground facilities as insufficiently maintained. The absence of a souvenir shop or an official merchandise outlet was also identified as a limitation.

4. Tourism Activities at Cibinong Botanical Garden

Cibinong Botanical Garden offers a variety of recreational and educational activities, including nature walks, jogging, picnicking, cycling, canoeing on Walini Lake, and educational programs such as forest exploration, planting workshops, plant propagation (*cutting*) classes, and compost-making workshops. These activities provide added value for visitors, particularly families, school groups, and community organizations seeking recreational experiences combined with educational benefits.

The interview findings revealed that the most popular activities among visitors were walking around the lakes and enjoying the natural surroundings. Educational activities, particularly forest exploration, attracted considerable interest from student groups. Nevertheless, several visitors reported experiencing confusion due to the limited availability of information regarding the activities offered at the destination.

5. Ancillary Services at Cibinong Botanical Garden

The ancillary services available at Cibinong Botanical Garden include security personnel, cleaning staff, an information desk, directional signage, flora information boards, and basic healthcare services. The ticketing system is still operated conventionally through on-site ticket purchases, with an admission fee of IDR 15,000 on weekdays and IDR 25,000 on weekends and national holidays. In addition, the destination management actively collects feedback and suggestions from visitors through social media platforms as well as direct communication for evaluation and service improvement.

However, several shortcomings remain. The information desk is not consistently staffed, dedicated tour guides for individual visitors are not yet available, the number of information boards at key locations is limited, and online ticketing as well as cashless payment systems have not yet been implemented.

6. Educational Tour Packages at Cibinong Botanical Garden

Cibinong Botanical Garden offers several educational tour packages, including forest exploration, planting workshops, plant propagation (*cutting*) classes, and compost-making

workshops. These packages are primarily designed for school groups, government and private institutions, and community organizations. Reservations are generally arranged through direct coordination with the marketing team. The tour packages are promoted through social media platforms and direct canvassing to targeted institutions.

Although these educational tour packages provide substantial educational value and are well aligned with the principles of ecotourism, public awareness of their availability remains relatively low. Most individual visitors were unaware that organized tour packages were available during their visit. This finding indicates the need to strengthen both marketing strategies and the dissemination of information regarding the available tour packages. According to Fanny and Arif , well-structured tour packages enable visitors to experience the attractions of a destination in a more organized, effective, and efficient manner.

7. Tourists' Intention to Visit Cibinong Botanical Garden

Based on the interview findings with the three general informants, all visitors expressed their intention to revisit Cibinong Botanical Garden. The primary reasons cited were the tranquil and natural atmosphere, the unique collection of flora, and the educational tourism concept that distinguishes the destination from conventional tourist attractions. Furthermore, the visitors indicated their willingness to recommend Cibinong Botanical Garden to others due to its educational value and scenic natural environment.

Tourists' intention to visit is shaped by the integrated contribution of all 6A tourism components, which complement one another. The attraction component serves as the primary driver of tourists' intention to visit, while accessibility, amenities, activities, ancillary services, and available packages contribute to enhancing visitor comfort and satisfaction throughout the travel experience. These findings are consistent with the theory proposed by Sihaloho 2024, which states that the intention to visit arises from tourists' interest in a destination, reflecting not only the desire to observe a place but also the motivation to experience something new that creates a lasting impression. Likewise, the study conducted by Hellen & Susanto, 2024 in a comparable destination confirmed that the 6A tourism components collectively account for approximately 70–74% of tourists' decisions to revisit.

Table 1 summarizes the condition of each of the 6A tourism components at Cibinong Botanical Garden based on the findings of this study.

Table 1. The Condition of the 6A Tourism Components at Cibinong Botanical Garden

Component	Current Condition	Strengths	Weaknesses / Areas for Improvement
Attraction	Good	Iconic lakes, replicas of Indonesia's forest ecoregions, and extensive green open spaces	Several lake areas are inadequately maintained and require better landscaping and maintenance.
Accessibility	Fairly Good	Adequate road access and sufficient parking facilities	Some pedestrian pathways are slippery, and an integrated digital accessibility system is not yet available.
Amenities	Needs Improvement	Public toilets, prayer room (mushola), food stalls, and shelters are available	Public toilets are inadequate, the playground is poorly maintained, and no souvenir shop or official merchandise outlet is available.
Activities	Fairly Good	Jogging, canoeing, picnicking, and educational activities	Information regarding available activities is insufficient for general visitors.
Ancillary Services	Needs Improvement	Security personnel, cleaning staff, and information boards are available	The information desk is not consistently staffed, and an online ticketing system has not yet been implemented.
Available Packages	Requires Further Development	Forest exploration packages, planting workshops, plant propagation (cutting) classes, and compost-making workshops	Promotional efforts remain limited, and many visitors are unaware of the available tour packages.

Source: Compiled by the Authors (2026).

Base om table 1 the condition of the 6A tourism components at Cibinong Botanical Garden shows that the tourism destination possesses considerable potential but still requires improvements across several components. The attraction aspect is in good condition, supported by iconic lakes, replicas of Indonesia's forest ecoregions, and extensive green open spaces, although some lake areas require better maintenance and landscaping. Accessibility is considered fairly good, with adequate road access and parking facilities, but improvements are needed for pedestrian safety and digital accessibility systems. The amenities and ancillary services components require significant enhancement, particularly in upgrading public toilets, playground facilities, information services, and implementing an online ticketing system. Tourist activities are relatively diverse, including jogging, canoeing, picnicking, and educational programs; however, information regarding these activities remains limited. Furthermore, the available tourism packages, such as forest exploration, planting workshops, plant propagation classes, and compost-making workshops, demonstrate strong potential but require more effective promotion, as many visitors are still unaware of these offerings.

Overall, the findings indicate that while the destination has strong tourism resources, improvements in facilities, visitor services, and promotional strategies are essential to enhance the overall visitor experience.

DISCUSSION

Based on the findings obtained through interviews, observations, and documentation, it was found that the 6A tourism components namely attractions, accessibility, amenities, activities, ancillary services, and available packages play a significant role in shaping tourists' intention to visit the Cibinong Botanical Garden. These six components are closely interconnected, as tourists' experiences are determined not only by the destination's primary attractions but also by the ease of access, the adequacy of supporting facilities, the diversity of available activities, the quality of ancillary services, and the availability of tour packages that provide visitors with a more structured and meaningful travel experience. Within the context of the Cibinong Botanical Garden, the attraction component represents the most prominent aspect, as the destination's primary strengths lie in its natural environment, extensive green open spaces, lakes, diverse plant collections, and the Indonesian forest ecoregion replicas, all of which provide both recreational and educational value for visitors.

The natural attractions of the Cibinong Botanical Garden constitute the primary reason why tourists are interested in visiting the destination. The presence of Lake Dora, Lake Dori, Lake Walini, expansive green open spaces, and a tranquil natural environment offers visitors a memorable experience that differs considerably from the conditions typically found in urban areas. The Cibinong Botanical Garden not only offers scenic natural landscapes but also serves important functions in conservation, scientific research, education, and recreation.

Furthermore, the availability of tourism activities and tour packages represents an important opportunity for future destination development. The Cibinong Botanical Garden possesses ample space and destination characteristics that are well suited to educational programs, family recreation, community activities, and environmentally oriented tourism. If these activities are packaged more attractively and promoted more effectively, tourists will have stronger motivations to visit the destination. Well-designed tour packages can also enable destination managers to reach a wider range of visitor segments, including students,

families, community groups, and general tourists. Consequently, the destination possesses considerable potential to develop as both a nature-based and educational tourism destination.

Nevertheless, the strength of these attractions must be supported by more effective destination management, particularly in terms of landscape maintenance, cleanliness, site organization, and the provision of educational information. Such improvements would enable visitors not only to appreciate the natural scenery but also to gain a deeper understanding of the conservation values embodied within the botanical garden. Although natural attractions are the primary factor encouraging tourists to visit, facilities, accessibility, activities, ancillary services, and tour packages play equally important roles in maintaining visitor satisfaction. Therefore, the development of the Cibinong Botanical Garden should be undertaken in a balanced and integrated manner so that each component effectively complements the others. A destination management strategy that emphasizes attractions alone, without giving adequate attention to supporting facilities and service quality, risks diminishing visitor comfort and reducing tourists' intention to revisit the destination.

The findings of this study demonstrate that all 6A Tourism Components Attraction, Accessibility, Amenities, Activities, Ancillary Services, and Available Packages collectively contribute to shaping tourists' visit intention at the Cibinong Botanical Garden. However, attraction emerged as the most influential component due to the presence of three iconic lakes (Dora Lake, Walini Lake, and Dori Lake), replicas of Indonesian forest ecoregions, and the destination's educational tourism concept, all of which constitute the primary attractions for visitors. These findings are consistent with those of (Christine, 2021; Anggriani & Rosanto, 2023), who concluded that tourist attractions are the principal determinant of tourist satisfaction and loyalty, supported by accessibility, amenities, accommodation, and tourism activities. This similarity indicates that the quality of attractions remains the fundamental element in enhancing tourists' intention to visit (Valencia & Ardiansyah, 2024).

Furthermore, this study confirms the findings of (Julianto et al., 2024), who reported that the implementation of the 6A Tourism Components has a significant influence on tourist satisfaction. Nevertheless, the present study differs with respect to the most influential component. Julianto et al. identified accessibility and available packages as the strongest determinants of tourist satisfaction at Fatahillah Square in Jakarta Old Town, whereas this study found attraction to be the dominant component. This difference may be attributed to the distinct characteristics of the destinations. Fatahillah Square is an urban cultural tourism

destination that relies heavily on accessibility and organized tour packages, whereas the Cibinong Botanical Garden is a nature-based and educational tourism destination whose primary competitive advantage lies in its unique natural resources.

The findings also reinforce the study conducted by (Hellen & Susanto, 2024), which reported that the implementation of the 6A framework explained approximately 70–74% of tourists' revisit intention at the Betawi Cultural Village of Setu Babakan. Both studies emphasize the importance of managing all six components in an integrated manner to enhance tourists' intention to visit. However, the present study provides a more comprehensive understanding of the actual conditions of each component, including the existing shortcomings in amenities, ancillary services, and available packages, thereby offering more specific and practical recommendations for destination managers.

Regarding accessibility, the findings support those of Maulana et al. (2025), who argued that ease of access is an important determinant of tourists' decisions to revisit a destination. Although road access to the Cibinong Botanical Garden is relatively convenient and supported by adequate parking facilities, this study identified slippery pedestrian pathways and the absence of an integrated digital information system as persistent challenges. Consequently, these findings extend the work of Maulana et al. by demonstrating that accessibility in the digital era encompasses not only physical transportation but also the availability of digital information and destination services.

With respect to amenities, this study is consistent with the findings of (Syaiful et al., 2023), who emphasized that supporting facilities play a vital role in enhancing visitor comfort. The results indicate that the existing public toilets, prayer rooms, shelters, and playgrounds have not fully met visitors' expectations, highlighting the need to improve both the quality and distribution of these facilities. These findings further support the view that adequate amenities contribute significantly to visitor satisfaction and encourage repeat visitation.

The findings concerning activities are also consistent with the theory proposed by (Hariani, 2024), who suggested that a diverse range of tourism activities enhances visitor experiences and increases the length of stay. This study found that activities such as jogging, canoeing, forest exploration, planting workshops, and compost-making workshops provide substantial added value to the destination's educational tourism experience. However, limited information regarding the availability of these activities prevents many visitors from fully

benefiting from the experiences offered, indicating that information dissemination should be further improved.

Regarding ancillary services, the findings are consistent with those of (Andesta et al., 2024), who argued that supporting services are essential for creating a sense of safety, comfort, and convenience for tourists. Although the destination provides security personnel, cleaning staff, informational signage, and basic health services, the absence of an online ticketing system, digital payment facilities, and sufficient information officers represents significant shortcomings that should be addressed to improve overall service quality.

In terms of available packages, this study reinforces the findings of (Fanny & Arif, 2023), who concluded that well-designed tour packages provide visitors with more organized, effective, and meaningful tourism experiences. The present study found that the Cibinong Botanical Garden offers a variety of educational tour packages, including forest exploration, planting workshops, and compost-making workshops. However, most visitors were unaware of these packages because promotional efforts remain limited. These findings suggest that the success of tour packages depends not only on the quality of their design but also on the effectiveness of promotional strategies and information dissemination to prospective visitors.

Overall, this study corroborates previous research highlighting the importance of implementing the 6A Tourism Components framework to enhance tourists' intention to visit. The primary contribution of this study lies in its application of a qualitative case study approach, which not only identifies the relationships among the tourism components but also provides an in-depth understanding of the actual conditions, strengths, weaknesses, and development needs associated with each of the 6A components at the Cibinong Botanical Garden. Consequently, this study offers practical contributions in the form of contextualized and actionable recommendations for the sustainable management and development of nature-based and educational tourism destinations.

Research implications. Theoretically, it reinforces the 6A Tourism Components framework as a comprehensive model for evaluating tourism destinations by demonstrating that tourists' intention to visit is shaped by the integration of attraction, accessibility, amenities, activities, ancillary services, and available packages rather than by attractions alone. Practically, the findings provide valuable guidance for destination managers, particularly Cibinong Botanical Garden, in prioritizing improvements to supporting facilities such as

public toilets, playgrounds, pedestrian pathways, and information services, while also developing digital tourism systems, including online ticketing and digital visitor information. Furthermore, strengthening promotional strategies for educational tour packages and diversifying tourism activities are expected to improve visitor satisfaction, increase revisit intention, and enhance the competitiveness of Cibinong Botanical Garden as a sustainable nature- and education-based tourism destination.

Research limitations. Despite providing valuable insights, this study has several limitations. First, the research was conducted only at Cibinong Botanical Garden, limiting the generalizability of the findings to other tourism destinations with different characteristics. Second, the study employed a qualitative case study approach involving a limited number of informants consisting of destination managers and visitors, meaning that the findings cannot be statistically generalized to a broader population. Third, the analysis focused exclusively on the implementation of the 6A tourism components and did not examine other factors that may influence tourists' intention to visit, such as destination image, service quality, visitor satisfaction, electronic word-of-mouth (e-WOM), or social media marketing. Future studies are therefore encouraged to employ quantitative or mixed-method approaches with larger samples and broader variables to validate and extend the findings of this research across different tourism destinations.

CONCLUSION

Based on the findings of this study, it can be concluded that the 6A tourism components namely Attraction, Accessibility, Amenities, Activities, Ancillary Services, and Available Packages play a crucial role in shaping both tourists' intention to visit and their overall experience at the Cibinong Botanical Garden. Among these components, attractions emerged as the most dominant factor, represented by the destination's nature-based educational tourism, endemic flora collections, extensive green open spaces, and iconic lakes, all of which are complemented by a variety of recreational and educational activities. However, the management of several components, particularly amenities, accessibility, and ancillary services, still requires substantial improvement. These include enhancing the quality and quantity of public toilets, improving the maintenance of playground facilities, installing additional informational signage, upgrading pedestrian pathways, and developing more effective information systems and supporting services. These findings indicate that the

success of a tourism destination is determined not only by the attractiveness of its tourism resources but also by the quality and integration of all supporting components. Therefore, the comprehensive and sustainable management of the 6A components should be regarded as a strategic approach to enhancing destination quality, improving visitor satisfaction, and increasing both tourists' intention to visit and their likelihood of making repeat visits to the Cibinong Botanical Garden.

Contribution of the Study to Scientific Knowledge, this study contributes to the body of knowledge in tourism management by demonstrating that the integrated implementation of the 6A Tourism Components plays a crucial role in enhancing tourists' visit intention at nature-based and educational tourism destinations. By employing a qualitative case study approach, this research provides a more comprehensive understanding of the current conditions, strengths, and weaknesses of each of the 6A components. Consequently, the findings extend the existing literature on destination management and provide a valuable theoretical reference for the sustainable development of tourism destinations. Furthermore, this study offers an in-depth contextual perspective on how the interaction among the six tourism components shapes tourists' experiences and influences their intention to visit, thereby contributing to the advancement of sustainable tourism and destination management research.

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