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## ANALYSIS OF ATTRACTIVENESS AND VISITOR PERCEPTIONS OF WAAI TREE HOUSE TOURIST ATTRACTION IN WAAI VILLAGE SALAHUTU SUB- DISTRICT CENTRAL MALUKU DISTRICT

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### Abstract

*This study aims to analyze the attractiveness and perception of visitors to the Waai Tree House tourist attraction located in Negeri Waai, Salahutu District, Central Maluku Regency. The method used is quantitative descriptive method, with data collected through observation, documentation, and distributing questionnaires to visitors. Site attractiveness assessment was carried out using ADO-ODTWA guidelines. The results showed that Waai Tree House has a feasibility index of 83%, which indicates that this area is very suitable to be developed as a nature-based tourist destination. The main attraction of this area is the natural beauty, uniqueness of the location, and the presence of nearby waterfalls that support tourism activities. Accessibility is rated as good, and facilities such as accommodation, infrastructure and amenities are considered adequate. Visitor perceptions of the site are generally positive, especially regarding cleanliness, comfort and the surrounding natural environment. The study recommends improving service quality and implementing sustainable management practices to support the development of environmentally friendly and sustainable nature-based tourism*

**Keywords:** *Tourism Attraction, Visitor Perception, Waai Tree House*

### INTRODUCTION

Indonesia, as a country that has various types of tourism, such as cultural, natural, and historical tourism, stretches from Sabang to Merauke (Devy & Soemanto, 2017). Known for its extraordinary natural beauty and cultural richness, tourism is an important element in national development. This sector has great potential to develop as a source of regional income, especially with the increasing public interest and awareness of tourism activities

(Junaida, 2019). Tourism has now become part of a lifestyle that can be enjoyed by all groups. Many people feel the need to travel and relax in tourist destinations to improve their quality of life. As an integrated component, tourism includes various activities such as tourist visits, travel, activities in tourist destinations, and other supporting industries. In addition to having a positive impact on quality of life, this sector also acts as one of the contributors to

state revenue which is currently a priority and has received special attention from the government (Pambudi et al., 2021) . The existence of tourism also serves as a driver to improve the local economy, create jobs, and develop businesses, in terms of industry, the tourism sector includes various elements, including hotels, agriculture, restaurants, and travel agents (Pambudi et al., 2021) .

To increase the potential of a tourist spot and make it an attractive and excellent destination, of course, it is necessary to have an attraction, the quality of tourist attractions, supporting facilities and infrastructure, accessibility, and conditions that make tourist attractions attractive are factors that form the attractiveness of tourist attractions, with various tourist attractions, this potential is a big selling point, especially to attract tourists (Martina et al., 2018) . The tourism potential is basically two main potentials, namely physical potential or natural appearance and cultural interaction. While other potentials are only supporting potentials or supporting potentials. For example, it consists of accessibility, facilities, infrastructure, hospitality, security, management agencies or management, promotion and information, as well as socio-cultural conditions of the community around the tourist attraction area (Aprilianti et al., 2017) .

The management of tourist attractions greatly affects the perception of visitors who come, good management will affect the interest of tourists to visit again. With the perception of visitors, tourists can provide input which is the composition of participation in planning techniques , visitor perceptions of the existence of objects describe the opinions, desires, expectations and responses of visitors to these attractions (Latupapua, 2011) .

Central Maluku has a variety of natural tourist destinations, including Natsepa Beach, Manusela National Park, Mount Salahutu, and several islands such as Pombo Island, Osi Island, and the Banda Islands. In addition, there is also Ora Beach and various other interesting places. One of the areas that is a tourist destination in Central Maluku Regency is Salahutu Sub-district. In this area, there are various tourist attractions, one of which is the Waai Tree House, an artificial tourist destination located in Waai Village (Tuasela et al., 2025) .

Waai State, located in Salahutu District, Central Maluku Regency, has experienced significant development, one of which is the presence of the Waai Tree House Tourism Object. Based on the potential of the forest area, this Tourism Object has tourist attractions that can be offered to tourists. As part of natural resources, the Waai Tree House has strategic benefits, both ecologically and economically. In addition to playing a role in maintaining the balance of the ecosystem, this area is also a habitat for flora and fauna, serves as a green space for environmental conservation, provides education about nature, supports sustainable ecotourism, and has the potential to become an attractive natural tourist destination.

The Tree House Tourism Object area has an area of  $\pm 3$  hectares, which has been managed by the Yopi Salamony Family since 2015. Located at the foot of Mount Salahutu, this destination offers stunning natural scenery and cool air, attractive facilities such as various photo spots, flying fox rides, including Tree House facilities that allow visitors to enjoy panoramas from a height, as well as easy access to Waai Waterfall which is only  $\pm 10$  minutes walk away. The entrance ticket for adults only has been set by the tour manager at IDR 10,000 per person. With an average visit on weekdays reaching 30-50 people per day, and increasing  $\pm 100$

people on weekends. In addition, Rumah Pohon waai has also received the most popular creative tourism destination award in Indonesia in 2020 from Anugerah Pesona Indonesia (*API Awards*). (based on tour manager data).

The beauty of the Waai Tree House Tourism Object Area cannot be known with certainty whether the existing attraction is optimal and feasible as a Tourist Attraction Object (ODTW) and in accordance with visitor expectations, understanding visitor perceptions is very important to support sustainable destination management, so that it can support development based on visitor perceptions, this of course has an impact on the economy while preserving the environment. Departing from the description above, the researcher wishes to examine more deeply the problem "How is the Analysis of Attractiveness and Visitor Perceptions in the Waai Tree House tourist attraction in Negeri Waai, Salahutu District, Central Maluku Regency".

$$n = \frac{500}{1 + 500 (0,2)^2} = 24 \text{ people}$$

Data analysis in this study used the ADO-ODTWA analysis method (Guidelines for Analysis of the Operation Area of Natural Tourism Objects and Attractions (PHKA, 2003) . The use of data analysis with (ADO-ODTWA) aims to determine the condition of the area and determine the priority scale of development and planning of alternative tourist destinations (Susanti & Mandaka, 2019) . In this study the object taken is land-shaped tourism (forest area) related to the elements of land-shaped attraction (forest area) including: Natural beauty, Uniqueness of natural resources, Number of prominent natural resources, Integrity of natural resources, sensitivity of natural resources, Types of natural resource activities, Cleanliness of location, Security area. The objects and attractions that have been obtained are then analyzed in accordance with the scoring criteria in the ADO-ODTWA Guidelines in accordance with the predetermined values for each criterion. The number of values for one assessment criterion can be calculated by the formula:

$$S = N \times B$$

Description:

S = score/value of a criterion

N = number of values of elements in the criterion

B = value weight.

The score that has been obtained then the next step compares with the total score of a criterion. There are three levels of classes, namely high, medium and low. The division of these levels refers to the feasibility index standard. According to (Yuniarti et al., 2018). The feasibility index can be calculated by comparing the value of each criterion with the maximum value of each criterion in percent. Then the score obtained from each variable will determine the level of feasibility using the interval formula, namely:

$$\text{Eligibility percentage} = \frac{S}{S \text{ maks}} \times 100\%$$

Description:

S = Score of a Criterion

S max = Maximum score on a criterion

According to (Soekmadi & Kartodihardjo, 2010) to assess the feasibility index is divided into 3 levels, namely:

**Table 1. Tourism Attraction Feasibility Index**

No.	Feasibility Level Score	Description
1	>66,6%	Developable area
2	33,3% - 66,66%	The area is not yet feasible to develop
3	33,3%	Area not worth developing

### Analysis of visitor data

Data analysis was collected from the recapitulation of respondents who were then processed and analyzed descriptively. Descriptive research aims to provide an overview of a society or a particular group (Soehartono, 2008) . The formula used to calculate the percentage of answers given by respondents is as follows:

$$P = \frac{F}{N} \times 100\%$$

Description:

P : Percentage

F : The frequency being sought for percentage (frequency of answers)

N : Number of respondents.

## RESULTS AND DISCUSSION

### Waii Tree House

Waii Tree House Tourism Object is an ecotourism destination that develops by relying on the local potential of the forest area. Its main attraction lies in the combination of natural beauty, community involvement in management, and the ecological value of the area. Located at the foot of Mount Salahutu, this destination offers a beautiful tropical forest landscape, cool air, and high biodiversity. The presence of Waii Waterfall, which is about a 10-minute walk away, also strengthens the natural attraction value of the area. As stated by (Susianto et al., 2022) .the main attraction of nature tourism is highly dependent on the authenticity of the landscape and the beauty of the ecosystem offered. The distinctive feature of the Waii Tree House Tourism Object lies in the existence of a tree house structure that is an icon of the area, supported by a number of recreational rides such as aesthetic photo spots, flying fox tracks, gazebos as a place to rest, and trekking trails that utilize natural terrain. The combination of these facilities creates a travel experience that is not only entertaining but also pays attention to safety aspects, especially for the family and young tourist segments who enjoy light adventure activities and landscape-based photography activities. (Wahyuni & Rahmawati, 2021)

Its location, which is not too far from the center of Ambon City, makes Waii Tree House easily accessible to local and domestic tourists. Road infrastructure and access to public transportation are adequate and cheap, so it is one of the factors in attracting visits. It is also stated by (Pratiwi, 2023) that good accessibility directly increases the frequency of tourist visits. The social appeal of the Waii Tree House also lies in its community-based management

approach. This destination reflects sustainable tourism practices where local communities are not only direct actors but also direct economic beneficiaries. This approach is in line with the principle of Community-Based Tourism (CBT) which encourages active community participation in maintaining the sustainability of tourist attractions (Mahmudi, 2024) . As part of the forest area and green space, Waii Tree House has the potential as a medium for environmental education. Tourists not only enjoy the beauty, but can also gain knowledge about the importance of nature conservation, the ecological function of forests, and local conservation practices. This aspect is very important in encouraging environmental awareness among tourists, as explained by (Kurniawan, 2024) that conservation-based nature tourism can be an effective means of ecological education.

## RESEARCH METHODS

This research was conducted from March to April 2025 in the Waii Tree House Tourism Object area in Waii Village, Salahutu District, Central Maluku Regency. The tools used in the research are cameras, questionnaires, planetNet tools, Wallacea birds book, research maps and writing tools. The types and sources of data used in this study are primary data, which is data obtained directly in the field through observation or structured interviews with visitors to the Waii Tree House tourist attraction. Secondary data is data taken to retrieve primary data, including research results, journals, and reports/data from related agencies relevant to the research objectives. To obtain this research data, several data collection techniques were used, namely: Observation is a direct observation in the field on; Tree House tourist attraction / tourist area regarding attractiveness and visitor perceptions of tourist attractions. Interview is an efficient data collection technique, which is a statement / question given to the respondent directly to be answered. Sample selection using *accidental sampling* method, namely every visitor who happens to meet the researcher will be used as a sample. To find out the number of respondents used the Solvin formula introduced by (Sevila et al, 2006) as follows:

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = sample size or number of respondents

N= population size or the number of travelers at any given time

e = critical value (limit of accuracy: 0.1 to 0.2)

Based on secondary data, the population of visitors to the Waii Tree House tourist attraction area in Negeri Waii, Salahutu District, Central Maluku Regency, visits are  $\pm$  500 people per month (data from the tourist attraction manager). For the calculation of the number of samples used using 500 data because the number of visits is the most stable per month.

The ecological value seen from the object of the Tree House Area can be described by the amount of vegetation that grows naturally, thus adding to the characteristics and attractiveness of this area. The potential attractiveness of the flora aspect obtained from the research can be seen in the following table.

**Table 2.** List of flora in the Tree House Tourist Attraction Area

No	Nama Lokal (Maluku)	Nama Ilmiah	Famili	Status Konservasi (IUCN)
1.	Kasuari gunung	<i>Casuaria Junghiniana</i>	Casuarinaceae	LC
2.	Ketapang	<i>Terminalia catappa</i>	Combretaceae	LC
3.	Pulai	<i>Alstonia scholaris</i>	Apocynaceae	LC
4.	Gamal	<i>Gliricidia sepium</i>	Fabaceae	NE
5.	Tanjung	<i>Mimusops elengi</i>	Sapotaceae	LC
6.	Samama	<i>Anthocephalus macrophyllus</i>	Rubiaceae	LC
7.	Durian	<i>Durio zibethinus</i>	Malvaceae	LC
8.	Cengkeh	<i>Syzygium aromaticum</i>	Myrtaceae	LC
9.	Kelapa	<i>Cocos nucifera</i>	Arecaceae	LC
10.	Pucuk Merah	<i>Syzygium myrtifolium</i>	Myrtaceae	NE
11.	Rambutan	<i>Nephelium lappaceum</i>	Sapindaceae	LC
12.	Kayu Nani	<i>Fagraea fragrans</i>	Gentianaceae	NE
13.	Jambu Mete	<i>Anacardium occidentale</i>	Anacardiaceae	NE
14.	Mangga	<i>Mangifera indica</i>	Anacardiaceae	LC
15.	Sagu	<i>Metroxylon sagu</i>	Arecaceae	LC
16.	Nangka	<i>Artocarpus heterophyllus</i>	Moraceae	LC
17.	Sukun	<i>Artocarpus altilis</i>	Moraceae	LC

Primary data source, 2025

The Tourist Attraction Area is  $\pm$  35 kilometers from the center of Ambon City, with a travel time of about 1.2 hours using a motorized vehicle. Access to the location passes through a path with a beautiful natural landscape, such as mountains and panoramic sea views, which also adds to the comfort and attractiveness during the trip to the tourist area. Inside the location, tourist facilities have been provided in the form of gajebos or places to relax visitors, parking areas, public wc, halls, and various photo spot areas. Another advantage is its proximity to Waai Waterfall, which can be reached on foot for approximately 10 to 20 minutes from the Tree House area.

**Figure 1.** Waai Tree House tourist area

#### Waai Waterfall

Based on research data and direct observation in the field, it can be stated that Waai Waterfall has the charm of natural and sustainable natural attractions. The ecological value seen from the object of the Waterfall Area can be described by the amount of vegetation that grows naturally, thus adding to the characteristics and becoming the main attraction of this area. The potential attractiveness of the flora aspect obtained from the research can be seen in the following table.

**Table 3.** List of Flora in Waai Waterfall area

No	Local name (Maluku)	Nama Ilmiah	Famili	Status Konservasi (IUCN)
1.	Siki	<i>Endospermum moluccanum</i>	Euphorbiaceae	LC
2.	Gofasa	<i>Vitex cofassus</i>	Lamiaceae	LC
3.	Damar	<i>Agathis dammara</i>	Araucariaceae	LC
4.	Kayu merah	<i>Syzygium spp</i>	Myrtaceae	LC
5.	Kayu burung	<i>Eleocarpus sp</i>	Elaeocarpaceae	LC



6.	Kenanga	<i>Cananga odorata</i>	Annonaceae	NE
7	Matoa	<i>Pometia pinnata</i>	Sapindaceae	LC
8.	Salawaku	<i>Falcataria moluccana</i>	Fabaceae	LC
9.	Mahoni daun besar	<i>Swietenia macrophylla</i>	Meliaceae	VU
10.	Kenari	<i>Canarium indicum</i>	Burseraceae	LC
11.	Kayu manis hutan	<i>Cinnamomum burmannii</i>	Lauraceae	LC
12.	Gayam	<i>Innocarpus fagifer</i>	Fabaceae	LC
13.	Bintaro	<i>Cerbera manghas</i>	Apocynaceae	LC
14.	Beringin	<i>Ficus benjamina</i>	Moraceae	LC
15.	Bintanggur	<i>Calophyllum inophyllum</i>	Calophyllaceae	LC
16.	Linggua	<i>Pterocarpus indicus</i>	Fabaceae	LC
17.	Kasuari gunung	<i>Casuarina Junghiniana</i>	Casuarinaceae	LC

Primary data source, 2025

In addition to the potential of the flora aspect, the fauna aspect also has the potential attraction obtained from research in the Tree House and Waterfall Tourist Attraction Area, among others, the Kutilang Bird (*Pycnonotus aurigaster*), Swallow (*Aerodramus fuciphagus*), Sparrow (*Passer montanus*), Forest Pigeon (*Columba vitiensis*), Tekukur (*Sreptopelia chinensis*), King blue shrimp (*Alcedo coerulescens*), and Bat (*Pteropus vampyrus*). And some fauna data obtained from tourism managers such as Red Kasturi (*Lorius garrulus*).



Gambar 2. Waai waterfall area

### Criteria for Assessment of Objects and Attractions of Nature Tourism Objects

#### Waai Tree House Nature Attraction

The assessment elements of land-based attraction criteria consist of 8 assessment elements. These elements are natural beauty, uniqueness of resources, number of prominent natural resources, integrity of natural resources, sensitivity of natural resources, types of natural resource activities, location cleanliness and area security. The results of the assessment of the attractiveness of this tourist attraction stated an overall score of 1,200. This result states that this object has a high attractiveness. This value states that the tourist attraction has high potential attractiveness and is feasible to be developed as a tourist attraction.

Table 4. Attractions

No	Element	score	weight	Score x weight
1	Natural beauty	25	6	150
2	Uniqueness of natural resources	15	6	90
3	Variety of prominent natural resources	25	6	150
4	Integrity of natural resources	30	6	180
5	Sensitivity of natural resources	25	6	150
6	Types of natural resource activities	20	6	120
7	Cleanliness of the location	30	6	180
8	Safety of the area	30	6	180
Total				1.200
Criterion Score:		1.200/1.440 × 100%		83%

Primary data source, 2025

#### Natural Beauty

Based on the results of field observations, the assessment of Tourism Attractions (ODTW), especially in the aspect of beauty at the Waai Tree House, obtained a score of 25 from the sub-element assessment criteria. After being converted through the assessment weights listed in the analysis table, the final value obtained is 150. The uniqueness obtained in the tourist attraction area includes the view of the escape to the object, the variety of views in the object, the harmony of colors and buildings in the object and the view of the object environment. The results of this study are in line with the opinion of (Fitria, 2022) says that tourist attractions include everything that can be seen in a location that has characteristics, beauty, and certain values that are reflected in the diversity of natural and man-made wealth, so as to attract tourists to come and see it.

#### **Uniqueness of Natural Resources**

Based on the ODTW assessment of the uniqueness of natural resources in the Tourist Object area, a score of 15 was obtained from the elements listed in the assessment criteria. The value is then multiplied by the predetermined assessment weight, resulting in a final score of 90. The uniqueness obtained is that there are 2 elements/sub-elements in the Tourist Object area including Flora and Fauna, Waterfalls. The results of this study are in line with the opinion of (Sari, 2025) Natural uniqueness is one part of the attraction that can be the main attraction for tourists visiting tourist attractions.

#### **Prominent Natural Resources**

Based on the assessment criteria (ODTWA) the number of prominent types of natural resources in the Tourist Object area gets a value of 25 from the elements/sub elements in the assessment criteria table, then from these elements multiplied by the assessment weight so that a value of 160 is obtained. The sub-elements of the many types of prominent natural resources obtained in the Tourist Object Area include, Rock, Flora, Fauna and Water. The existence of this type of natural resource is one of the main advantages that supports the potential for nature-based tourism development and attracts tourists to visit and enjoy this tour. The results of this study are in line with research conducted by (Agustina & Latte, 2023) stating that natural resources are all kinds of resources that are diverse and interrelated, both in the form of ready-to-use natural resources and those that are still stored in nature.

#### **Natural Resource Integrity**

Based on the results of field observations, a score of 30 was obtained from the elements/sub-elements listed in the assessment criteria. The sub-elements of the integrity of natural resources obtained in this study include rocks, flora, fauna, ecosystems and environmental quality. The results of this study are in line with research conducted by (Trilestari et al., 2024) which shows that effective environmental conservation management in tourist areas can maintain the integrity of the ecosystem and increase tourist attractiveness. In addition, (Kamilazzahra & Hamid, 2024) emphasizes the importance of applying the principles of sustainable development in ecotourism management to maintain a balance between exploitation and preservation of natural resources.

#### **Natural Resource Sensitivity**

Based on the criteria for assessing the sensitivity of natural resources which includes elements/sub-elements of this area, the score is 25. After multiplying by the predetermined assessment weight, a final score of 150 is obtained. The sub-elements obtained in this study in the Tourism Object area include rocks, flora, fauna

and ecosystems. In line with research (Putri et al., 2022) emphasizes the importance of considering the sensitivity of natural resources in the development of natural tourism to prevent environmental damage. The air is still clean and fresh, and the sounds of nature are still clearly heard, an indicator that the integrity of the environment is still maintained, but also shows that this area does not have much of a buffer system against environmental changes.

#### **Types of Natural Resources Activities**

A score of 20 was obtained from the elements/sub-elements listed in the assessment criteria. The value is then multiplied by the predetermined assessment weight resulting in a final score of 120. The Waai Tree House area utilizes the potential of natural forests, hilly topography, and vegetation diversity as the main attraction of tourism. Visitors can enjoy the glamping (*glamorous camping*) experience in the tree house area, this activity provides a direct experience of interacting with nature so that visitors do not feel bored. In line with the opinion of (Mardikaningsih et al., 2023) Tourist interest in returning to visit a destination is strongly influenced by the experience and satisfaction felt during previous visits, this satisfaction will create a desire to repeat similar experiences in the future.

#### **Site Cleanliness**

The results of the assessment of the cleanliness aspect of the Waai Tree House Tourist Attraction (ODTW) obtained a score of 30 which after being converted through the assessment weight resulted in a final score of 180. The environment of the tourist area, including access routes and viewing points, looks clean and free from disturbances such as garbage, vandalism, or negative influences from human and animal activities. This well-maintained cleanliness condition is one of the important indicators in creating comfort and strengthening the attractiveness of the natural tourism area. Tourist attraction managers implement an effective cleaning system by providing supporting facilities, such as trash bins, and encouraging active participation of visitors in maintaining cleanliness. This finding is in line with research (Syabina et al., 2024) optimal hygiene management in a tourist attraction is proven to have a significant contribution in increasing visitors' satisfaction and encouraging them to return to visit.

#### **Regional Security**

The comfort of an object must be considered by the manager so that every visitor who comes feels comfortable and satisfied with the services of the security. Because from every tourist attraction has restrictions or things that should not be done during a visit to the tourist attraction. The assessment for the sub-element gets a score of 180.

#### **Accessibility**

The results of the assessment of accessibility criteria for the Waai Tree House tourist attraction have a value of (450) with (100%), Assessment of access to the Waai Tree House is very good to get a value of 30, because access to the location only uses land routes and there are no traffic obstacles making it easier to travel to the location by using transportation such as cars or motorbikes. With access conditions that vary between paved roads and rocks and a distance of 35 kilometers from downtown Ambon to the Waai Tree House tourist attraction with a travel time of about 1-2 hours so that it gets a score of 30. From the assessment results show that road access is very good.

**Table 5.** Accessibility

No	Element	Score	weight	Score x Weight
1	Road condition	30	5	150
2	Distance	30	5	150
3	Travel time	30	5	150
Total				450
Criterion score: $450/450 \times 100\%$				100%

Primary data source, 2025

Accessibility is one of the main elements in the product because it encourages potential markets to become real markets. Accessibility or ease of visiting is very supportive for the progress of a tour. The better the accessibility of a tour, the more comfortable visitors will feel visiting a tourist spot. in line with the opinion of (Arifin et al., 2023) easy access to a location is an added value for tourists, which in turn can encourage them to come back.

### Accommodation

Waai tree house tourism is packed with lodging such as villas and glamping with each criterion and facilities that are already very comfortable for visitors if they want to rest in the Tourism Object area, based on the results of the study there are lodging with 2 villas with a capacity of 4-5 people and glamping as many as 13 pieces with a capacity of 4-5 people, getting a score of 10. Then from the calculations obtained for the assessment of accommodation with a radius of 0 kilometers and obtained a score of 90. So that if multiplied gets a percentage result of 33%. The price of accommodation in the Tree House Tourism Object Area varies, where villas cost Rp. 550,000 / day while glamping costs Rp. 550,000 / day for large glamping and Rp. 420,000 / day for small glamping.

**Table 6.** Accommodation

No	Element	Score	weight	Score x Weight
1	Number of rooms (pieces)	10	3	30
Total				30
Criterion score: $30/90 \times 100\%$				33%

Primary data source, 2025

Accommodation is an important need for tourists when doing tourism activities in a destination, because it serves as a place to rest before continuing the next tour. A destination area can act as a transit point for tourists before reaching their main destination. In line with research conducted by (Sari, 2025) The existence of lodging and lodging facilities is one form of primary accommodation that is needed by tourists visiting a tourist attraction, especially tourists who come from out of town, they definitely need a place to stay while on a tour.

### Facilities and Infrastructure

Facilities and infrastructure are needed in all sectors including the tourism sector. Although facilities and infrastructure have differences, both have a very important relationship as a means of supporting the success of a process carried out. In line with research (Palla & Kuswara, 2025) . Increasing tourism infrastructure and facilities will affect development growth in all

sectors that are directly related to services to these tourist attractions.

**Table 7.** Facilities and Infrastructure

No	Element	Score	weight	Score x weight
1	facilities	30	3	90
2	infrastructure	30	3	90
Total				180
Criterion score: $180/180 \times 100\%$				100%

Primary data source, 2025

Available supporting facilities such as public transportation facilities, gazebos, halls, clean water supplies where there is tap water already provided at the location intended for visitors, as for the toilets that are already available and get a value of 30 from the sub elements in the category of choices based on observations on the object of research for facilities in the field are very good, while for the infrastructure available at the Waai Tree House tourist attraction as follows : Roads, trash bins, telephone / internet networks are good so that it makes it easier for visitors to access the internet, parking areas that have been provided and the availability of an adequate electricity network will provide comfort for visiting tourists, getting a value of 30 from the sub elements in the category of choices based on observations on the object of research.

### Traveler Profile

Based on the results of direct observations and interviews, it can be stated that the profile of tourists visiting the Waai Tree House tourist attraction can be seen from the characteristics of tourist visits. To find out the description of tourists and characteristics can be approached by indicators such as age, gender, origin of place. The following describes these indicators obtained from the results of distributing questionnaires to 24 respondents at the Waai Tree House tourist attraction. Can be seen in the table.

**Table 8 .** Visitor profile

No.	Criteria	Number of respondents	Percentage
1	Age		
	• <17	-	-
	• 18-26	15	62,5%
	• 27-38	3	12,5%
	• >38	6	25%
2	Gender		
	• Male	9	37,5%
	• Female	15	62,5%
3	City of Origin		
	• Local	20	83%
	• Nusantara	4	17%

Primary data source, 2025

Based on the data presented in the table, it is known that the visitors who became respondents in this study were dominated by

the age group 18-26 years, as many as 15 people (62.5%). This age group is a productive and active age that tends to have a high enthusiasm for exploring new places, including tourist destinations. Most likely, this age group has high curiosity, excellent physical condition, and is more flexible in organizing time to do tourism activities.

Furthermore, the 27-38 years age group came in second place with 3 respondents (12.5%), and the >38 years age group with 6 people (25%). Although the number is smaller than the younger age group, both groups also show interest in tourism activities, especially if supported by comfortable facilities and adequate accessibility. This is in line with research (Kinasih, 2025) that the age of respondents is dominated by young age groups who have more free time and tend to be more active in seeking new tourism experiences.

In terms of gender, female respondents showed a higher dominance, as many as 15 people (62.5%), while male respondents amounted to 9 people (37.5%). Although there is a difference in numbers, the difference is not too significant, so it can be concluded that the tourist attractions in this study are in demand by both genders. This is in line with research (Hudiono, 2022) The number of male tourist visits tends to be lower than women, because men are generally less interested in tourism activities and more focused on work or other productive activities.

Meanwhile, based on city origin, the majority of respondents (83.33%) came from the local area, and as many as 4 people (16.67%) came from the archipelago or outside the region. This shows that the tourist attractions studied are mostly visited by local people. Therefore, it is important for tourist attraction managers to start expanding the range of promotions, for example through social media, as well as enriching tourist attractions and facilities in order to attract visitors from outside the region or even abroad. This is in line with what was stated by (Puspita & Ismail, 2023) Campaigns on social media, making promotional videos, advertising can help attract tourists, especially the younger generation.

#### Visitors' Perception of Tourism Objects and Attractions

Based on the results of interviews with respondents (visitors) to the Waai Tree House tourist attraction, the following results were obtained.

**Table 9.** Visitor Perceptions of Tourism Objects

No.	Study	Number of respondents	Percentage (100%)
1	How do you know about the Waai Tree House tourist attraction as a tourist destination?		
	• Social media	15	62,5%
	• Website (internet)	-	-
	• Friend's recommendation	9	37,5%
	• Advertisement	-	-
Total		Total: 24	Total: 100%
2	What prompted you to visit the Waai Tree House		

	attraction?		
	• Unique and interesting tours	16	67%
	• Cool air	7	29%
	• Tourist activities	1	4%
	• Can be used as a reunion / refreshing place	-	-
Total		Total: 24	Total: 100%

*Primary data source, 2025*

The results of the study of 24 respondents showed that 62.5% obtained information about the Waai Tree House tourist attraction through social media, while 37.5% knew it from friends' recommendations. No respondents obtained information through advertising media or websites. This finding indicates that social media plays a dominant role in the dissemination of tourist information, supported by the word of mouth effect of positive experiences of previous visitors. This is in line with the opinion of (Tarunajaya et al., 2023) which states that satisfied tourists tend to share their experiences positively, both through social media and in person.

The main motivation for visiting the Waai Tree House is dominated by the unique and interesting tourist attraction, as expressed by 67% of respondents. A total of 29% cited the cool air conditions as a reason for visiting, and only 4% were motivated by the tourist activities available. No respondents attributed their visit to social motivations such as reunions or refreshing activities, indicating that social functions have not been the main attraction of this destination. This finding is in line with research (Efenda & Wulansari, 2024) which states that the uniqueness of a tourist attraction is a major factor in attracting first visits and repeat visits of tourists. Based on the results of interviews with respondents (visitors) on the attractiveness of the Waai Tree House tourist attraction, the following results were obtained.

**Table 10.** Visitor Perceptions of Tourist Attractions

No.	Study	Number of respondents	Percentage (100%)
1	How beautiful and unique are the attractions?		
	• Very interesting makes for a great experience.	22	92%
	• Ordinary tourist attraction	2	8%
	• Not interesting to be a tourist attraction	-	-
	• Not suitable for use as a tourist attraction	-	-
Total		Total: 24	Total: 100%
2	Diversity of objects around the tourist site?		



	<ul style="list-style-type: none"> <li>• Very diverse objects in tourist sites</li> </ul>	19	79%
	<ul style="list-style-type: none"> <li>• There are several tour options, but not enough variety</li> </ul>	3	13%
	<ul style="list-style-type: none"> <li>• There is only one main object to visit</li> </ul>	2	8%
	<ul style="list-style-type: none"> <li>• There are no significant tourist attractions around the location</li> </ul>	-	-
Total		Total:24	Total: 100%
3	Cleanliness and environmental sustainability (the state of the surrounding location and trash bins)		
	<ul style="list-style-type: none"> <li>• Very clean and well-maintained environment</li> </ul>	20	83%
	<ul style="list-style-type: none"> <li>• Quite clean, but there are some areas that need attention</li> </ul>	4	17%
	<ul style="list-style-type: none"> <li>• Poorly maintained, lots of trash and potential environmental damage</li> </ul>	-	-
	<ul style="list-style-type: none"> <li>• Dirty and damaged environment</li> </ul>	-	-
Total		Total: 24	Total: 100%

*Primary data source, 2025*

Based on the results of research on 24 respondents, 92% stated that the Waai Tree House tourist attraction was very interesting and provided a positive experience, while 8% rated this object as normal. No respondents gave a negative assessment of the attraction. This finding reflects that in general the Waai Tree House has a strong attraction in the eyes of visitors. These results are in line with the opinion of (Anggraeni et al., 2022) which states that tourist attractiveness has a significant effect on repeat visit intentions and the formation of memorable tourist experiences.

Regarding the diversity of attractions around the location, 79% of respondents considered that the area had a fairly diverse range of attractions, while 13% stated that the diversity was still limited, and 8% said that there was only one main object that could be visited. No respondents stated that there were no significant attractions. These findings indicate that tourist areas generally have a good variety of attractions, but still need further development. These results are in line with those conducted by (Ainillah et al., 2022) which states that the diversity of products or attractions in a location has a positive and significant effect on tourist interest.

In the aspect of cleanliness and environmental sustainability, 83% of respondents rated the tourist attraction environment as very clean and well-maintained, while 17% stated that cleanliness was

quite good although there were some areas that needed attention. No respondents rated the environment as being in poor condition. This finding shows that hygiene management has been running effectively and is an important factor in supporting visitor comfort. This is in line with the opinion of (Rahmawati & Hanif, 2025) which states that cleanliness not only creates comfort, but also has a direct impact on the image and reputation of tourist attractions.

**Visitors' perceptions of Tourism Object Activities**

Based on the results of interviews with respondents (visitors) on the Waai Tree House tourist attraction activities, the following results were obtained.

**Table 11.** Visitors' perceptions of Tourism Object Activities

No.	Study	Number of respondents	Percentage (100%)
1	Suitability of activities to visitors' interests and needs?		
	<ul style="list-style-type: none"> <li>• Diverse and engaging activities for all visitors</li> </ul>	18	75%
	<ul style="list-style-type: none"> <li>• There are interesting activities, but they lack relevance</li> </ul>	5	21%
	<ul style="list-style-type: none"> <li>• Limited activities make it difficult to fulfill visitors' needs</li> </ul>	1	4%
	<ul style="list-style-type: none"> <li>• Activities are not relevant to visitors' interests</li> </ul>	-	-
Total		Total: 24	Total: 100%
2	Are you satisfied with the activities available?		
	<ul style="list-style-type: none"> <li>• Very satisfied because the activity meets expectations and provides a satisfying experience</li> </ul>	22	92%
	<ul style="list-style-type: none"> <li>• Some activities are interesting, but some are inadequate</li> </ul>	2	8%
	<ul style="list-style-type: none"> <li>• Activity options lack variety, making it boring</li> </ul>	-	-
	<ul style="list-style-type: none"> <li>• Activities available do not meet expectations</li> </ul>	-	-
Total		Total:24	Total: 100%

*Primary data source, 2025*

Based on the results of the study, 75% of respondents stated that the tourism activities provided were diverse enough and interesting for various groups, while 21% considered the activities interesting but less relevant to personal interests, and 4% felt that the activities were still limited. No respondents stated that the activities were not

relevant at all. This finding shows that the diversity of activities at tourist sites contributes positively to increasing tourist visits. This is in line with the opinion of (Adhikerana et al., 2021) which states that tourist attractions are a major factor in attracting visits and encouraging repeat visits.

A total of 92% of respondents stated that they were very satisfied with the tourist activities available at the Waai Tree House because they were able to meet expectations and provide a pleasant experience. Meanwhile, 8% of respondents considered the activities to be quite interesting but there were still shortcomings in several aspects. No respondents felt dissatisfied or bored. This finding shows that in general tourist activities in the area are able to provide a high level of satisfaction for visitors. These results are in line with the findings of (Saragih et al., 2023) which states that the development of diverse tourist attractions and according to the interests of tourists has a positive and significant effect on their satisfaction.

#### Visitors' perceptions of tourist attraction facilities

Based on the results of interviews with respondents (visitors) on the Waai Tree House tourist attraction facilities, the following results were obtained in the table.

**Table 12.** Visitors' perceptions of tourist attraction facilities

No.	Study	Number of respondents	Percentage (100%)
1	Availability of public facilities (toilets, places of worship, parking areas etc.)?		
	• Facilities are complete and in good condition	20	83%
	• Facilities are available, but some need improvement	3	13%
	• Facilities are limited and do not meet the needs of visitors	1	4%
	• Facilities are not available at all	-	-
Total		Total: 24	Total: 100%
2	Food and beverage prices?		
	• Reasonable price and quality	23	96%
	• A little pricey, but worth the quality	1	4%
	• Price is too high for the quality you get	-	-
	• Prices are very high and not worth the quality.	-	-
Total		Total: 24	Total: 100%

3	Convenience of places to eat around the location?		
	• Very comfortable, maintained a supportive atmosphere	23	96%
	• Quite comfortable, some areas are less maintained and the atmosphere is not conducive	1	4%
	• Less comfortable	-	-
	• Uncomfortable and unsupportive environment	-	-
Total		Total:24	Total: 100%

*Primary data source, 2025*

The results showed that 83% of respondents considered public facilities in the Waai Tree House tourism area, such as toilets, places of worship, and parking areas, to be fully available and in good condition. A total of 13% stated that the facilities needed improvement, while 4% considered the facilities were still limited. No respondents stated that the facilities were not available. These findings reflect that supporting infrastructure at tourist sites has been well managed, although it still needs improvement in some aspects. In line with (Setyaningrum & Mistriani, 2021) the availability of adequate facilities has a significant effect on the interest of tourist visits, because it creates a sense of comfort and satisfaction during travel.

The majority of respondents (96%) considered the prices of food and beverages around tourist sites to be affordable and in line with the quality received, while 4% considered the prices to be slightly expensive but still comparable to the quality offered. No respondents stated that prices were too expensive or inappropriate. This finding shows that the price aspect of consumption has been well managed and does not become an obstacle for tourists. In line with the findings of (Dewi et al., 2024) prices that match expectations and quality services contribute to increasing visitor loyalty to tourist destinations.

A total of 96% of respondents rated the dining facilities in the Waai Tree House area as very comfortable and supportive of the tourist atmosphere, while another 4% felt quite comfortable despite noting some shortcomings. There were no respondents who felt less or uncomfortable. This finding shows that the convenience of dining facilities is one of the supporting factors for tourist satisfaction. This is in line with (Raza et al., 2024) which states that service quality and environmental conditions have a positive effect on visitor satisfaction, which in turn can encourage loyalty and repeat visits.

#### Visitor Perception of Tourist Accessibility

Based on the results of interviews with respondents (visitors) on the accessibility of the Waai Tree House tourist attraction, the following results were obtained.

**Table 13.** Visitor Perception of Tourism Accessibility

No.	Study	Number of respondents	Percentage (100%)
1	Ease of transportation to the tour?		
	• Many transportation options	2	8%
	• Reachable by private and public transportation	17	71%
	• Limited transportation	2	8%
	• Requires more effort to reach the location	3	13%
Total		Total: 24	Total: 100%
2	Availability of location directions?		
	• Many helpful road signs travelers	7	29%
	• Only a few directions are available	15	63%
	• Difficult to find a location	-	-
	• No road signs at all	2	8%
Total		Total: 24	Total: 100%
3	Quality of the road to the attraction?		
	• Roads are in very good condition	2	8%
	• Has damage but not disruptive	9	38%
	• Improvements must be made	13	54%
	• Not passable	-	-
Total		Total: 24	Total: 100%

Primary data source, 2025

In terms of accessibility, 71% of respondents stated that the tourist attraction can be reached by both private and public vehicles, indicating that the availability of transportation facilities to the location is adequate. However, 13% of respondents stated that more effort is needed to reach the location, while 8% of respondents each mentioned that transportation to the location is still limited or available in various options. Easy accessibility is an important factor in this case, as explained by (Saway et al., 2021) that ease of access is one of the main indicators that influence visitor interest in choosing a tourist destination.

Regarding the availability of directions to tourist sites, 63% of respondents stated that there were only a few directions available. Meanwhile, 29% of respondents stated that the existing directions

were quite helpful for tourists in reaching the location. Meanwhile, 8% of respondents stated that there were no directions at all, which indicates the need for improvement in the provision of direction facilities to support tourist convenience. This is in line with research (Sari, 2025) In addition to road conditions, signboards, and information centers from tourist attractions are part of the accessibility that can make it easier for tourists to visit or find out information about tourist attractions.

In terms of the condition of road infrastructure to tourist sites, the majority of respondents (54%) considered that the roads to the sites needed improvement. A total of 38% of respondents stated that although there was damage to the road, these conditions did not interfere too much with the comfort of the trip. Only 8% of respondents stated that the road conditions were very good. There were no respondents who stated that the road was impassable, so it can be concluded that the road access to the location can still be used properly even though there is some damage. This is in line with the opinion of (Lumansik et al., 2022) Improving tourism infrastructure, such as providing adequate facilities, repairing and renovating roads, and various efforts to improve the quality of tourist destinations, including the addition of lighting at the entrance and in the tourist area.

## Conclusion

Based on the criteria for the elements of the attraction assessment, the Waai Tree House gets a criterion score of 1,200 (83%) indicating that the Waai Tree House tourist attraction area is very feasible to develop as a tourist attraction.

Visitors' perceptions of tourist attractions based on 3A. In general, it is positive. Most visitors are satisfied with the tourist experience they get, especially because of the cleanliness of the location, cool air, scenery and comfort of the tourist location.

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