

# The Role of Education in Tourism Development: Focus on Attractions, Amenities, and Accessibility

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## Abstract

*This study aims to develop a theoretical proposition concerning the role of education in tourism development based on the core components of attractions, amenities, and accessibility (commonly referred to as the 3A framework). The background of this research lies in the limited integration of educational strategies in shaping sustainable and competitive tourism sectors. Education is identified as a key factor in enhancing human resource capabilities, facility management, and accessibility planning—primarily through vocational training, curriculum development, and knowledge-based policy-making. The study employs a qualitative method using literature review and bibliometric analysis with the aid of Vosviewer software. The research offers a theoretical and historical analysis of how education supports tourism development by improving the quality and sustainability of attractions, enhancing the management and service standards of amenities, and increasing accessibility through inclusive policy frameworks and data-driven infrastructure planning. The findings suggest that the effectiveness of the 3A components is significantly influenced by the educational capacity and competencies of tourism stakeholders. This paper provides a conceptual foundation for future studies and recommends further empirical investigation using exploratory or confirmatory factor analysis. Future researchers are encouraged to examine the causal relationships between educational strategies and the enhancement of tourism infrastructure and services using quantitative and multilevel analytical methods.*

## INTRODUCTION

Tourism is a strategic sector supporting the global economy (Firmansyah & Prajawati, 2019). Tourism is an important multinational business activity in the world, because it contributes 30% of world service exports and has become the main income of many countries (Khuong & Ha, 2014). Destination image has been a popular research area among tourism researchers as it has been found to affect destination choice (Tedjakusuma & Andajani, 2023).

The COVID-19 pandemic that occurred in early 2020 seemed to be a phenomenon that had a significant impact on all countries in the world and various sectors, one of which was the tourism sector which drastically experienced a broad socio-economic impact. Various efforts to restore the tourism sector are needed through various approaches, including Indonesia (Syaiful et al., 2023).

The development of community-based tourism is also often referred to as an alternative to mass tourism and a tourism approach to become more sustainable. If community-based tourism is developed properly, it can be a mechanism for poverty alleviation and access to improving the quality of life,

empowerment and greater economic benefits for individuals in local communities. (DoddDodds, R., Ali, A., & Galaski, K. (2018). Mobilizing knowledge: determining key elements for success and pitfalls in developing community-based tourism. *Current Issues in Tourism*, 21(13), 1547–1568. <https://doi.org/10.1080/13683500.2016.1150257s>, Ali, and Galaski 2018). Because good management of tourist attractions in CBT has quite a large potential in attracting the number of tourists visiting a tourist attraction so that it will have a good impact on the surrounding community (Aprilia et al., 2022).

Tourism is an activity by a person or group of people who meet certain requirements to carry out a travel activity to enjoy a place for the purpose of recreation or seeking entertainment. The activity aims to refresh for a moment from the hustle and bustle or to enjoy a different nuance from everyday habits so as not to get bored. According to Pendit (2012:20), tourism is a process of someone or more leaving their place of residence temporarily (Rohimah et al., 2018)

CBT or what is known as community-based tourism is a form of sustainable tourism that prioritizes a bottom-up and top-down approach. Bottom-up means that the initiative for tourism development comes from the community, while top-down tourism means the initiative comes from the government. Here, the community prioritizes the development of tourism sites based on active community participation with the aim of providing welfare for the community but still maintaining environmental quality and protecting the socio-cultural life of the local community. In this case, all tourist activities that take place at a tourist attraction are not just for sightseeing, but also as a place to mingle with the local community with the aim that tourists not only take a vacation but can also learn about the culture, customs, habits and so on regarding the tourist attractions they are visiting (Aprilia et al., 2022).

Tourist attractions are a very important part of the development of a tourist destination, good tourist attractions can provide a positive opinion for potential tourists to visit a destination or tourist destination. The components that can support and improve the development of a tourist destination need to fulfill the tourism components called 3A, namely Attractions, Accessibility, Amenities (Christine, 2021).

Attractions at a destination are elements contained in the destination and the environment in it which individually or in combination play an important role in motivating tourists to visit the destination. Destination attractions can be natural attractions such as landscapes, beaches, mountains, climate, valleys; artificial attractions such as historic cities, parks and resorts; cultural attractions such as theatrical attractions, dramas, festivals, museums and galleries, and; social attractions such as the opportunity to mingle with the community in the tourist destination and experience their way of life together (Astuti & Noor, 2016).

Amenities are all facilities that can meet tourists such as accommodation (lodging) food and drink provision, entertainment venues and shopping places, according to (Andrianto & Par, 2020. According to (Khotimah, 2017) amenities refer to basic facilities that can be used in a tourist destination and aim to provide comfort to tourists. Amenities are components that must be present after Attraction because they can affect the comfort of tourists, which must be supported by good facilities so that they can be used by tourists while at a destination, for example lodging, food and drink provision, entertainment venues, shopping places and other service facilities (Sugiana, 2011).

Accessibility According to (Pangestuti, 2018) is the means and infrastructure to achieve a goal. For example, road access, traffic comfort and road directions are important aspects of a destination. Meanwhile, according to (Atraksi and Aksesibilitas 2018) accessibility is the ease of someone in achieving a goal which includes safety, comfort, and time taken. Accessibility According to (Susanto & Andriana, 2016) accessibility: includes flight time/distance, overall access, capacity/frequency, indirect/direct flights, entry access, visa requirements, tourist destination information, ease of obtaining something, ease of walking around, ease of combining tourist destinations with travel, and ease of communication. Definition of Accessibility while according to Cakici, Harman in (Susanto & Andriana, 2016) accessibility: parking facilities, easy access, driving time, and travel quality. According to Sunaryo in (Khotimah et al., 2017) tourism accessibility is a facility that provides convenience for tourists to go to a tourist destination of interest.

## LITERATURE REVIEW

Education plays a crucial role in enhancing the quality of tourist attractions. Research by Djeri et al. (2017) indicates that tourists' level of education influences their preferences in choosing tourism destinations, particularly in coastal areas. Tourists with higher education levels tend to prefer destinations that offer educational and culturally rich experiences. This highlights the importance of providing educational programs at tourist destinations to attract this market segment. In addition, education also contributes to the development of high-quality amenities. Siwek et al. (2022) emphasized that training and education for hotel staff and tourism service providers improve the quality of services delivered. Amenities managed by well-trained personnel tend to provide higher satisfaction to tourists, which in turn increases the likelihood of repeat visits.

The accessibility of tourist destinations is also influenced by education, both in planning and implementation. Saraf et al. (2018) developed a geospatial network analysis to assess the accessibility of tourism facilities in semi-urban areas. Their findings indicate that technical understanding and education in geospatial fields can improve accessibility planning to be more efficient and inclusive. In Indonesia, a study by Kalsum et al. (2024) examined the influence of attractions, amenities, and accessibility on tourists' decision-making during the COVID-19 pandemic in the Malino area, Gowa Regency. Their findings show that educating local communities about health protocols and destination management contributed to increasing tourists' trust to visit.

Furthermore, Supardi et al. (2023) investigated the influence of the 3A (Attractions, Accessibility, and Amenities) on tourists' decisions to visit Ciptaland Beach in Batam City. They found that education and training for destination managers improved the quality of services and facilities, which had a positive impact on tourist satisfaction and visit decisions. Education also plays a role in the development of sustainable tourism. Coroş et al. (2021) highlighted that transformational rural tourism strategies in Transylvania, Romania, require training and education for local communities to manage and promote tourist attractions sustainably. This shows that education can empower local communities in managing their tourism resources. Lastly, Lu et al. (2024) examined tourist satisfaction and revisit intention in water parks, focusing on the role of attractions, accessibility, and facilities. They found that education and training for water park staff enhanced service quality, positively impacting tourist satisfaction and loyalty.

## METHODS

This study employs a qualitative approach through library research aimed at exploring relevant theories in the field of Marketing Management, particularly in the context of tourism development based on the 3A framework (Attractions, Amenities, Accessibility). The literature reviewed includes academic books and scientific articles from both reputable and non-indexed journals, collected from databases such as Mendeley, Google Scholar, and Scopus.

To ensure the quality and relevance of the selected literature, several criteria were applied. First, only studies relevant to the main keywords—"Tourism Development," "Tourist Attractions," "Amenities," and "Accessibility"—were included. Second, priority was given to *peer-reviewed* articles published in reputable journals indexed in Scopus or Sinta. Third, a publication time frame of the last 10 years (2013–2023) was established to ensure the literature reflects recent developments and current trends in tourism studies.

The literature search was conducted systematically across multiple platforms. In addition to Google Scholar and Scopus, other scholarly repositories such as ResearchGate and the Directory of Open Access Journals (DOAJ) were utilized to expand the range and depth of available references. Advanced search filters were applied, combining keywords and year restrictions. All references were organized and managed using Mendeley to facilitate structured citation and analysis. The literature analysis followed an inductive and exploratory approach, consistent with qualitative methodological assumptions (Ali & Limakrisna, 2013). The aim was to develop theoretical propositions without relying on preconceived assumptions or rigid research paths. To enhance the depth of analysis, this study utilized bibliometric and visual mapping tools, namely Publish or Perish and VOSviewer.

The first step involved using Publish or Perish, where keywords such as "Tourism Development," "Tourist Attractions," "Amenities," and "Accessibility" were entered into the software to extract bibliometric data including citation counts, h-index, g-index, author names, and publication sources. The search engine was typically set to Google Scholar or CrossRef. The search results were exported in CSV format and cleaned to remove duplicates or non-academic entries. Articles were filtered to include only those published between 2013 and 2023. Next, the cleaned dataset was imported into VOSviewer to generate a visual scientific landscape. VOSviewer was employed to map co-authorship networks, keyword co-occurrence patterns, and citation relationships. The tool enabled the identification of influential publications and research clusters, revealing dominant themes and emerging trends. Clusters were formed based on keyword similarity and co-citation analysis, offering insights into topic interrelations and gaps in the current research.

The visual and bibliometric findings were then interpreted to construct theoretical premises and formulate variable propositions related to the role of education in shaping the 3A components of tourism development. This methodological integration strengthens the theoretical foundation of the study by ensuring that the model proposed is supported by structured and data-driven academic insights (Fink, 2019).

## RESULT AND DISCUSSION

Based on the search for journal articles using sources in Google Scholar, Crossref, and Scopus using the keywords tourism development, Attractions, Amenities and Accessibility. The following concepts were obtained:

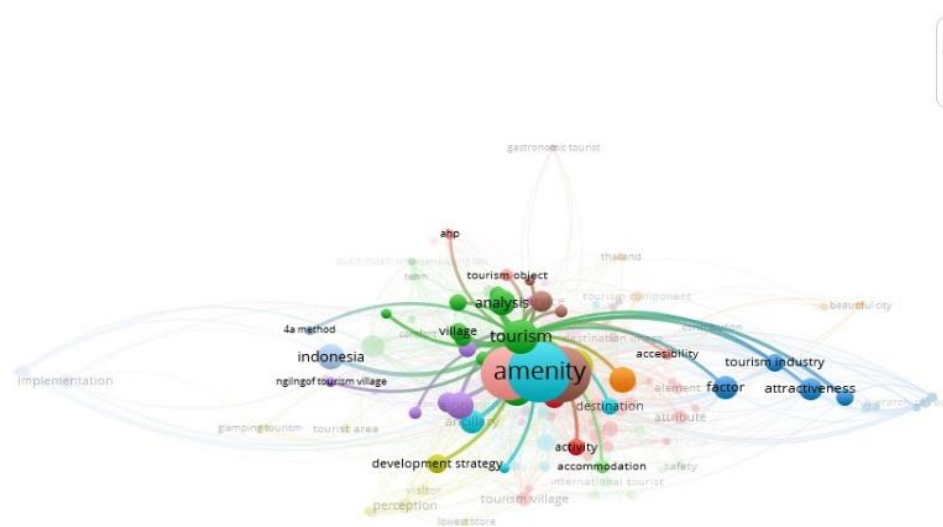


Figure 1. VOSViewers

From Figure 1. generated by VOSviewer shows a map of inter-topic relationships reflecting the keyword analysis of a research collection, specifically in the field of tourism. Keywords such as "amenity" and "tourism" are at the center of the visualization, indicating the main focus of research related to amenities and the tourism sector. Larger nodes on these keywords indicate their high frequency, while connecting lines between nodes reflect the close relationship between topics that are often discussed together. Further analysis shows the presence of several main clusters that are thematically connected. The green cluster, for example, includes words such as "analysis," "method," and "implementation," indicating a practical and analytical approach in this research. This cluster illustrates that many studies focus on in-depth analysis and implementation steps related to amenities and tourism. On the other hand, the orange cluster highlights aspects of the tourism industry through words such as "accommodation" and "tourist industry," indicating the strategic

Overall, this visualization provides important insights into research trends in tourism. Topics closely related to facilities, tourist attractions, tourism industry, and tourism development strategies are the main themes that often emerge. The results of this analysis have the potential to be an important basis for developing policies that support the tourism sector, especially in improving the quality of facilities and destination attractions in various regions, including Indonesia. By understanding the relationships between these topics, researchers and policymakers can design more effective strategies to encourage the growth of the tourism sector.



The study also shows a focus on a particular geographic context, as seen from the presence of the keyword "Indonesia," which is in an area with quite high intensity. This indicates that many studies in this collection highlight the development of facilities in Indonesian tourist destinations, considering that this country is one of the global tourist destinations with a variety of leading destinations. In addition, keywords such as "attractiveness," "tourism attraction," and "tourism industry" emphasize the importance of facilities in increasing tourist attractiveness while supporting the sustainability of the tourism sector. The strategic approach is also one of the supporting themes in this map, with keywords such as "development strategy" and



"implementation" in the green area. This shows that although not as intense as the main topic such as "amenity," the strategy of developing and implementing policies related to facilities is an important theme in the research. Overall, this density map illustrates that facilities are not just supporting elements, but also play a strategic role in creating destination appeal and optimal tourist experiences.

From the results of this visualization, it can be concluded that facilities (amenities) are the core of discussion in tourism-related research. The close relationship with other themes, such as attractions, accessibility, development strategies, and geographic context, shows the importance of facilities in supporting the tourism sector. The results of this analysis provide strategic insights for policy makers, industry players, and academics to design a more effective approach to improving the quality of facilities and the attractiveness of tourist destinations, especially in regions such as Indonesia.

### Attractions and Tourism Development

Tourist attractions are a fundamental element in tourism development that plays an important role in attracting tourists while driving economic growth, creating jobs, and improving the welfare of local communities. In the tourism industry sector, it is one of the industries that has links with other sectors (Isa et al., n.d.). Research shows that tourist attractions have a positive causal relationship with tourism development. Zhang dan Zhang (Zhang and Zhang 2023) found that the development of tourist attractions significantly contributed to regional economic growth, mainly through the improvement of infrastructure and the tertiary sector in China. This confirms the importance of attractions as a major driver of tourism growth.

In addition, tourist attractions have been shown to be a dominant factor in shaping tourists' decisions to revisit a destination. Sinambela (Sinambela 2021) study revealed that attractive and well-managed attractions not only increase tourist satisfaction but also encourage repeat visits. These attractions reflect the destination's ability to meet the specific needs of tourists. Joseph et al. (Joseph, Soundararajan, and Parayitam 2022) added that the relationship between attractions and tourist satisfaction can be strengthened through high service quality. Perceptions of good service act as a moderator that enhances the positive impact of attractions on tourist satisfaction.

In the context of sustainability, tourism attractions designed with social, economic and environmental aspects in mind have long-term positive impacts. Research by Khan et al. (Khan et al. 2020) shows that sustainable management of tourism attractions can increase revenue, foreign investment and social welfare in developing countries. This supports the idea that sustainable tourism attractions not only attract tourists but also provide broad benefits to local communities. Another study by Băndoi et al. (2020) confirms that tourism attractions are positively correlated with improving the quality of life of local communities, showing how the tourism sector can be an instrument of social development.

### Amenities and Tourism Development

The relationship between amenities and tourism development shows that amenities are a key element in increasing the attractiveness of a destination and supporting its sustainable development. Research on Dodola Island, for example, shows that basic facilities such as accommodation, transportation, and additional services play an important role in attracting tourists and strengthening nature-based tourism. The SWOT-based analysis used in the study identified the strategic need to develop amenities to increase the competitiveness of this nature tourism destination (Tumundo et al., 2024).

In addition, in the Community-Based Tourism (CBT) model, amenities are an integral factor in empowering local communities through the management of tourism facilities. Community participation in providing and managing amenities in tourist villages helps create sustainable tourism experiences and increases community involvement in tourism development. This has proven effective in community-based tourism villages implemented in various regions (Suhartanto, 2019).

On the other hand, the development of amenities to support educational and culinary tourism, such as that carried out in Kampung Dalem, Kediri, proves that the provision of training facilities and guest services

not only improves the quality of the tourist experience but also empowers the local community. With a community-based approach, amenities become an important tool in building the skills of local communities to support the tourism sector (Parahiyanti et al., 2022).

Furthermore, the integration of physical and digital amenities also plays an important role in the development of modern destinations. For example, the Tahura Market in Lampung utilizes digital and physical facilities to increase the number of tourist visits. The provision of digital accessibility and infrastructure-based services in this destination proves that integrated amenities can be an effective strategy in attracting wider tourist interest. Furthermore, the development of sustainable tourism also depends heavily on the availability of supporting amenities. Research in Anca Village, Sigi, revealed that amenities such as accommodation and additional facilities are the main supporters in supporting environmental-based geotourism. The availability of these facilities not only increases tourist attractions but also contributes to the welfare of local communities through job creation and increased income (Arfan et al., 2020).

### Accessibility and Tourism Development

Accessibility plays a vital role in tourism development, both as an inclusive element and as a strategic factor to support the competitiveness of a destination. Research shows that accessibility is a key prerequisite for creating an inclusive tourism experience, especially for groups with special needs, such as people with disabilities. This not only increases their participation in tourism activities but also promotes social sustainability in tourist destinations. In this context, a study by Gillovic and McIntosh (2020) underlines the importance of an inclusive approach that ensures all individuals can enjoy the tourism experience equally (Gillovic & McIntosh, 2020).

In addition, accessibility has been shown to have a significant impact on tourist loyalty. Research by (Ferst et al., 2023).shows that good accessibility facilities, such as disability-friendly accommodation, can increase the value of a destination in the eyes of tourists and encourage their loyalty. Tourists with special needs are more likely to choose and recommend destinations that meet their accessibility needs, making it a key factor in the development of sustainable tourism products (Ferst et al., 2023).

In cultural destinations, accessibility not only increases the number of visitors but also strengthens competitiveness in the global tourism market. For example, Ambrose and Papamichail (2021) emphasize the importance of accessibility management to support inclusive cultural tourism. By providing facilities that support all tourist segments, destinations can attract more visitors from various demographic groups, including seniors and families with young children (Ambrose & Papamichail, 2021). Furthermore, accessibility also serves as a competitive differentiation for tourist destinations. A study by (Mocanu et al., 2021) shows that accessibility can be an indicator of quality and competitive advantage for destinations. This is a significant economic opportunity, given the growth of senior and special needs tourist segments. By providing accessibility-friendly tourism experiences, destinations not only meet social needs but also create new economic opportunities (Mihaela, n.d.).

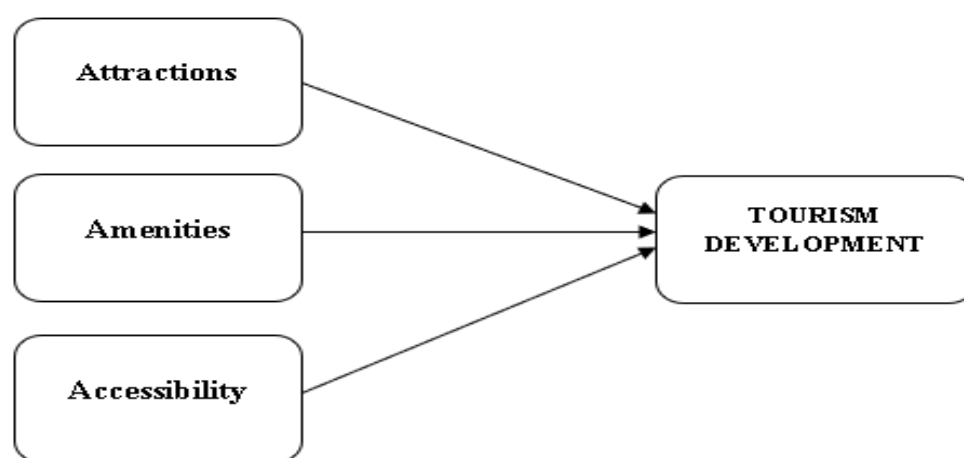
Technology is also a key tool in improving accessibility in the tourism sector. A study by Teixeira et al. (Teixeira et al. 2021) revealed that technology can help overcome physical accessibility barriers through innovations such as guide apps and inclusion-based reservation systems. By providing accurate and easily accessible information, technology makes it easier for travelers to plan their trips, while creating a more enjoyable travel experience.

### Conceptual Framework

Based on theories and literature reviews drawn from relevant books and scholarly articles, this study constructs a conceptual framework that emphasizes the significance of three primary components in tourism development: attractions, amenities, and accessibility—commonly referred to as the 3A concept. These three elements serve as the foundational pillars in many modern tourism development models. The objective of this framework is to explain how each component contributes directly to the success and growth of the tourism

sector. *Attractions* represent the core appeal that draws tourists, which may include natural landscapes, cultural heritage, or man-made sites. *Amenities* refer to supporting facilities such as accommodations, restaurants, and tourist information centers that enhance visitor comfort and satisfaction. Meanwhile, *accessibility* involves the ease of transportation, infrastructure, and connectivity to and within tourist destinations.

This framework illustrates a causal relationship between the three independent variables—attractions, amenities, and accessibility—and the dependent variable, tourism development. The purpose of employing this theoretical model is to highlight that successful tourism development relies not only on the inherent appeal of a destination but also on the availability of quality facilities and ease of access. By understanding these interrelationships from a theoretical perspective, researchers are better positioned to formulate research propositions and design tourism development models that are more structured, measurable, and targeted.



**Figure 2. Relationship between variables**

## CONCLUSION

The conclusion of the results and discussion in this article shows that attractions, amenities, and accessibility have a very important role in the development of sustainable and inclusive tourism.

First, tourist attractions have been proven to be a key element in attracting tourists and driving economic growth in a destination. Good attraction management not only increases tourist satisfaction but also encourages repeat visits, which in turn benefits the local economy. In addition, attractions designed with social, economic, and environmental sustainability in mind can have a positive long-term impact, supporting community welfare and improving quality of life.

Second, amenities, such as accommodation, transportation, and other facilities, play an important role in increasing the attractiveness of a destination and ensuring a comfortable tourism experience for visitors. In a community-based tourism model, the participation of local communities in providing and managing amenities has been shown to increase their involvement in tourism development and provide direct benefits to the local economy. In addition, the integration of physical and digital amenities is increasingly important in improving accessibility and expanding the appeal of modern tourist destinations.

Third, accessibility is a crucial factor in creating an inclusive tourism experience and supporting the competitiveness of a destination. Good accessibility allows all segments of society, including people with disabilities and the elderly, to enjoy a tourist destination easily. This not only increases tourist loyalty but also creates new economic opportunities. Technology, such as guide apps and inclusive reservation systems, can overcome physical accessibility barriers and make the tourism experience more comfortable and enjoyable.



Overall, successful tourism development requires a harmonious balance between attractive attractions, adequate amenities, and inclusive accessibility. All three support each other in creating a positive tourism experience, increasing the competitiveness of a destination, and providing sustainable benefits to local communities and the regional economy.

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