

ABSTRACT

HUSNA MAULANA. 2022. POTENTIALS AND CONSTRAINTS OF CITIIS HOT WATER TOURISM OBJECTS IN PADAKEMBANG VILLAGE, PADAKEMBANG DISTRICT, TASIKMALAYA REGENCY. *Department of Geography Education. Faculty of Teacher Training and Education. Siliwangi University.*

The Citiis Hot Spring Tourism Object is one of the potential tourist objects in Kedung Hamlet, Padakembang Village, Padakembang District, Tasikmalaya Regency. Kedung Hamlet, Padakembang Village, has 2 hot spring tourism objects managed by the Village Government and managed by the private sector. Some hot spring tourism potentials have their respective advantages but their management has not been optimally developed. In the process of development, the Citiis hot spring tourism object has several inhibiting factors. The problem of this research is the potential and constraints that exist in the Citiis hot spring tourism object in Padakembang Village, Padakembang District, Tasikmalaya Regency. The objectives of this study include knowing the tourism potential of the Citiis hot spring tourist attraction in Padakembang Village, Padakembang District, Tasikmalaya Regency and knowing the constraints of the Citiis hot spring tourist attraction in Padakembang Village, Padakembang District, Tasikmalaya Regency. The research method used is descriptive method with a quantitative approach. Data collection techniques in this study were observation, interviews, questionnaires, documentation studies, and literature studies. The population in this study included all households spread across Kedung Hamlet as many as 353 families and visitors as many as ± 200 people/week managed by the Village Government and ± 100 people/week managed by the private sector. Sampling in this study used a random sampling technique with a total sample of 35 people and an accidental sampling technique with a sample of 30 visitors managed by the Village Government and 30 private parties. The individual sample used a purposive sampling technique of 3 people consisting of 1 Padakembang Village Head, 1 tourism object manager managed by the Village Government and 1 person managed by the private sector. The data analysis technique used is simple quantitative analysis, namely percentage (%), Sapta Pesona Wisata analysis and SWOT analysis. The results of this study indicate that the tourism potential contained in the tourist attraction of Citiis hot springs in Padakembang Village, Padakembang District, Tasikmalaya Regency, namely hot springs, camping spots, and panoramic views. Constraints on the Citiis hot spring tourism object in Padakembang Village, Padakembang District, Tasikmalaya Regency, poor facilities and infrastructure, not optimal accessibility, and less promotion.

Keywords: *Potential, Constraints, Citiis*