

ANALYSIS OF TOURIST PERCEPTIONS OF FACILITIES AND ACCESSIBILITY OF BOSOWA BEACH

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Abstract

This study aims to identify the current conditions of activities and accessibility to support tourism at Bosowa Beach and analyze visitor perceptions of accessibility and facilities at Bosowa Beach. It is hoped that this research will contribute to sustainable tourism at Bosowa Beach. To ensure tourists feel comfortable and at ease during their visit, good facilities and accessibility are crucial. Good facilities are crucial for keeping visitors satisfied and wanting to return. Bosowa Beach boasts beautiful natural scenery and numerous engaging recreational activities, but research has found that supporting facilities such as public restrooms, seating, and parking areas are still lacking. Furthermore, poor roads and a lack of public transportation limit access to the beach. Bosowa Beach still faces challenges such as inadequate supporting facilities and limited road access. The research approach uses a qualitative descriptive method with the aim of describing tourists' perceptions comprehensively. Data collection techniques in this study used observation, interviews, questionnaires, and documentation studies. Observations were conducted directly in the beach area to identify the condition of facilities and accessibility. The questionnaire was structured using a Likert scale with five assessment categories, ranging from very good to very bad. The results of this study indicate that tourist perceptions of facilities and accessibility still need to be improved to support the sustainable development of Bosowa Beach tourism. This research provides strategic recommendations for managers and local governments on how to improve facilities and increase accessibility to enhance tourist satisfaction, destination attractiveness, and local economic contribution. Strategic recommendations are aimed at destination managers and local governments to improve road infrastructure, public facilities, and accessibility of tourist information. These improvements are expected to increase Bosowa Beach's popularity as a disability-friendly destination, increase tourist arrivals, and boost the local economy. This research provides important insights that will serve as a basis for developing policies related to sustainable tourism at Bosowa Beach.

Keywords: tourist perception; facilities; accessibility; bosowa beach; tourist satisfaction

1. INTRODUCTION

Analyzing tourist perceptions of facilities and accessibility is crucial, as both are interconnected and influence tourist satisfaction and interest in visiting a destination. Adequate facilities ensure that tourists feel comfortable and meet their needs during their visit. Good accessibility facilitates easy and comfortable travel. Analyzing tourist perceptions of facilities and accessibility at Bosowa Beach is crucial for its management, as it is crucial to understand the challenges and obstacles faced by tourists. This research can demonstrate the beach's attractiveness and the potential for local economic growth through tourism. This research can also be useful for managers when developing policies that support infrastructure development and environmental sustainability.

Previous research conducted by Nopriana et al. (2024: 346-347). In the journal entitled "The Influence of Attractions, Facilities, and Accessibility on Tourist Satisfaction at Parai Tenggara Beach, Bangka Regency," stated that the results of this study have important implications for tourism destination management, especially in terms of attraction and facility development. It is hoped that the management of Parai Tenggara Beach can continue to improve and maintain existing natural

attractions, as well as introduce new activities that can attract more visitors. In addition, improving the quality of facilities, such as clean toilets and comfortable dining areas, can help create a more satisfying experience for tourists. By paying attention to visitor feedback, managers can make necessary adjustments to increase satisfaction. Accessibility is also an aspect that needs to be considered. The development of transportation infrastructure, such as bus routes and road improvements, can improve the ease of travel to the beach. Furthermore, it is clear that the beach must be promoted effectively. With these steps, the number of visits is expected to increase, thus having a positive impact on the local economy and improving the destination's image.

Bosowa Beach is one of the famous tourist attractions in Makassar, but tourists still question the progress of infrastructure and facilities available there. It is considered that the condition of supporting facilities such as public toilets, seating, and parking areas is inadequate, access to the beach is also limited, especially due to road conditions and public transportation. Tri Utami & Wahyudin (2021: 105) explain that the cleanliness of public toilets, seating areas, and restaurants are the main indicators of visitor satisfaction. According to Hidayat & Yuliana (2016: 37), ease of access to coastal destinations directly influences the number of tourist visits. The main obstacles are damaged roads or inadequate public transportation. Pradana and Yasa (2019: 94) also emphasize that accessibility is a crucial factor in tourists' decision to visit. Furthermore, this impacts the growth of tourism at Bosowa Beach, particularly its economic contribution to the local community. Therefore, a comprehensive analysis of how tourists perceive the facilities and accessibility at Bosowa Beach is necessary. This will serve as a basis for improving destination management.

This study aims to determine how tourists perceive the facilities and accessibility available at Bosowa Beach. This study specifically aims to identify the actual conditions of activities and accessibility to support tourism at Bosowa Beach. Furthermore, this study also aims to analyze visitor perceptions of accessibility and facilities at Bosowa Beach. Tourism facilities can have a significant impact on its management. According to Sulistiyana et al. (2015), facilities are one of the tools that facilitate tourism development. Abdulhaji & Yusuf (2016) stated that the availability of facilities will encourage tourists to visit and enjoy tourist attractions for a relatively long time. The facilities and services will facilitate people to visit the desired tourist attractions and movement within the tourist location. The results of this study are expected to provide an overview of the actual perceptions of visitors regarding the facilities and accessibility aspects. Consequently, this research can assist the local government, tourism managers, and the local community in the development of Bosowa Beach. Ultimately, this research is expected to contribute to sustainable tourism at Bosowa Beach.

2. RESEARCH & METHODOLOGY

This research was conducted at Bosowa Beach in the Tanjung Bunga area of Makassar. This location was chosen because it is a new and developing tourist destination, but still faces obstacles in terms of facilities and accessibility. The research approach used a qualitative descriptive method with the aim of comprehensively describing tourist perceptions. The purpose of this study was to identify the actual conditions of activities and accessibility to support tourism at Bosowa Beach and to analyze visitor perceptions of accessibility and facilities at Bosowa Beach. It is hoped that this research can contribute to sustainable tourism at Bosowa Beach. This study emphasized data interpretation based on the experiences and opinions of tourists who visited the location directly. Primary data were obtained from respondents through questionnaires and in-depth interviews. Meanwhile, secondary data were obtained through literature studies relevant to previous research. With this combination, the research is expected to provide more comprehensive results regarding conditions in the field.

Data collection techniques in this study used observation, interviews, questionnaires, and documentation studies. Observations were conducted directly in the beach area to identify the condition of facilities and accessibility. The questionnaire was compiled using a Likert scale with five assessment categories, ranging from very good to very bad. Interviews were conducted with several tourists and managers to gain a more in-depth perspective. Secondary data were obtained from journals, research reports, and other literature sources relevant to the topic. Respondents in the

study were selected using a purposive sampling method, namely tourists currently visiting Bosowa Beach. This approach ensures that respondents have direct experience that aligns with the research focus.

The data analysis method used was qualitative descriptive analysis. Data from the questionnaire were calculated based on Likert scores and then presented in tables and percentages. The data were then analyzed to identify trends in tourist perceptions of facilities and accessibility. Interview and observation results were used to strengthen the quantitative analysis to obtain a more objective picture. The analysis was conducted systematically by grouping respondents' answers and then comparing them with theory and previous research. The results of this study are expected to provide strategic recommendations for the development of the Bosowa Beach tourist destination. This will enable more focused tourism management to achieve sustainability.

3. FINDINGS AND DISCUSSION

3.1 Point Overview of Bosowa Beach

Bosowa Beach, also known as Pantai Indah Bosowa, is located in Makassar City, South Sulawesi, specifically in the Metro Tanjung Bunga area of Tamalate District. This beach is a relatively new tourist destination, opened to the public in 2021 and managed by Bosowa Corp. Its strategic location, close to the city center of Makassar, makes it easily accessible to both local and international tourists. This beach offers pristine natural scenery with soft brown sand and calm waves. The beach's atmosphere is supported by shady trees, creating a beautiful and calming environment. In the afternoon, visitors can enjoy the beautiful sunset panorama, which is often used as a spot for hunting aesthetic photos. Furthermore, the beach's atmosphere is complemented by a gentle breeze that brings coolness and a fresh scent from the surrounding trees.

Bosowa Beach boasts numerous tourist attractions that entice visitors to linger. There are bean bags and comfortable seating where you can relax and enjoy the view. Public facilities include restrooms, changing rooms, a prayer room, and ample parking. Visitors can enjoy a variety of exciting activities, such as swimming in the calm waves, enjoying water rides like canoes and banana boats, or camping in designated areas. Furthermore, the beach boasts a floating market selling local food, picnic spots with family or friends, and Instagram-worthy spots. Live music and housekeeping services are also available to ensure a comfortable stay. Due to its comfortable and pleasant atmosphere, Bosowa Beach is often used as a gathering place for reunions.

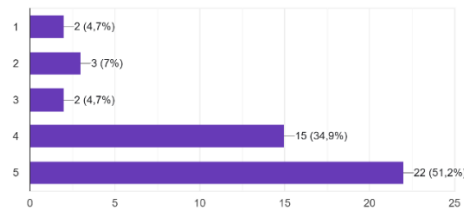
Bosowa Beach is unique for its history, legend, and natural beauty. This beach once witnessed a historic battle between Sultan Hasanuddin and the Dutch during the colonial era. Locals believe that a large rock on the beach, called Batu Ompu Rongkong, possesses magical powers and can bestow blessings on those who pray nearby. The light brown sand creates a distinctly exotic feel compared to other Makassar beaches. With calm waves and few coral reefs, visitors can safely play in the water, especially families with children. One of the best places to relax in Makassar is Bosowa Beach, offering expansive views of the sky unobstructed by tall buildings. With its combination of natural beauty, comprehensive facilities, and historical significance, Bosowa Beach is one of the best spots for sunset viewing.

3.2 Identifying the actual conditions of activities and accessibility to support tourism at Bosowa Beach

The fact that there are many activities and easy access to Bosowa Beach shows that the people of Makassar and its surroundings really love this beach, and the number of visitors continues to increase, especially in the afternoon when the weather is better. The majority of visitor activities are carried out by local residents who go by private vehicles, especially motorcycles, due to the need for good and easily accessible roads. Facilities around Bosowa Beach, such as relaxation areas, beachfront restaurants, and camping areas, help tourists do many things and make their visit more enjoyable. Developing more facilities and services is one of the important development goals to increase tourism in the area. Promotion through media and digital applications also helps visitors

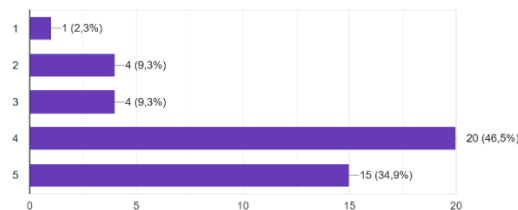
find the location and plan their visits. Bosowa Beach tourism continues to focus on improving facilities and ease of access to meet visitor needs and increase the destination's appeal.

Lokasi Pantai Bosowa mudah ditemukan dengan petunjuk jalan maupun aplikasi digital
43 jawaban



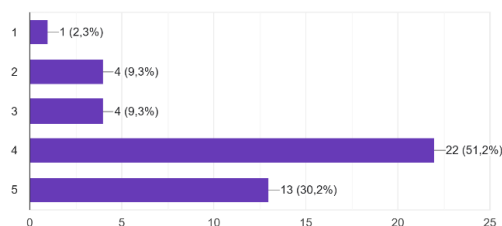
Most respondents said that they could easily find Bosowa Beach using road signs and digital applications. This shows that visitors already have sufficient information about the location of the beach. To make tourist visits more comfortable, the location must be easy to find. One important component of successful accessibility is the use of digital application technology to assist in locating the site. Clear road signs also help people traveling by car or public transportation. Therefore, a destination management approach that focuses on ease of access and communication has proven to be successful. The results show that visitors are more likely to be satisfied with facilities that help them reach Bosowa Beach.

Kondisi jalan menuju Pantai Bosowa (lebar, penerangan, kualitas jalan) memadai.
43 jawaban



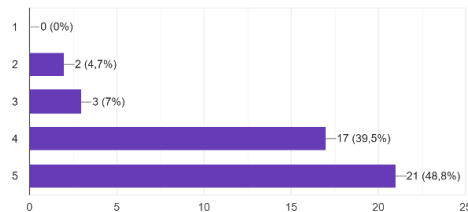
The diagram results show that the majority of respondents consider the road conditions leading to Bosowa Beach to be adequate in terms of width, lighting, and road quality. This assessment indicates that the road infrastructure for accessing this beach is sufficient to support tourist visits. Roads with good quality and adequate width make it easier to pass through, especially during rush hour. Adequate road lighting helps visitors who arrive at night or in the evening feel comfortable and safe. This adequate infrastructure enhances the visitor experience and improves accessibility. However, these findings also serve as a basis for evaluation for managers to continue improving and repairing the road so that conditions remain ideal. With adequate road infrastructure, the potential of Bosowa Beach as a tourist destination can continue to be enhanced.

Transportasi umum atau alternatif transportasi menuju Pantai Bosowa mudah didapatkan.
43 jawaban



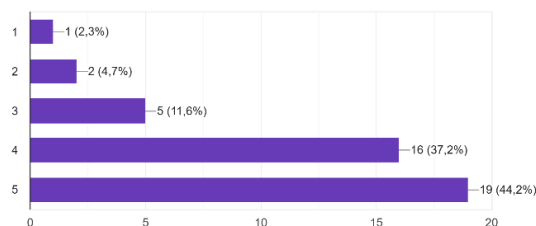
The majority of respondents stated that public transportation or other options are easily accessible to Bosowa Beach, indicating that the accessible transportation system is successful. Visits by tourists, especially those without private vehicles, are made easier by public transportation options such as public transportation and car rentals. This demonstrates that Bosowa Beach is welcoming to both local visitors and tourists seeking convenient transportation. However, transportation facilities must be maintained and improved to meet the growing needs of visitors. Furthermore, diverse transportation options enhance the appeal of Bosowa Beach. Therefore, developing sustainable transportation access is a strategic priority to support tourism growth in the region.

Area parkir di Pantai Bosowa cukup luas dan aman.
43 jawaban



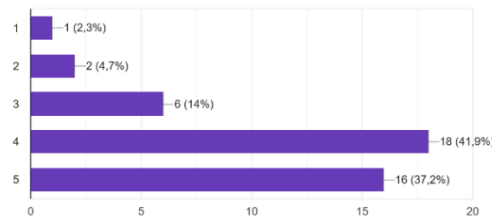
Based on the survey results diagram regarding the Bosowa Beach parking area, the majority of respondents felt the parking area was spacious and safe. In this diagram, 43 responses focused on the convenience and security of the Bosowa Beach parking area. The results indicate that adequate parking facilities are important to visitors and enhance their travel experience. A spacious and secure parking area can attract more visitors due to the ease of access and perceived comfort. This also demonstrates that the Bosowa Beach owners have understood visitors' needs by providing adequate facilities. When all is said and done, this survey data provides an important basis for further evaluation on how to improve services and facilities that support Bosowa Beach tourism. A spacious and secure parking area is a key factor in ensuring visitors feel comfortable at Bosowa Beach.

Aktivitas wisata di Pantai Bosowa (berenang, bersantai, kuliner, olahraga, fotografi) dapat dilakukan dengan nyaman.
43 jawaban



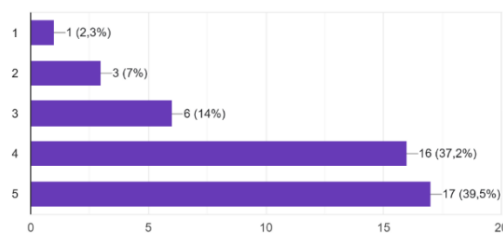
The diagram above shows the survey results. The survey asked about the ease of engaging in various tourist activities at Bosowa Beach, such as swimming, relaxing, eating, exercising, and taking photos. Of the 43 respondents, most stated that these activities could be comfortably done at the location. The data shows that Bosowa Beach has facilities and an atmosphere that support various tourist activities, making visitors feel at home and satisfied during their trip. This comfort is sure to attract visitors who want to enjoy a variety of beach experiences. The survey can also help destination managers continuously improve services and facilities. Therefore, Bosowa Beach has the potential to continue developing into a tourist destination that meets various objectives. In conclusion, enjoyable tourist activities are crucial to attract and retain visitors to Bosowa Beach. The results of this survey describe Bosowa Beach.

Fasilitas pendukung aktivitas wisata (toilet, gazebo, tempat makan, area istirahat) tersedia dengan baik.
43 jawaban



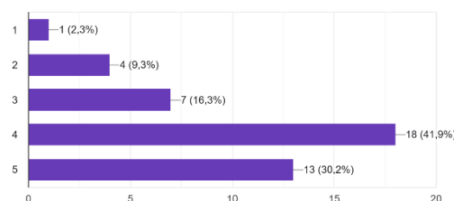
The survey results showed that the majority of the 43 respondents considered that supporting facilities at Bosowa Beach, such as restrooms, gazebos, food stalls, and rest areas, were adequately provided. To ensure that visitors can enjoy their time at the beach without interruption, these facilities are crucial. Adequate facilities will enhance the location's appeal as a welcoming tourist destination for a wide range of visitors. Beach managers can maintain visitor loyalty and increase overall tourist visits by providing good facilities. Furthermore, this supports the growth of small and medium-sized businesses around the tourist attraction. To maintain comfort, facilities must be kept clean and well-maintained. Therefore, prioritizing supporting facilities is crucial for successful tourism destination management.

Tidak ada hambatan yang berarti dalam mengakses atau beraktivitas di Pantai Bosowa.
43 jawaban



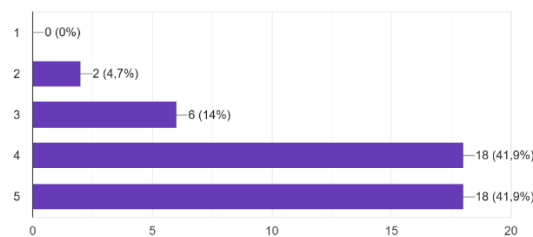
The majority of respondents considered there were no significant barriers to engaging in activities or accessing Bosowa Beach, as shown in this diagram. This indicates that the tourist location is highly accessible and that supporting facilities facilitate visitor mobility. It is crucial that this ease of access attracts visitors from diverse backgrounds, including families with children and the elderly. The absence of significant barriers also demonstrates good beach management. Bosowa Beach tourism will thrive if access is easy. However, management must continuously monitor to ensure this remains and becomes more accessible. This significantly impacts visitor satisfaction and loyalty to the destination.

Ketersediaan tempat sampah di Pantai Bosowa memadai dan mudah dijangkau.
43 jawaban



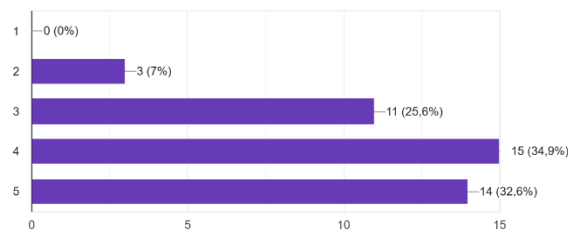
The survey results, as shown in this diagram, indicate that the majority of respondents believe there are sufficient trash bins at Bosowa Beach and that they can easily access them. This is crucial for maintaining a clean beach and reducing pollution from trash and other waste. If trash bins are strategically located and in sufficient numbers, visitors will be less likely to litter. Maintaining cleanliness can enhance the beach's image and make visitors feel more comfortable. Furthermore, it's crucial to educate visitors about the importance of disposing of trash properly. The presence of these facilities demonstrates the management's efforts to maintain the sustainability of the beach environment. Therefore, waste management is crucial for developing a sustainable tourist destination.

Kebersihan area pantai dan sekitarnya terjaga dengan baik.
43 jawaban



Most respondents indicated that the beach and surrounding area are well-maintained, as shown in this diagram. Tourist satisfaction and destination attractiveness are strongly influenced by environmental cleanliness. Visitor confidence is boosted by good hygiene management practices, such as regular trash collection and cleaning of public areas. Maintaining cleanliness also helps protect the beach ecosystem from damage caused by waste and pollution. This level of cleanliness contributes to a pleasant and healthy tourist experience. Management must continuously improve the maintenance and supervision system to maintain cleanliness standards. Furthermore, good cleanliness allows for the growth of ecotourism and educational tourism activities in the area.

Sarana keamanan (rambu peringatan, penjaga pantai, pos pengawasan) tersedia dengan cukup.
43 jawaban

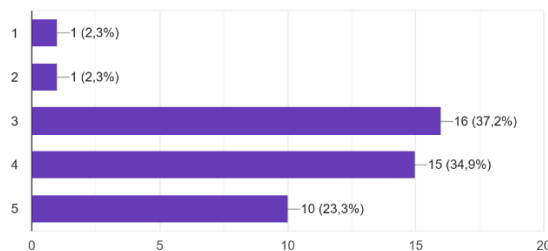


The majority of survey respondents believed that safety facilities such as warning signs, lifeguards, and observation posts were adequately provided at Bosowa Beach. To ensure visitors remain safe during beach activities, security is crucial. These facilities reduce the likelihood of accidents and untoward incidents, such as drowning or getting lost. Visitors feel safer and more comfortable with adequate lifeguards and warning signs. Furthermore, good security can enhance Bosowa Beach's reputation as a safe family destination. Management must ensure that security facilities are always in top condition and that officers are trained to carry out supervisory duties. Continuous attention to these safety aspects is crucial for the sustainable development of tourism destinations.

3.3 Analyzing visitor perceptions of accessibility and facilities at Bosowa Beach

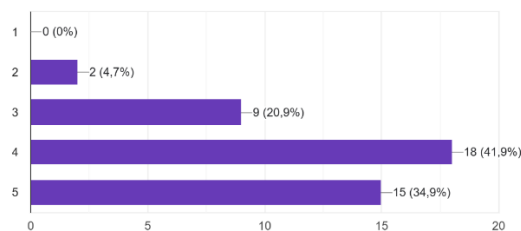
Visitor perceptions of Bosowa Beach's access and facilities indicate that most tourists find it easy to get to the beach and that there are many things they can do to make their visit more enjoyable. Visitors highly appreciate the availability of public transportation and the ample options for getting to the location, ensuring that not only those with cars can easily reach the location. To meet visitor needs, facilities such as parking, restrooms, and rooms still need to be upgraded. Several respondents also stated that the path to the beach is well-lit, making nighttime visits safer. Although basic facilities are in place, visitors still expect more amenities for a more diverse tourist destination. To improve service quality and attractiveness, destination managers must address these aspects of Bosowa Beach's appeal. By improving accessibility and facilities, Bosowa Beach is expected to become an increasingly attractive and welcoming destination for all visitors.

Akses menuju Pantai Bosowa lebih mudah dibandingkan pantai lain di sekitarnya.
43 jawaban



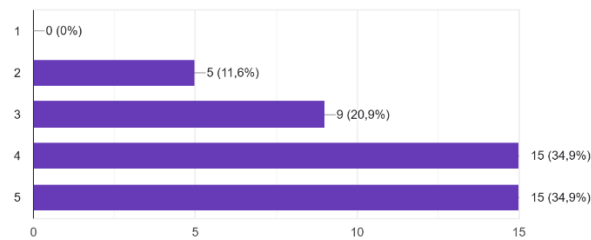
Most respondents indicated that Bosowa Beach is easier to reach than other nearby beaches. This indicates that Bosowa Beach's location and ease of transportation are already quite good. To attract new and existing customers, easy access is essential. Beach managers benefit from limited access. A small percentage of those who responded still expect further improvements. Visitor mobility is smoother and more comfortable with easy access. Bosowa Beach excels in this regard as one of its most prominent attractions.

Fasilitas di Pantai Bosowa (toilet, tempat sampah, tempat duduk, area kuliner) sesuai dengan kebutuhan pengunjung.
43 jawaban



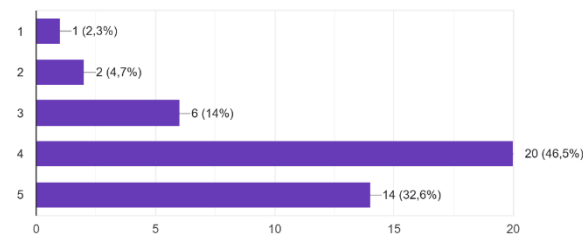
The survey results, as shown in this diagram, demonstrate that facilities such as restrooms, trash cans, seating, and dining areas meet visitor needs. This satisfaction is crucial to ensuring a comfortable trip for tourists. The tourism experience is enhanced by complete and well-maintained facilities. The number of respondents who were neutral or dissatisfied indicates that there is still room for improvement. Facility development and routine maintenance should be a priority for management. Visitors are likely to stay longer at the beach due to good facilities. This is a crucial investment to maintain visitor numbers.

Kebersihan fasilitas umum di Pantai Bosowa terjaga dengan baik.
43 jawaban



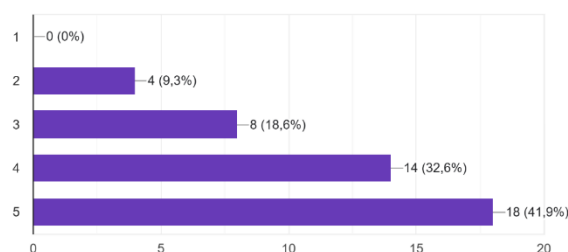
The survey results and the diagram above show that the majority of respondents rated the cleanliness of Bosowa Beach's public facilities as very good. Safety and the tourism image are significantly influenced by cleanliness. These assessment results demonstrate effective cleanliness management. However, some visitors wished some areas were cleaner. Maintaining cleanliness is crucial for sustainable tourism. Visitors who are satisfied with cleanliness are more likely to provide positive recommendations. Bosowa Beach has successfully maintained a clean and comfortable environment.

Fasilitas yang tersedia nyaman digunakan oleh pengunjung.
43 jawaban



The diagram above shows survey results showing that the majority of visitors found the available facilities easy to use. A travel experience is enhanced by comfortable facilities. This enjoyment is supported by good facility layout and design. Uncomfortable responses indicate a need for expansion. Cleanliness and regular maintenance also significantly impact comfort. Facility managers must continuously monitor and improve conditions. Visitors will be happier and more loyal if they have a comfortable place.

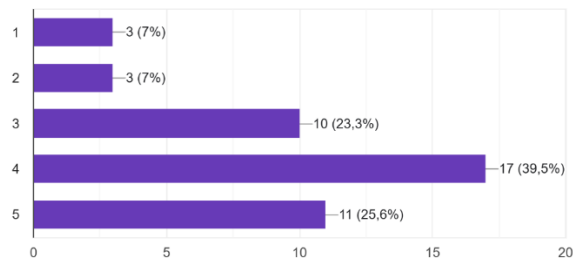
Aksesibilitas (transportasi, jalan, parkir) di Pantai Bosowa memuaskan.
43 jawaban



The diagram above shows survey results showing that the majority of people consider Bosowa Beach's accessibility, in terms of transportation, roads, and parking, satisfactory. If you want a pleasant tourist experience, easy access to the beach, including parking, is essential. This simplifies

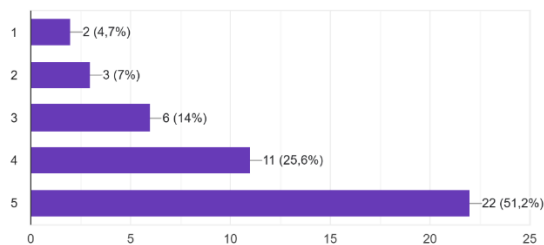
visits and reduces transportation difficulties. Most respondents were positive, although some may require improvements. Monitoring of these supporting facilities must be continuously optimized. Satisfaction with ease of access enhances the beach's reputation, becoming a crucial component of tourism destination management.

Menurut saya, perlu ada peningkatan/penambahan fasilitas tertentu di Pantai Bosowa.
43 jawaban



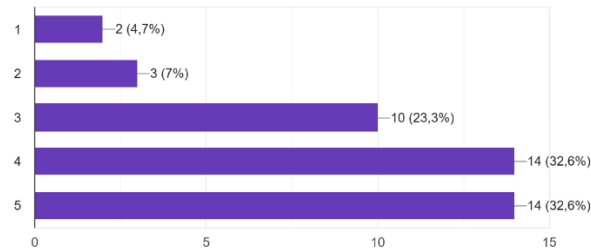
The majority of respondents indicated that some believed certain facilities at Bosowa Beach needed to be improved or added. This is a crucial contribution to future progress. Although adequate facilities exist, innovation and renewal are still needed. Management should conduct ongoing surveys to identify visitors' actual needs. New rides, recreational areas, or improved services are some examples of new facilities. Visitors recognize the beach's potential for development through this feedback. A positive response to proposed improvements will enhance tourism quality.

Saya berniat untuk kembali berkunjung ke Pantai Bosowa dan merekomendasikannya kepada orang lain.
43 jawaban



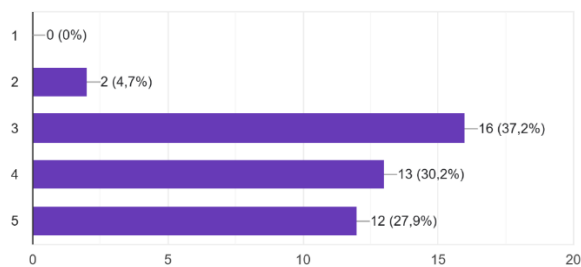
The survey results show that the majority of respondents intend to return to Bosowa Beach and would recommend it to others. This indicates that visitors are highly satisfied. Word-of-mouth recommendations are an effective way to promote something. A satisfying tourist experience is the reason for repeat visits. This is a crucial measure of successful destination management. To maintain loyalty, managers must maintain and improve quality. Visitor satisfaction encourages more visits in the long term.

Informasi wisata mengenai Pantai Bosowa (brosur, papan informasi, media sosial) mudah diakses dan jelas.
43 jawaban



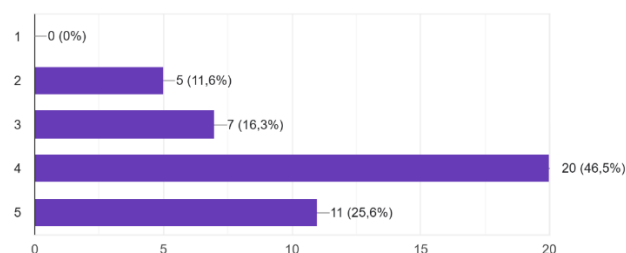
Based on the survey results and the diagram above, it shows that The majority of respondents considered tourism information about Bosowa Beach, such as brochures, information boards, and social media, to be easily accessible and clear. Accurate information helps visitors plan their visits. Tourist awareness and interest are increased by effective communication tools. Some visitors may still desire more information or interaction. Controllers must ensure that information is always available and accessible. Good information also improves visitor safety and comfort. Information boards and social media are strategic promotional tools.

Harga tiket masuk dan biaya fasilitas di Pantai Bosowa sesuai dengan kualitas yang diberikan.
43 jawaban



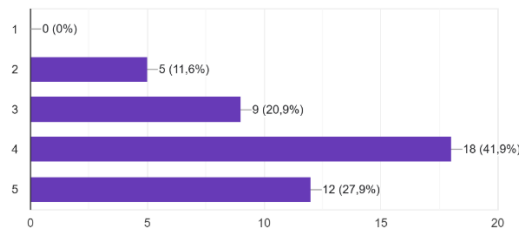
The diagram above shows survey results showing that the entrance fee and facilities at Bosowa Beach are considered commensurate with the quality of service provided by the majority of respondents. Visitors will be more satisfied if the price is commensurate with the facilities. This demonstrates fair and transparent pricing management. Some visitors may prefer lower prices. Service quality and financial capacity should be considered when adjusting prices. Reasonable prices encourage repeat visits. Controllers must find a balance between facility quality and price.

Penataan area Pantai Bosowa (zona bermain, kuliner, tempat istirahat) rapi dan tertata baik.
43 jawaban



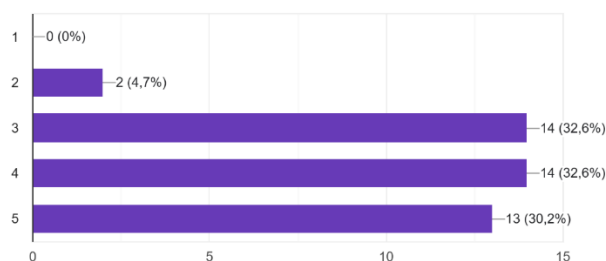
The survey results and diagram above indicate that many visitors consider the Bosowa Beach area, including the play area, dining area, and rest area, to be neat and orderly. The neat layout creates a professional and comfortable impression, and the well-separated areas facilitate smooth tourist activities. Respondents indicated that the spatial planning opportunities were less than optimal. Furthermore, the safety and beauty of the beach are affected by the layout. Management must continue to improve the design and supporting facilities. This arrangement contributes to a pleasant and structured tourist experience.

Keamanan di area Pantai Bosowa (petugas, rambu, pertolongan pertama) sudah memadai.
43 jawaban



The survey results show that the majority of respondents considered security at Bosowa Beach adequate, including the presence of officers, signs, and first aid. Safety is crucial for visitor comfort and reducing the risk of accidents. They assessed the effectiveness of the officer deployment and first aid facilities. However, management must continue to improve monitoring and preparedness. Visitors understand the rules more easily because signs are clearly communicated. Maintaining security enhances the site's appearance, adding value to both visitors and management.

Interaksi dengan petugas atau pengelola di Pantai Bosowa memberikan kesan yang ramah dan membantu.
43 jawaban



The survey results and the diagram above show that most visitors found the Bosowa Beach staff and management friendly and helpful. A pleasant experience is enhanced by friendly staff. Good service makes guests feel valued and comfortable. Few people expressed a desire for better service. Management should continue to provide training to improve interactions. These positive interactions are crucial for building long-term relationships with visitors. Friendly staff promote loyalty and word-of-mouth promotion.

4. CONCLUSION

Bosowa Beach in Makassar, Indonesia, is a relatively new tourist destination known for its beautiful natural scenery, calm waves, and cultural significance. The beach offers various recreational activities and facilities such as restrooms, seating, parking, and food stalls, along with amenities like a floating market and live music. Despite its attractiveness, tourist perceptions reveal that supporting facilities such as public restrooms and seating are still insufficient, and limited road

access and public transportation pose challenges for visitors. The research used qualitative descriptive methods including observations, and questionnaires, highlighting that both accessibility and facilities strongly influence visitor satisfaction and the potential for sustainable tourism development. Most visitors find it easy to reach Bosowa Beach using private or public transport and appreciate the clean, well-maintained environment and safety measures in place. However, there is a general call among tourists for facility enhancements and better infrastructure to improve their overall experience.

The findings suggest that improving road infrastructure, accessibility, and public facilities could increase Bosowa Beach's appeal as a tourist destination, including for those with disabilities. The research recommends strategic development aimed at enhancing visitor satisfaction, destination attractiveness, and economic contribution to the local community. Tourist feedback indicates a positive outlook towards returning visits and recommending the beach to others, emphasizing the importance of ongoing facility upgrades and effective information dissemination via digital platforms. These improvements are expected to support sustainable tourism by balancing environmental cleanliness, safety, and convenience. Local authorities and destination managers are encouraged to prioritize facility expansion, road quality improvement, and promotion strategies to boost the beach's popularity and tourism-related economic growth in Makassar. This study provides critical insights for policy formulation to foster sustainable tourism development at Bosowa Beach.

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