

**ANALISA SIKAP WISATAWAN TERHADAP SINDORO SUMBING
EDUPARK DALAM MENCIPTAKAN PARIWISATA BERKELANJUTAN
PADA ERA ADAPTASI KEBIASAAN BARU
DI KABUPATEN WONOSOBO JAWA TENGAH**

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ABSTRACT

This study aims to test empirically regarding the attitudes of tourists towards Sindoro Sumbing Edupark and the implementation of health protocols. The attitudes of tourists are very important for service providers to know so that they can be used as an evaluation in order to improve service quality. The approach in this research is mix methods, data analysis techniques used fishbein, sampling through incidental sampling and data collection through observation, interviews, documentation, literature sources and questionnaires. The results of this study are that the attitude of tourists is in a good, positive and agreeable perception with a value of 144.4, besides that the implementation of health protocols has been applied quite well, so as to provide a sense of security, comfort and able to stimulate tourist visits.

Keywords: *Attitude of Tourists, Sindoro Sumbing Edupark, Fishbein Analysis*