

## ABSTRACT

This study attempted to analyze the factors influencing tourist demand in the regency of Semarang and also analyzing it. The analysis used a theory of demand. Researches were conducted in natural and historical tourist object area at the regency of Semarang (i.e. Agro Tlogo of Tuntang, natural place of Banaran, Temples of Gedong Songo, and Train Museum of Ambarawa) with 400 respondents. The model to consist of a dependent variable which is the number of tourist visits, and the independent variables which are: a proxy for tourism prices willingness / desire to pay (willingness to pay / WTP), the price of tourism attractions Another proxy for another object WTP, income, travel expenses, travel expenses of other attractions outside of Semarang district, distance, education, age, perception of tourism attraction, the origin of tourists (wisnus and wisman), community, gender, tourism promotion , and a prior tourist visit.

The results of estimation are compared whether there is a difference between tourists visited natural places and historical objects. The study employed an Ordinary Least Square estimation technique and also combined with a Chow Test..

The results showed that WTP and income variables have a stronger effect on the number of tourist visits for the prevailing objects (4 places).

*Keywords: demand, WTP, income, number of tourist visits*