

ABSTRACT

Magelang is one of the districts in Central Java that has natural attractions, one of which is Sumuran Seloprojo Waterfall. This waterfall is a leading destination in Seloprojo Village because of its natural beauty. However, despite its potential, Sumuran Seloprojo Waterfall still faces various problems, such as damaged road access, low number of tourist visits, and inadequate facilities..

The purpose of this study is to analyse the effect of income, travel cost, travel cost to other attractions, and distance on the frequency of tourist visits to Seloprojo Waterfall. This research method uses qualitative method, namely Tobit regression analysis. The sample of this research is the visitors of Sumuran Seloprojo Waterfall and taken using a questionnaire distributed to 100 respondents.

The results show that income has a positive effect on tourist visits, where the higher the income, the greater the frequency of visits. On the other hand, travelling cost has a negative effect on the frequency of visits, with high travelling cost reducing the number of visits. Meanwhile, the variables of distance and travel cost to other attractions have no effect on the frequency of tourist visits to Sumuran Seloprojo Tourism Object, Magelang Regency, Central Java. The implication of the results of this research is the need for managers to increase the attractiveness for tourists with middle to lower income, and provide premium facilities and services to attract tourists with high income. In addition, optimising public transportation to tourist sites can help reduce travel costs.

Keywords: Income, travel cost, distance, visit.