

ABSTRACT

Magelang City in Central Java boasts significant tourism potential, featuring diverse historical, natural, and man-made attractions. However, despite its urban setting, tourist visit frequency to Magelang City, including TKL Ecopark, remains relatively lower compared to Magelang Regency. This phenomenon, coupled with the perception of relatively high ticket prices for TKL Ecopark, forms the core background of this study.

This research aims to analyze the influence of various factors on the frequency of tourist visits to TKL Ecopark. The factors investigated include travel costs to TKL Ecopark, travel costs to other tourist destinations, travel distance, income level, age, gender, and education. This quantitative study employs Tobit regression analysis, with a sample of 100 TKL Ecopark visitors surveyed via questionnaires.

The analysis results indicate that not all independent variables significantly influence visit frequency. Travel costs to TKL Ecopark have a significant negative effect, suggesting that higher costs reduce visiting interest. Conversely, income and travel distance were found to have a significant positive influence, implying that higher income and tourists traveling longer distances tend to visit more frequently, supported by their financial capacity and higher motivation for the trip. Meanwhile, travel costs to other tourist destinations, age, gender, and education do not significantly influence tourists' visit frequency to TKL Ecopark.

Keywords: Tourism, Travel Costs, Distance, Income, Gender, Age, Education, TKL Ecopark.

