

ABSTRACT

Bandengan beach located in the district of Jepara, Central Java, is one of the coastal tourism potential to be developed. Proven in the last three years 2012 -2014 has the largest traffic levels in the district of Jepara, but the growth rate of visit declined. This study aims to determine whether the variable cost of the journey, the cost of other attractions, income, working hours, distance and age affect the demand for visits to Bandengan Beach

The sample used in this study as many as 100 tourists visiting the beach Bandengan using techniques accidentalsampling, ie randomly interviewed tourists who visit the beach Bandengan. The data used are primary data based on questionnaires. The analysis technique used is multiple linear regression. The analysis technique used is multiple linear regression.

According to analysis carried out showed that the variables that significantly affect demand Bandengan Beach attraction is the variable cost of other (Kartini Beach), distance and age.

Keywords: Tourism demand, Bandengan beach, Central of Java.