ABSTRACT

Semarang, the capital of Central Java has a great potential which Semarang has cultural attractions are quite diverse as Lawang Sewu, Sam Po Kong, the Old Town and many other objects. But this time Semarang actually lagging when compared to other cities such as Magelang and Surakarta. One of the cultural attractions are today experiencing the impact of the decline in tourist visits are Ronggowarsito Museum of Central Java. Problems in Central Java Museum Ronggowarsito is a decrease in the number of tourists who come to the Museum of Central Java Ronggowarsito from 2007-2012. This problem can occur because of tourism education is considered less attractive, less memberikann good service and less to get a promotion so it is less attractive for tourists.

This study is a qualitative research. The sample used in this study were 50 tourists who visit the Museum of Central Java Ronggowarsito using accidental sampling technique. The data used is primary data by questionnaire. The analysis technique used is multiple linear regression.

Based on the results of the analysis can know that the attraction, servicing and income positive and significant impact on tourist arrivals, whereas no significant effect on the promotion of tourist visits. Test results of multiple linear regression showed that the regression model is used to predict good for tourist visits. While tourists visit can be explained by the independent variables are the attraction, promotion, and services of 86,2%.

Key words: appeal, promotions, service, income and tourist visits.