

ABSTRACT

Ketep Pass is one of remarkable tourism destination in Magelang Regency. The last five years of the attractions Ketep Pass decreased quantity of visitors, , which lowers its revenue. This study aims to determine the effect of disposable income, the facilities, travel cost, travel distance, travel time, age, and the natural beauty on quantity of tourists Ketep Pass in Magelang regency.

Sampling method in this study using Slovin formula. This study took a sample of 100 respondents are tourists who visiting Ketep Pass. Analysis tools used in this study is multiple linear regression with quantity of tourist visit as the dependent variable and the seven others as independent variables.

The result showed that variable travel cost, travel distance, travel time, and age, have a negative influence to quantity of tourists Ketep Pass in Magelang regency, while disposable income, the facilities, and the natural beauty indicate a positive influence to quantity of tourist visit Ketep Pass in Magelang regency. The variable which have a significant effect is disposable income, the facilities, travel cost, travel time, and the natural beauty, traveling distance and age do not significantly affect the number of visit to Ketep Pass.

Keywords : quantity of tourists, travel cost, attraction of Ketep Pass in Magelang regency