ABSTRACT

Menara Kudus is one of potential tourism site in Kudus, it has the second largest number of visitor after Colo. But, the number of visitor Menara Kudus is too smallest than other religion tourism site in Central Java. Which is, Menara Kudus tourism site has a good tourist attraction beside this religion value. The unique characteristic of Menara Kudus is a beautifull of architectural value, then the historical and culture value.

This research aims to analyze the factors that influence tourist demand for visits to Menara Kudus tourism site by using the Hedonic Pricing Method (HPM), and it was used a primary data. Multinomial logit regression was used in this research to analyze the tourist demand as a dependent variable, and the other variable is an independent variable, that is income, other tourism site, accessibility, historical and cultural value, architectural value, tourism transportation, food and souvenir center, and tourism hotel that available near Menara Kudus tourism site.

The result showed four variables influence the number of tourist demand to visited Menara Kudus, that is other tourism site, historical and cultural value, architectural value, then the food and souvenir center. However, the role of institutions is important to harmonized and balanced the development of tourism aspect, with the preservation of Menara Kudus as a cultural heritage object.

Keyword : Tourist demand, Menara Kudus tourism site, Hedonic Pricing Methode, Multinomial Logit Regression