

## **ABSTRACT**

*Goa Kreo has its own uniqueness and potential if developed for attracting tourist's interest to make a travel tour to Semarang City. However, quantity of tourist visits to this tourism site tends to decline during 2009-2014 period if compared to total amount of tourist visits in Semarang City during that period. Therefore, this study aims to determine the effect from variable of monthly income, variable of travel cost to Goa Kreo tourism site, variabel of age, variabel of working time, variable of opinion regarding the tourism site's facilities, and variable of opinion regarding the tourism site's attractiveness toward quantity of tourist visits to Goa Kreo tourism site.*

*Sampling method in this study using nonprobability sampling with quota accidental sampling method. This study takes 100 respondents who are visiting Goa Kreo tourism site as sample. The method used is Tobit regrresion method. Parameter test uses partial significant test and simultaneously significant test for knowing the effect between independent variables toward dependent variable.*

*The study result shows variable of monthly income, variable of age, variable of opinion regarding the tourism site's facilities, and variable of opinion regarding tourism site's attractiveness have positive coefficients, while variable of travel cost to Goa Kreo tourism site and variable of working time have negative coefficients. The significant variables i.e. variable of travel cost to Goa Kreo tourism site and variable of opinion regarding the tourism site's attractiveness, while the other four variables are insignificant.*

*Key Words : Visit, Tourism, Tobit, Goa Kreo*