

ABSTRACT

Widuri beach is one of the potential tourism in Pemalang Regency because it has the largest number of visitors in Pemalang regency. But it turns out the number of tourism is fluctuating and decreased.

This research aims to determine the factors that influence the demand for visit to Widuri beach in Pemalang regency as Variable of travel cost to Widuri beach, travel cost to another site (Blendung beach), monthly income, age, and distance by using the individual travel cost method. Intended to determine the factors, it will help the government to make policy about regional tourism Pemalang Regency and as reference the same research.

Regression analysis was involved in this research with specification of the number of individual visits as the dependent variable and the five variables as independent variables. Variable of travel cost to Widuri beach, travel cost to another site (Blendung beach), monthly income, age, and distance

The results showed four variables influence the number of tourism demand to the Widuri beach, travel cost to another site (Blendung beach), monthly income, age, and distance. While Variable of travel cost to Widuri beach is not influence number of tourism demand to the Widuri beach.

Key words : Demand for tourism, travel cost, object tourism Widuri beach