

ABSTRACT

Wisata Alam Nglimit, one of the natural tourism object in Kendal Regency. It has a potential prospect for tourism industry of Kendal. At this moment, the number of visitors in the object is still lower compared to the other tourism objects in Kendal. This might be due Nglimit is newly promoted and has not well known by people. The objective of this study is to identify the factors affecting the demand to visit in natural tourism object of Nglimit.

Quoted accidental sampling was employed to select 100 respondents. Travel cost method was involved to analyze the collected data. Further, the consumer surplus (CS) is estimated in order to value the appreciation of respondents about the tourism object observed.

The results showed that five out of seven independent variables found significantly influenced to the respondent in determining of the number of visit to Nglimit. These factors are travel cost, leisure time, length time, facilities, and the natural beauty of Nglimit s perceived by repondents. Economic value in this site is Rp 35.453.126.400, the estimated CS is about Rp 760.960 per year per head. Assuming at the end of 2012 there will about 50.000 visitors, therefore the estimated economic value will reach to Rp 38 billions per year.

There will be a very bright prospect for Nglimit as the natural tourism object for Kendal as the periphery of Semarang City with highly density in population.

Keywords: Tourism, Natural Endeavour, Travel Cost, Nglimit, Kendal, Java