

ABSTRACT

The tourism sector is a sector with the potential to be developed as a source of local revenue. Increase local revenue effort, the program development and utilization of resources and tourism potential of the region is expected to contribute to economic development. Cahaya Beach is one tourist attraction located in Kendal district. Factors thought to affect the number of tourists visiting Cahaya Beach is tourist income, travel expenses, travel expenses to the other attractions, long trips and facilities.

The sample used in this study were 100 tourists visiting Cahaya Beach using accidental sampling technique. The data used is primary data based on questionnaires. The analysis technique used is multiple linear regression.

According to analysis done can be seen that the earnings and positive effect on the number of facilities of tourist arrivals Light Beach, while the travel costs, travel costs to other attractions and travel time does not affect the number of tourist visiting Cahaya Beach.

Key words: tourist income, travel expenses, travel expenses to the other attractions, a long journey, the facilities, the number of tourist arrivals.