ABSTRACT

This study aims to determine the effect of the travel cost, individual income, travel time, distance, age, facilities, community characteristics , and the natural beauty of Karimunjawa sea on quantity of Taman Nasional Laut Karimunjawa attraction and know the economic value of Taman Nasional Laut Karimunjawa as a marine attraction. Karimunjawa National Park have been high tourist potential but is not supported with easy access while beautiful underwater attractions in the island of Java.

Sampling method in this study using Slovin formula. This study took a sample of 96 respondents are tourists who visiting Taman Nasional Laut Karimunjawa. Analysis tools used in this study is multiple linear regression with demand as the dependent variable and the nine others as independent variables.

The other travel cost and travel time, have a negative influence to demand of Taman Nasional Laut Karimunjawa, while the travel cost of a trip to Karimunjawa, individual income, distance, age, facilities, community characteristics and natural beauty of the Karimunjawa Sea indicate a positive influence on demand of Taman Nasional Laut Karimunjawa. The variable which have a significant effect is the travel cost to Karimunjawa, travel costs to other attractions (P.Kartini), facility, community characteristics, and variable natural beauty karimunjawa Sea, while the variables which have no significant affect are income, travel time, distance, and age on demand.

Keywords : demand, travel costs, economic value, attraction of Karimunjawa Marine National Park