ABSTRACT

Celosia Flower Park is a tourist spot that offers a unique experience because this place is on the slopes of Mount Ungaran. According to the Central Statistics Agency, the number of visitors coming in 2022 will be 65,999 tourists. This research aims to identify the characteristics of tourists at the Celosia Flower Garden tourist attraction and tourists' perceptions of the Celosia Flower Garden tourist destination, analyze the travel costs incurred by tourists to get to the Celosia Flower Garden tourist attraction, and analyze the factors that influence tourist interest in the Celosia Flower Garden.

The types of data used in this research are primary and secondary data with quantitative and qualitative methods. Primary data obtained were 100 respondents from visitors to Celosia Flower Park who were selected using the accidental sampling method, while secondary data was obtained from the Central Statistics Agency, Semarang Regency Tourism Office, as well as other literature. Data collection was carried out during December 2023. The research method used used to explain the socio-economic characteristics and perceptions of visitors, namely descriptive analysis and travel cost calculations to obtain economic value using the Travel Cost Method (TCM). Then, to analyze the factors that influence visitor interest using the binary logistic regression analysis

The research results show that the characteristics of tourists who visit the Celosia Flower Park in Bandungan, Semarang Regency, most of the respondents are male. The majority of visitors are aged 24 years or under or 25 years old. Visitors with the highest level of education are S1. The majority of people who answered were students or college students. Based on income level, respondents earned an average of Rp. 2,729,000. From the results of TCM research, it was found that the average individual cost of a visit was Rp. 340,547 so that the estimated economic value of the Celosia Flower Park tourist attraction is IDR. 127.969.730.019. 3. Based on the results of the binary logistic regression analysis, it shows that the variables age, income, attractions, infrastructure, accessibility and additional services have no influence on tourist interest factors. But the travel cost variable has an influence on tourist interest factors

Keywords: Travel Cost Method, Economic Value, Natural Resources, Natural Tourist Attractions