

ABSTRACT

The title of this research is Analysis of the Influence of Travel Costs and Socio-Economic Factors on the Number of Visits to Serulingmas Wildlife Recreation Park. This study was motivated by the fact that the target number of tourist visits to TRMS, set at 300,000 visitors per year, has not yet been achieved. In fact, TRMS has significant potential as a conservation, educational, and family recreation tourism destination that can contribute to the local economy. Therefore, an analysis of the factors influencing the number of tourist visits and an estimation of the economic value generated from tourism activities at this site are necessary.

The objective of this study is to analyze the effect of travel cost, gender, distance, income, visiting experience, and age on the number of tourist visits to TRMS, as well as to estimate the economic value of TRMS using the Individual Travel Cost Method (ITCM). This research employs a descriptive quantitative approach. The data used consist of primary data obtained through interviews and questionnaires administered to 100 TRMS visitors, as well as secondary data obtained from the site management. The sampling technique used is purposive sampling. Data analysis was conducted using descriptive analysis, multiple linear regression analysis with the assistance of SPSS, classical assumption tests, and economic valuation analysis using the Individual Travel Cost Method.

The results show that the travel cost and distance variables have a negative and significant effect on the number of tourist visits. The higher the travel cost and the farther the distance from the tourist's residence, the lower the frequency of visits. Meanwhile, gender, income, visiting experience, and age do not have a significant effect on the number of visits. Based on calculations using the ITCM, the travel cost coefficient is -6.64557 , indicating the sensitivity of visits to changes in travel costs. The average consumer surplus per individual per year is IDR 1,329,081.00, and the consumer surplus per individual per visit is IDR 1,121.59. With a total of 177,701 visitors to TRMS in 2024, the total economic value of TRMS is estimated at IDR 199,307,192.70 per year.

The implications of this study indicate that improving accessibility, reducing travel cost barriers, and enhancing infrastructure and transportation to the tourist site are important factors in increasing the number of visits. In addition, the substantial economic value generated demonstrates that TRMS provides tangible economic benefits to the community and is worthy of further development as a conservation- and education-based tourism destination. The findings of this study can also serve as a reference for site managers and local governments in formulating sustainable tourism development policies for TRMS.

Keywords: Travel Cost, Socioeconomic Factors, Number of Visits, Economic Value, Individual Travel Cost Method (ITCM).