

ABSTRACT

This research aimed to determine the effect of the income, travel cost, facilities, mileage, leisure time to tourism visitor intensity in Depok Beach. This Research is done in Depok Beach, Bantul regency, Province Special Region of Yogyakarta.

Sampling method in this research using a accidental sampling. This research took a sample of 400 respondents are tourists who visiting Depok Beach, Bantul regency. Test instrumen used are the factor analysis, validity and reability testing. The analytical tool used in this research is an multiple linear regressions.

The results showed that there is the influence of income, travel cost, facilities, and leisure time to tourism visitor intensity in Depok Beach. Age, mileage had no effect to tourism visitor intensity in Depok Beach, Bantul regency, Province Special Region of Yogyakarta.

Keyword : Depok beach, tourism intensity of visits, income, travel cost, facilities, mileage, leisure time