

## The travel cost approach for the demand natural tourism object of Cipendok Waterfall

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<b>Abstract</b>	<p>The purpose study was to measure the economic value obtained from visitors of Cipendok waterfall natural tourism using the individual travel cost method. Multiple linear regression as the analytical tool used with the number of personal visits as the dependent variable and four variables as independent variables namely travel cost variable to Cipendok waterfall (including round-trip transportation costs, consumption costs, entrance ticket costs, parking fees, documentation fees, and fees others) (Rp), age variable (years), income variable (Rp) and distance variable (km). Based on this research, the economic value of Cipendok waterfall is obtained. The value of consumer surplus obtained is Rp. 448,367.5 per individual per year or Rp.112,099.4 per individual per one visit, so that the total economic value of Cipendok waterfall natural tourism is calculated at Rp. 6,188,512,875.00. From the significance test results obtained that only two variables were statistically significant, namely the travel cost variable to Cipendok waterfall and the average income variable, while the other independent variables did not significantly influence the number of Cipendok waterfall natural attractions.</p>
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