

Abstract

This study aimed to determine whether the income, distance, facilities, cost, age, service quality could influence the intensity of tourist visits at four tourist destination in Lamongan. The analysis technique that used in this research was multiple linear regression analysis or Ordinary Least Squares (OLS), primary data were obtained from 120 respondents selected by incidental sampling technique. Because the four tourist attractions had different types of analysis so then the analysis performed on two regression models, namely the model for the entire tour and entertainment and religious tourism models.

The result of the research showed that in the general model partially in distance and cost variables negatively affected the intensity of tourist visit in Lamongan regency. For the model of entertainment tourism that is (tourism of reservoir gondang, maharani zoo and cave tourism, marine tourism of lamongan), partially from six independent variables had positive effect while service quality had negative effect toward dependent variables. For religious tourism model (tomb of sunan drajad) the result of research showed that partially from the six independent variables did not affect the dependent variables.

Keywords: Entertainment Tour, Religious Tour, intensity of Tourist Visits