The Pattern Of Travel Decisions And Tourist Expenditures For Local Tourism Revenue In Wonosobo Regency

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Abstract: *Every tourism destination wants sufficient economic impact from tourists visit and tourist expenditure for the destination. In fact, each region has set revenue targets for both the number of visitors and amount of various tourist expenditures. However, it is often found that not all of these revenue targets are met. Therefore, this research conducts a comprehensive study on tourist profile, travel decision and the amount of tourist expenditure with the case in Wonosobo Regency. In this study, quantitative research methods is used. Data collected by survey to 100 visitors in several tourist attractions, accommodation and local restaurants. The data is processed using SPSS and display in descriptive statistics. The result of this research found that tourist profile mostly come from Java Island, male gender, tend to be young in age, graduate from hinger education, middle-lower income level. Tourists utilize various sources information but dominantly by social media, with primary visit purpose for holidays, many repeaters tourist, in average visit for one day, able to reach 4-5 attractions, and the most popular attractions are Si Kunir Hills and Arjuna Temple Complex. There are 8 types of tourist expenditures that can provide tourism income opportunities for the region, include accommodation, food and drink, transportation, attraction tickets, services at travel agents, tourist attraction tickets, souvenirs. Amongst 8 types of tourist expenditures, the main expenditure component for one day tourist is buying souvenir or gift, but for 2 days tourist is spending for accommodation.*

Keywords*: Tourist Profile, Travel Decision, Tourist Expenditure, Local Tourism Revenue.*

INTRODUCTION

Tourist arrivals plays an important role in driving the economy of a region. Tourists visiting an area are expected to make various expenditures that directly or indirectly drive the region economy. The direct contribution of tourism lies in the tourist expenditure on goods and services, including accommodations, transportation, and attractions. This spending results in an increase in production that benefits businesses providing goods and services to tourists. Furthermore, secondary effects of tourism include investment in the area from both private and public stakeholders. Managers and administrators working in the tourism sector may use cost-based segmentation, a valuable tool in providing information on tourist expenditure models. Additionally, it can be utilized to execute market strategies and evaluate their effects in distinct locations (Boboli and Dashi 2022).

Previous research stated that several factors are considered important as factors that influence the decision of tourists to visit a destination. Travelling decisions are influenced by attractions and accessibility (Muharromah and Anwar 2020). Social Media Marketing (SMM) in the communication dimension has a positive effect on tourists' perceived value, which in

turn has an impact on visit intention (Satria Nugraha and Adialita 2021), destination image, tourist attraction and amenity influence visiting interest (Yandi, Mahaputra, and Mahaputra 2023). Travelers generally have high loyalty as visitors to a destination. Geographic factors include location, area differentiation, utility value, parking lots, security factors, traffic jams to avoid tourist wasted time may also influence visiting decision (Krimayanti, Maryani, and Somantri 2019).

According to the UNWTO (United Nation World Tourism 2008), tourist expenditure is the amount paid by tourist for consuming goods and services and valuable objects, for own use or for gifts, before and during tourist visits. Previous studies also explain that psychological factors have a tendency to influence the willingness to spend, in addition to income level, trip type, family size and length of stay (Štefko, Džuka, and Lačný 2022), and motivation has a significant effect on tourist shopping decisions (Juniawan 2023). Mudarra-Fernández et al. (2019) found that socio-economic variables influence the decision of tourists to spend, variables related to the characteristics of the trip, the destination and the psychological of the tourist. Seasonal differences affect traveler expenditure more than regional differences, while socio-economic, demographic variables are associated with tourist travel and expenditure (Ahmad Kumar 2022). The differences in length of stay, planned expenditure in influencing actual expenditure on accommodation, shopping, food and beverages, entertainment and transport. Moreover, length of stay (LOS), has an influence on expenditure segments (Ab Rahman, Bachok, and Mahamod 2023). The number of tourist visits, length of stay of tourists, tourist expenditure has a positive effect on local revenue (Alyani 2021) and additional research stated that income level, country of origin, group size, and accommodation type are factors that influence the spending behavior of a destination's domestic demand (Tanana, Caruso, and Rodriguez 2022).

Regarding pattern of tourist expenditure previous research found that the pattern of tourist expenditure is influenced by tourist origin and the number of people per group. The pattern of tourist activity is mostly repeaters, namely groups, nuclear families, extended families or companies, visiting three objects, private car transportation and non-star hotel lodging options. The average length of stay is one or two days, the dominant expenditure are for is transport and accommodation (Nurhidayati and Fandeli 2011). Tourist cultural dimensions also have significant effect on tourist pattern behavior. Understanding the relationship between cultural orientation and travelers' spending style will bring huge benefits

for the tourism industry and the government in promoting tourist spending activities, especially for the domestic market segment (Rinuastuti et al. 2018)

The types of tourist expenditure during the trip include: food and drink, adventure, traditional accommodation, local products, local transport, and educational (Boboli and Dashi 2022). Type of expenditure by distinguishing in-accommodation and outside-accommodation expenditures, and different expenditure categories including entertainment amenities, restaurants, transport, excursions, gifts and souvenirs and food & drink (Aguiló, Rosselló, and Vila 2017). Different tourist segments with different expected impacts on length of stay and daily tourist expenditures (Aguiló et al. 2017).

Although tourist visits and expenditure have an impact on local revenue, not all regions can achieve of their local revenue target from tourism. One of the regions that reported has not been able to achieve tourism revenue the target is Wonosobo Regency, in Central Java. Even though the destination is in high demand and receives many tourist visits and become one of the most favorite tourist destinations in Central Java. The unique tourist attractions of Wonosobo are including Dieng Plateau with its beauty of natural attractions like a land above the clouds, hot spring natural resources, unique cultural event of dreadlock tradition during Dieng culture festival that attracts thousands of tourists.

According to local tourism and cultural office, number of visitors in Wonosobo in 2022 were recorded at 1,847,913 people. The amount of Regional Original Revenue (PAD) generated from ticket was Rp5 billion and has not met the target, this is partly because the tourist attraction is only fully operational after Covid-19 break. In 2023, it is targeted to have two million tourist and reach Rp5.4 billion, because now tourist attractions are fully operated.

Wonosobo Regency is experiencing the problem of not achieving the local revenue target. One source of the local revenue from tourism is related to the amount of tourist spending to destinations in Wonosobo Regency. Therefore, in order to understand the source of local revenue, it is important to know the pattern of travel decision and also the amount of tourist expenditure. This research aims to study the pattern of travel decision and amount of tourist expenditure in Wonosobo Regency, by proposing three research questions related to tourist profiles, pattern of travel decisions and the amount of tourist expenditure.

METHOD

This research used quantitative research method and conducted in Wonosobo regency. A survey was carried out by distributing questionnaires to 100 tourists as samples. The sample

selection method used incidental sampling techniques, that taken from several tourist attractions and amenities including Si Kunir Hill, Telaga Warna, Dieng theatre, Tembi Tea Plantation, Batu Ratapan Angin, Batu Angkruk, some local restaurants and hotel, The collected data is processed using SPSS which produced descriptive statistics analysis.

RESULTS AND DISCUSSION

Profile of Respondents in tourist expenditure in Wonosobo Regency

Based on the province of origin, most of the respondents came from Central Java province at 50%, the second tourist mostly came from East Java Province 15%, then West Java 12%, followed by DKI Jakarta 11%, then Yogyakarta Province 7%, as well as Banten 3% and Riau Islands 2%. Respondents are mostly from Java Island considering that it is still in the pandemic period so inter-island travel is not recommended.

The cities of origin of Central Java tourists include tourist from local Wonosobo Regency, Temanggung, Banjarnegara and Salatiga. From the coastal part of Central Java, travelers come from the cities and regencies of Semarang, Kendal, Pekalongan, Tegal and Brebes. From the east coast guests come from Kudus, Jepara and Pati. From the Greater Solo area guests come from Solo City, Sragen, Klaten and Boyolali. From the southern region, guests come from Banyumas, Cilacap, Magelang, Kebumen. Meanwhile, the cities and regencies of tourist origin from East Java Province recorded include Surabaya, Kediri, Blitar, Tuban, Ponorogo, Malang, Sidoarjo and Madiun. While the regencies and cities of origin of tourists from West Java are Bandung, Depok, Garut, and Cirebon. Tourists from Banten came from Tangerang and Serang. The rest of the guests came from Riau Islands Province, especially from Batam Island.

Based on gender, the number of male respondents is 56%, greater than female respondents by 44.%. The survey results show the largest participation of tourists from the 17-25 years age range group at 28%, the 26-35 years age range with 26%, followed by the 36-45 years age range at 24%. In smaller percentages are tourists from the 46-55 years age group at 13% and elderly tourists > 55 years at 9%. This is well understood because the attraction of Wonosoba district, especially the Dieng area, which is a tourist attraction with quite difficult natural conditions, requires certain stamina so that it attracts the 17-45 years age range to visit more.

Tourists visiting the Wonosobo Regency area are dominated by respondents from higher education 62%, both diploma graduates, undergraduate and postgraduate programs. Then

followed by respondents with high school education of 34% and junior high school 3% and elementary school graduates as much as 1%. The survey results show that type of respondent occupation is dominated by a group of private employees 35%, followed by a group of entrepreneurs 21%, professionals 16%, Civil servant/Army/Police officer 15%, there are 6% students, retirees 4% and the rest are housewives 3%. Professional occupations include advocates, tax accountants, lecturers, teachers, film makers.

Most tourists are at the monthly income level lower than Rp. 5,000,000 by 60%, followed by respondents with monthly income in the range of Rp. 5,000,000 - Rp. 10,000,000 by 29% and the remaining 11% are respondents in the income category above Rp. 10,000,000/month. In conclusion, Tourist in Wonosobo Regency are still dominated by the lower-middle income category.

TOURIST DECISION ON TRAVEL PATTERN DURING VISITING WONOSOBO REGENCY

This section will present several tourist decisions related to the source of visit information, purpose of visit, frequency of visit, mode of transport used, party who arranged the trip, length of stay of tourists, type of accommodation used, level of tourists' desire to visit again and tourists' impressions of visits in Wonosobo both positive and negative impressions.

1. **Source of Visit Information**

    Tourists use several sources of tourism information to find out the destinations and attractions available in Wonosobo Regency. The main source of information for tourists related to tourist attractions and destinations in Wonosobo Regency is mostly obtained from social media such as IG, Facebook, WA, and Youtube with a score of 49%. Other main sources of information are references from friends, family and agencies or companies where they work with a percentage of 25%. The next source of information is from the travel agency at 22%. The rest of the information was obtained from mass media by 3% and there were 1% of respondents who obtained information from films and books about the attractiveness of Dieng and Wonosobo destinations.

    The travel agency is very active in promoting tour. Information is then uploaded on various travel agency websites and also disseminated through various social media. Travel agencies that are active in marketing include travel agent from Central Java, East Java, West Java, Jakarta and Yogyakarta. These originating travel agencies then cooperate with local Wonosobo travel managers to prepare local transport, local guides, ticket bookings and tourist meals.

2. **Main Purpose of Visit**

The main purpose of visiting as a form of tourist motivation is divided into several tourist motivations. The main purpose of tourists travel to Wonosobo Regency is for recreation/vacation as much as 80%. Holiday activities (physical motivation) either alone, with friends, family, or colleagues. Furthermore, there is a tourist destination for business/meeting trips (prestige and status motivation) as much as 9%. Followed by the main purpose of going with family, friends or visiting family and friends (social motivation) as much as 8%, the remaining tourists who have educational and cultural motivations is 8%.

For tourists with business / meeting activities, facilities are carried out at the Dieng Kledung Pass Hotel (DKP) with segments from the banking and BPR / BMT circles, Central Java Provincial Offices and the central Ministry and BUMN. In addition to DKP Hotel, there are also guests with meeting purposes at Dafam Hotel and Harvest Front One Hotel. Official and business activities carried out include seminars, workshops / trainings, Ministry of Environment meetings, PT GEODIPA and agency meetings. The social purposes carried out by tourists include the reunion of high school friends, teacher reunions, extended family / lineage reunions, as well as travelling with family and visiting friends or family. There are educational and cultural purposes, among others, in order to study tourist attractions in the context of making films/documentation.

3. Frequency of Visit

In terms of visit frequency, 80% of respondents stated that they had visited Wonosobo 1-3 times, this shows that most of them were visiting Wonosobo destinations for the first time. Furthermore, there are 14% of tourists who often visit Wonosobo more than 7 times and the rest have visited Wonosobo 4-6 times.

4. Transport Options

In visiting Wonosobo, there are 2 transportation options, include using public or private transports. In order to enjoy Wonosobo, 53% of tourists use public transport such as Elf/PRONA Bus, Car Rental, or Jeep Rental. Meanwhile, 47% of tourists use private transport either cars or motorbikes.

5. Transport Mode Decision

There are 3 choices for transport mode to enjoy Wonosobo, by using motor vehicles, namely Mini Buses, Cars / Jeeps and motorbikes. The capacity of an Elf/Prona mini bus is 15-17 passengers, the car capacity is a maximum of 7 people and the jeep car can be ridden by a maximum of 4 people. Mini buses can be found at the Wonosobo Bus terminal, where renting an elf with a dropping system alone will cost around Rp. 250,000/elf, and an inter-journey system around Rp. 500,000, if used to get around and leave early it costs around Rp. 650,000. If using a public elf then it costs Rp. 25,000 - 30,000 / person. Maximum capacity of the car is for 7 people and motorbike for 2 people. Cars can be rented from Wonosobo or the city of origin with a range of 500,000-600,000 / per day.

6. Length of Stay (LOS) Decision

It was found that the length of stay of tourists varied from 1 to 4 days. Most of the respondents 64% visited for 1 day, 27% of respondents stayed for 2 days, there were 7% of respondents stayed for 3 days and the remaining 2% of respondents stayed for 4 days. Tourists who visit for 1 day generally come at dawn or in the morning then enjoy various tourist attractions in the Wonosobo area, and in the afternoon after lunch, they will return to their respective areas. Facilities obtained by one-day tourists include transportation, breakfast, lunch, guides, and entrance tickets to tourist attractions. Tourists who visit one day with also exist from groups of business / meeting purposes for half day meetings at the hotel, with facilities for 1 coffee break and 1 lunch.

Some tourists stay for 2 days because of the need to explore more tourist attractions and there are some reasons for attending meetings/training with a full-board meeting package at the hotel so that they get 1 night accommodation facilities including breakfast, 2 coffee breaks, lunch and dinner.

7. Travelers' Decision in Accommodation Choice

There are several options for tourists who want to spend the night at Wonosobo Destination, including staying at a hotel, homestay/guesthouse, staying at a friend or relative's house, as well as camping by staying in a rental tent or private tent. Most respondents decided not to stay overnight, namely 64% because they only travelled for 1 day and slept on the way back in the bus / transportation car. Meanwhile, for those who stayed overnight, 18% of respondents chose to stay at a hotel, 9% stayed at a homestay/guest house, 5% chose to camp by staying in a rental or private tent and the remaining 4% spent the night at a friend/family's house,

8. Desire to Revisit

After visiting Wonosobo Destination, the respondents' responses to the desire to visit again result in that most of respondents wanted to revisit Wonosobo as much as 94%, there were still 6% of tourists who stated that they did not want to revisit.

9. Types of Tourist Attractions

There are 3 types of attractions that are mainly visited by tourists in Wonosbo destinations, which include natural, cultural and artificial tourist attractions, with the following percentage proportion of tourist visits. In terms of the types of tourist attractions visited, most tourists visited natural attractions 58%, followed by visits to artificial attractions 24%, and the rest to cultural attractions 18%. Natural attractions visited by tourists include Sikunir Hill with the Cebong Lake area, Telaga Warna/colorful lake and Pengilon, Mount Prau, Mount Bismo and Menjer Lake in the Wonosobo district and Tambi Agrotourism. The next favorite natural tourist attraction is Si Kidang Crater located in Banjarnegara Regency. Artificial tourist attractions visited include Batu Ratapan Angin, Dieng Plateu Theatre/DPT, Batu Angkruk, Gardu Pandang (Look Out), Bukit

Awan Sikapuk, D'Qiano Hot Spring Swimming Pool and Sinsu Park. While the most visited cultural tourism attraction is the Arjuna Temple Area located in Banjarnegara Regency, as well as Tuk Bimolukar in Wonosobo as the starting place of the Rambut Gembel procession tradition and as a spring that is believed to be efficacious.

10. List of visited tourist attractions

Two versions of the list of DTWs visited by respondents are presented in the graph. The first picture is of tourist attraction located in Wonosobo destinations as follows:
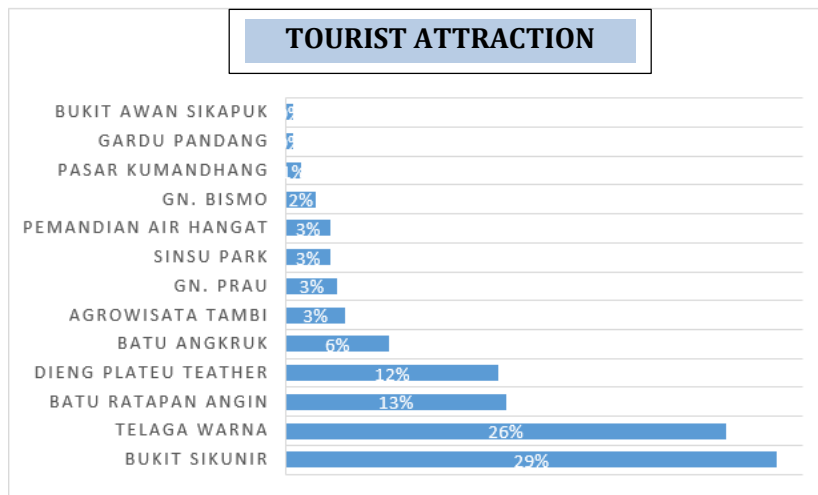

Figure-1 Tourist Attraction visited in Wonosobo

The survey on the selection of tourist attractions to be visited in Wonosobo result in the most visited attraction is Sikunir Hill 29%, then Telaga Warna 28%, followed by Batu Ratapan Angin 13%, Dieng Plateu Theatre 12%, and Batu Angkruk 6%. The rest of the visits spread to Tambi agrotourism, Mount Prau, Sinsu Park, D'Qiano Hot Springs, Mount Bismo, Kumandhang Market, Gardu Pandang and SiKapuk Cloud Hill.

Meanwhile, Figure 2 presents a list of Tourist Attraction names in both Wonosobo and Banjarnegara destinations that were visited by respondents as follows:
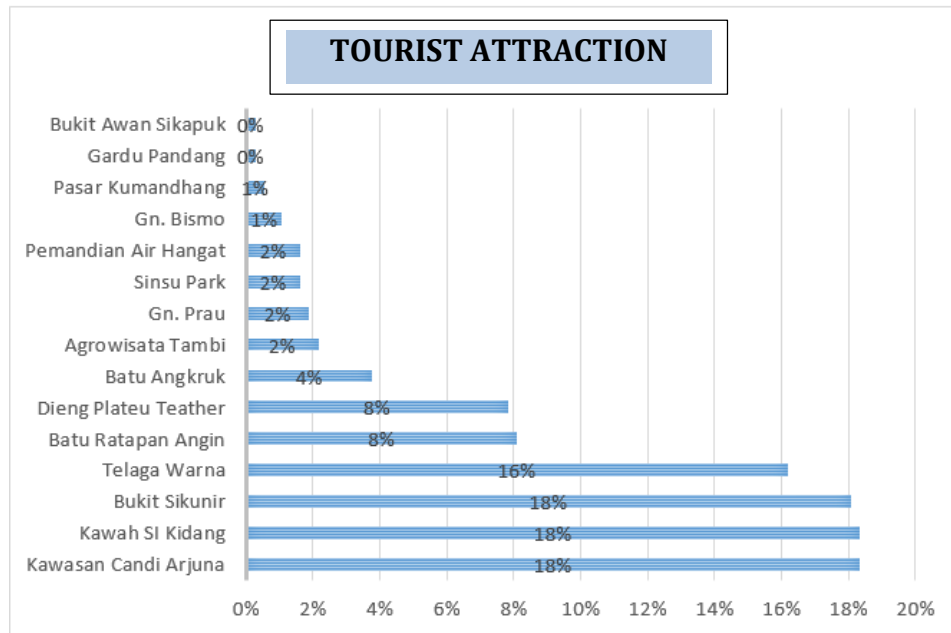
Figure-2 List of Tourist Attraction visited by tourist in Wonosobo -Banjarnegara

There are 2 favorite places for tourist visits, namely the Arjuna Temple Area and Si Kidang Crater with each portion of 18% equivalent to visits to Si Kunir Hill.

11. Number of tourist attractions visited

The average number of tourists attraction visited 3,84 or between 3 to 4 tourist attractions, and the majority of respondents visited 5 tourist attractions during their visit. The distribution of the number of attractions visited is that most of the 24.2% of respondents visited 5 attractions, followed by 20% visiting 3 attractions, then 17.9% visited 4 attractions, 14.7% visited only 1 attraction, 13.7% could visit 6 attractions, 6.3% visited 2 attractions and there were 3.2% of respondents who visited 7 DTWs. Examples of 5 attractions that can be visited in a day include the Si Kunir Hill, Si Kidang Crater, Arjuna Temple Complex, Bukit Ratapan Angin and Dieng Plateu Theatre. Other popular route options are Batu Angkruk, Si Kunir Hill, Telaga Warna, Si Kidang Crater and Arjuna Temple Area.
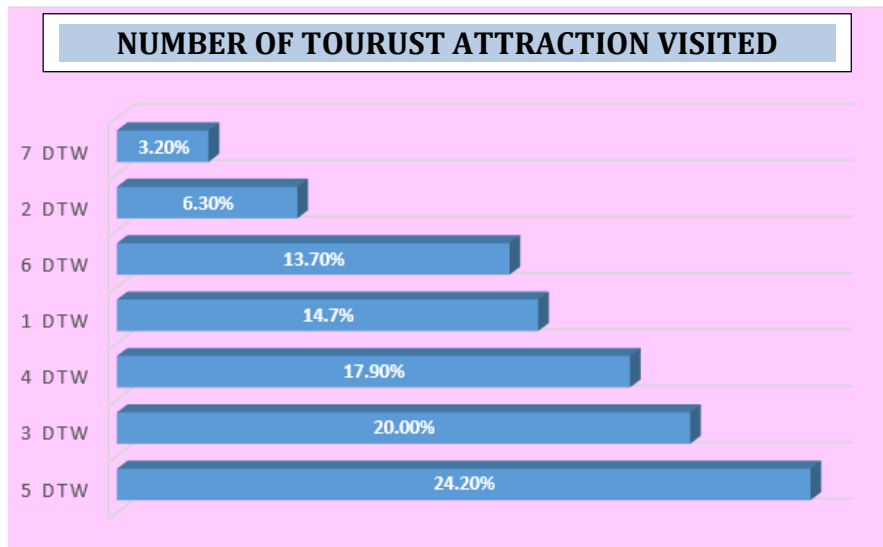
Figure-3 Number of Tourist Attraction visited

Tourist Expenditure in Wonosobo Regency

This section will present the results of the study on the amount of tourist expenditure for the components of accommodation, food and drink, transportation, attraction tickets, services at travel agents and bureaus, tourist attraction tickets, souvenirs. The amount of spending will be presented in two structures, namely the structure of spending of tourists who stay and those who do not stay.

1. **Structure of Overnight Tourist Expenditure in Wonosobo Regency**

The amount of tourist expenditure in 8 type of tourist expenditures are as follows

Table-1 2-Days Tourist Expenditure Structure

No	Type good & Services Expenditure	Lowest (Rupiah)	Highest (Rupiah)	Average (Rupiah)	Distribution (%)
1	Accommodation	15.000	1.900.000	353.125	40%
2	Food & Beverages	25.000	360.000	109.100	12%
3	Local Transportation	30.000	750.000	103.400	12%
4	Travel Agency Services	12.500	50,000	26.923	3%
5	Guide Services	7.500	180.000	23.478	3%
6	Attraction	15.000	97.000	60.200	7%
7	Souvenir	20.000	500.000	196.513	22%
8	Parking	2.000	18.000	7.262	1%
	Total Tourist Expenditure	**127.000**	**3.855.000**	**880.001**	**100%**

Source: Primary Data, 2021

The table above explains that the average spending component per tourist staying overnight is for accomodation Rp. 353,125 (40%), followed by spending on souvenirs of Rp. 196,513 (22%) then food and beverage Rp. 109,100 and transportation Rp. 103,400 each 12%,

spending on tourist attraction entrance tickets Rp. 60,200 (7%,) spending on travel agent services Rp. 26,923 (3%) and guides each Rp. 23,478 (3%) and the rest for parking Rp. 7,262 (1%).

2. **Tourist expenditure for one-day tour**

Considering that most tourists in Wonosoba Regency do not stay overnight, the spending components generally include: food and drink, local transportation, travel agency services, tour guide services, entertainment and recreation tickets, souvenir purchases and parking. The minimum expenditure is Rp. 112,000 and Rp. 1,955,000 and the average visitor expenditure is Rp. 526,876. The amount of contribution of each expenditure in the structure of expenditure as follows:

Table-2 Structure of Expenditure of One-Day Tourists

No	Items	Lowest (Rupiah)	Highest (Rupiah)	Average (Rupiah)	Distribution (%)
1	Food & Beverages	25.000	360.000	109.100	21%
2	Local Transportation	30.000	750.000	103.400	20%
3	Tour Agency	12.500	50,000	26.923	5%
4	Guide Services	7.500	180.000	23.478	4%
5	Tourist Attraction	15.000	97.000	60.200	11%
6	Souvenir	20.000	500.000	196.513	37%
7	Parking	2.000	18.000	7.262	1%
	Total Tourist Expenditure	**112.000**	**1.955.000**	**526.876**	**100%**

Source: Primary Data, 2021

The structure of expenditure of tourists who do not stay overnight, the largest expenditure is absorbed by souvenirs a 37%, followed by food and beverage expenditure of 21%, then local transportation expenditure of 20%, expenditure on tourist attraction tickets by 11%, travel agent 5%, Guide Services 4% and the remaining parking 1%.

3. **Accommodation expenditure**

Respondents can choose the type of accommodation tent, homestay / guesthouse, hotel or stay at home family / friends. The data shows that in the decision to spend on accommodation the minimum respondent is Rp. 15,000 and the maximum is Rp. 1,900,000, with an average accommodation expenditure of Rp. 353,125 / respondent. The amount of Rp. 15,000 for accommodation costs is to be used to pay for land rent used by respondents who camp in the Cebong Lake area. Existing regulations if tourists bring their own tent-equipment then in addition to being charged an attraction entrance ticket, tourists are required to pay rent for the land used to roll out their tents. While the highest accommodation cost is Rp. 1,900,000, namely tourists who make a 4-day visit with 3 x nights staying at the hotel.

4. **Amount of local transport expenditure**

   a. **Private/Public Transport**

   The minimum amount of tourist expenditure for local transport is Rp. 30,000 and the maximum is Rp. 750,000. The transport cost of Rp. 30,000 is the cost of a 1-day tour package

which ranges from Rp. 125,000-145,000/person. In the tour package component, each Elf applies a transport fee of Rp. 550,000 which can be filled by 15-17 participants, so the amount of transport costs per person is Rp. 30,000. Meanwhile, the highest cost of IDR 750,000 in transportation is for 4-day package of tourist visits with exclusive types of transportation. The average transportation expenditure of respondents is Rp. 103,400, - per person. Where most respondents made transportation expenditures of Rp. 100,000 / person.

b. Vehicle rental

In enjoying a visit, respondents have several vehicle rental options, namely Elf rental, Car Rental or Jeep rental. The minimum amount for vehicle rental per day is Rp. 500,000/unit and the maximum is Rp. 1,100,000/unit. While the average vehicle rental is Rp. 692,222/unit.

5. Expenditure for Travel Agents Package

In travelling, tourists can utilize the services of travel agencies from the region or local agencies. To calculate tourist spending in Wonosobo Regency, the amount of spending on local travel agency services is calculated as follows:

Tabel-3 Tour Agency Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-arrangement	68	68,0	68,0	68,0
	Agency Arrangement	32	32,0	32,0	100,0
	Total	100	100,0	100,0	

Source: Primary Data, 2021

Respondents who used the services of a travel agency were 32% and the remaining 68% organized their own trips. The minimum expenditure per person for local travel agent services is Rp. 125,000 and the maximum is Rp. 750,000, with an average expenditure for local travel agent of Rp. 197,857. The cost includes local transport, guide services, meals, and entrance tickets. So that the net service of the package that can be enjoyed by the travel agent as a minimum is Rp. 12,500 / person and a maximum of Rp. 50,000 / package and an average of Rp. 26,923 / person.

Tabel-4 Expenditure for Tour Agency Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12,50	8	19,0	30,8	30,8
	25,00	12	28,6	46,2	76,9
	50,00	6	14,3	23,1	100,0
	Total	26	61,9	100,0	
Missing	System	16	38,1		
Total		42	100,0		

Source: Primary Data, 2021

6. Expenditure for Tourist Attraction Tickets

The minimum amount of spending on tourist attraction tickets is Rp. 15,000/person and the maximum are Rp. 97,000/person, with an average ticket expenditure of Rp. 60,200/person. The research data shows that the minimum respondent visited 1 tourist attraction and the maximum visited 7 tourist attractions. The minimum ticket is for tourist who visit Sinsu Park

with an entrance ticket of Rp. 15,000, to go to Sinsu park, tourist doesn't need to go through the Garung door.

In the tourist ticket in Wonosobo, the rules are applied if tourists enter the Dieng area, then at the Garung door there is an entrance ticket payment of Rp. 10,000 / person with the facility to enjoy the viewing post or DPT. The list of ticket price for tourist attractions as follows

Table-6 List of tourist attractions visited by tourists

No	Names of Attraction	Ticket Price
1	TPR Garung	Rp. 10.000
2	Bukit Sikunir	Rp. 15.000
3	Telaga Warna	Rp. 22.000
4	Batu Ratapan Angin	Rp. 10.000
5	Candi Arjuna + Kawah si Kidang	Rp. 20.000
6	Sinsu Park	RP. 15.000
7	Batu Angkruk	Rp. 20.000
8	Mt. Prau	Rp. 15.000
9	Mt. Bismo	Rp. 15.000
10	Bukit Awan Sikapuk	Rp. 10.000
11	Kumandhang Market	Rp. 3.000
12	Camping land rental	Rp. 15.000
13	Hot Spring Pool	Rp. 25.000
14	Tambi Agrotourism	Gratis
15	Gardu Pandang	Kawasan
16	Tuk Bimolukar	Kawasan
17	Dieng Plateu Theater	Kawasan

Source: Primary Data, 2021

7. Shopping on Souvenirs/gifts

Tourist certainly need to buy something memorable merchandise such as souvenirs or souvenirs. The minimum expenditure for souvenir shopping is Rp. 20,000 / person and the maximum expenditure is Rp. 500,000 / person. The average expenditure was Rp. 196,513/person. Forms of souvenirs include Wonosobo local foods, namely carica sweets, Dutch aubergine, other small meals. Souvenir in the form of various Dieng t-shirts, cold weather equipment such as sweater, hats, and gloves.

8. Expenditure on MICE/business/meeting activities

There is a segment of guests who visit Wonosobo Regency with the aim of conducting meetings or official activities in accordance with their respective jobs. For guests who have MICE activities in Wonosobo. These MICE activities are specifically meetings (meetings) and Incentives or training / seminars at the agency's expense. MICE market expenditure in hotels is a minimum of Rp. 110,00/person and Rp. 900,000/person, while the average expenditure is Rp. 520,000/person.

MICE expenditure of Rp. 110,000 is a half-day meeting package at the DKP hotel with 1 coffee break and 1 lunch. While full-board costs with facilities for 2 coffee breaks

and 2 meals as well as lodging and breakfast are priced at Rp. 375,000 twin- share, so the expenditure for 2 nights is Rp. 750,000/person. The full-board package at Harvset Front One hotel is Rp. 540,000 single- occupancy with room and breakfast facilities, 2 coffee breaks and 2 meals. Twin share package Rp. 450,000/person full board for 2 nights total Rp. 900,000/person.

9. **Other expenditure:**

In addition to spend on attraction tickets, transport, food and drink, and souvenirs, travelling on a tour, another component of expenditure that must be paid by tourists is parking at various attractions and at eating and drinking places. The minimum expenditure for parking for respondents is Rp. 5,000 / person and the maximum parking expenditure is Rp. 55,000 / person, with an average cost of Rp. 20,571 / person.

Respondents' parking expenditure assuming 3-4 people per car or 2 people per motorbike, then the burden per passenger is a minimum of Rp. 2,000/person and the maximum parking expenditure is Rp. 18,000/person, with an average cost of Rp. 7,262/person. So that the minimum load per vehicle is Rp. 5,000 and a maximum of Rp. 55,000 and an average of Rp. 20,571.

CONCLUSION

Several conclusions based on the findings, as follows:

1. Tourist mostly come from Java Island considering that during pandemic, inter-island travel is restricted. Based on gender, the number of male tourists is slightly more than female tourists. Visitors tend to be in the young age category because most of Wonosobo tourist attractions have certain level of difficulty and height that requires tourist stamina. Tourists visiting the Wonosobo Regency are dominated by respondents with higher education with occupation type of respondents is dominated by a group of private employees, and professional tourists include advocates, tax accountants, lecturers, teachers, film makers. Tourists in Wonosobo Regency are still dominated by the middle-lower income category. Most tourists are at the monthly income level under 5 million rupiahs.

2. In term of tourist pattern travel decision, the research found that tourists utilize various sources of information with social media platforms like IG, Facebook, WA, and Youtube being the primary source. Travel agencies from Central Java, East Java, and West Java vigorously encourage tour packages, particularly for the Dieng Wonosobo area. The

primary reason for tourists visiting is for leisure. Public transportation is the preferred mode of transport for most tourists to explore Wonosobo. The majority of tourists visit Wonosobo are repeater tourists. Most of tourists visit Wonosobo in one day, but for tourist to stay overnight, hotels is most preferred accomodation options. Many tourists express a desire to return to the destination. The most popular natural attraction is Si Kunir Hill, that enable tourist to enjoy the sunrise, and the Arjuna Temple Complex is being a popular cultural destination. On average, tourists were able to visit five attractions in a day.

3. There are 8 types of tourist expenditures that can provide tourism income opportunities for the region during their visit in Wonosobo. These components are accommodation, food and drink, transportation, attraction tickets, services at travel agents, tourist attraction tickets, souvenirs. The main expenditure component per 2 days tourist is for accommodation, while for one day tourist the most spending is for souvenir or gift. Travelers spend more in hotel accommodation and use more rental vehicle that private car. Tourists decide to organize their own trips without agents, another expenditure are also for guides, attraction, souvenir, meeting or business activities.

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