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Research Article

An Analysis of Factors Affecting Tourist Visits to Curug Lawe Waterfall in Semarang Regency

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Abstract: *This study analyzes the effects of distance, travel time, travel costs, and income on the number of tourist visits to Curug Lawe Waterfall. This study aims to provide a deeper understanding of the factors of distance, travel time, travel costs, and income in influencing the number of tourist visits to Curug Lawe Waterfall. The study employs a quantitative method through a survey of 100 visitors to Curug Lawe Waterfall. Data were collected through interviews and the distribution of questionnaires. The analytical technique used to identify the significant effects of each independent variable is multiple linear regression. The variables analyzed include distance, travel time, travel costs, and income as independent variables, with the number of tourist visits as the dependent variable. The results of the study partially indicate that distance and travel costs have a significant and negative effect on the number of tourist visits, while travel time has no significant effect on the number of tourist visits, and income has a significant and positive effect. Simultaneously, the variables of distance, travel time, travel costs, and income influence the number of tourist visits by 72,8%, with the remaining percentage affected by other factors not covered in this study. These findings underscore the importance of optimizing these four factors to increase the number of tourist visits to Curug Lawe Waterfall.*

Keywords: *Curug Lawe Waterfall, Tourist Visitor, Tourism.*

I. INTRODUCTION

Tourism has increasingly become one of the key sectors driving regional economic development, particularly in developing countries where it serves as a major source of employment, local entrepreneurship, and fiscal revenue. In Indonesia, the tourism sector holds strategic importance as an instrument for regional economic diversification and local government income generation. Law No. 10 of 2009 on Tourism emphasises that tourism development aims to enhance national income, improve welfare, expand employment opportunities, promote regional development, and strengthen national identity and international cooperation [1]. Consequently, tourism plays both economic and socio-cultural roles in achieving sustainable development across Indonesian regions.

Semarang Regency in Central Java represents a region with substantial tourism potential and a strategic position within the Jogja–Solo–Semarang (JOGLOSEMAR) economic corridor. Covering an area of approximately 95,020.67 hectares and home to around 1.09 million inhabitants [2], the regency's geographical location and diverse natural resources offer opportunities for tourism-based economic growth. The Regional Tourism Development Master Plan (Rencana Induk Pembangunan Kepariwisataan Daerah or RIPPARDA), formalized through Regent Regulation No. 111 of 2011, divides the regency into several tourism development zones that integrate natural, cultural, and artificial attractions supported by improved accessibility and community participation. Semarang Regency's tourism assets include natural destinations such as waterfalls, mountains, and forest parks; cultural tourism featuring heritage and religious sites; and special-interest tourism such as eco-tourism, rural tourism, and educational tours [3, 4, 5].

Despite these advantages, the contribution of tourism to local revenue remains below expectations. Data from the Semarang Regency Tourism Office (2021–2026 Strategic Plan) indicate that between 2018 and 2023, actual revenue from the tourism sector consistently failed to reach the target, with realization rates fluctuating between 75.77% and 96.71%. This underperformance points to persistent challenges in tourism governance, infrastructure provision, and marketing. Many natural attractions remain under-optimised, with overlapping authority among agencies such as the Forest Service and village administrations [6]. These fragmented arrangements result in inefficiencies and hinder the potential of tourism as a catalyst for regional economic growth.

Curug Lawe Waterfall in Kalisidi Village, West Ungaran District, illustrates these issues. The site possesses significant ecological and recreational potential, supported by basic facilities such as parking areas, prayer rooms, and rest shelters (Ekasari, Hadi, & Hidayat, 2023). However, from 2018 to 2023, its visitor growth rate was only 4.59%, far below that of comparable destinations such as Curug Semirang (61.04%) and Penggaron Forest Park (50.42%) [7]. Visitor numbers peaked

in 2019, sharply declined in 2020 due to the COVID-19 pandemic, and have gradually recovered since then, yet have not yet surpassed pre-pandemic levels. This indicates structural constraints such as accessibility limitations, lack of transport connectivity, and insufficient promotional strategies. Located approximately 26 km from Semarang City and 39 km from Kendal, the site's geographic distance and challenging terrain impose higher travel time and cost burdens, particularly for tourists with limited income or leisure time.

According to [8], tourism demand is shaped by interrelated factors including travel distance, travel time, travel cost, and income. Longer distances generally increase travel time and cost, thereby reducing visitation, while higher income tends to enhance the ability to travel. This relationship aligns with the basic principles of demand theory, which posits that tourism behaves as a normal good—its consumption increases with income but decreases when travel costs rise [9]. Preliminary survey results from 30 respondents visiting Curug Lawe indicate that most visitors travelled 10–15 kilometres (26.7%), required 35–45 minutes (30%), spent between IDR 50,000–70,000 (50%), and earned between IDR 400,000–700,000 per month. These figures highlight how accessibility and income influence travel behaviour and destination choice.

However, empirical studies have shown inconsistent results regarding the effect of these variables on tourism demand. [10] found that distance and cost had negative but statistically insignificant effects, whereas [11] reported significant negative impacts of both variables. [12] found travel cost and time to be significant, while [8] observed that none of the four variables—distance, time, cost, and income—had significant effects. International research also presents similar variations: [13] showed that distance negatively affected urban park visits in China, while [14] found that both monetary and time costs influenced destination trust and revisit intention. These inconsistencies imply that the effects of distance, time, cost, and income are highly context-dependent, varying across destination types, visitor characteristics, and accessibility infrastructure.

Given these disparities, the current study focuses on analyzing how distance, travel time, travel cost, and income affect the number of visits to Curug Lawe Waterfall in Semarang Regency. By examining these factors simultaneously within a single-destination framework, the study aims to provide empirical clarity on the relative significance of each determinant under local accessibility and income conditions. The research offers three main contributions. First, it enriches the literature on tourism demand by testing accessibility–income interactions in the context of natural destinations in developing regions. Second, it provides destination-specific evidence for policymakers to improve tourism infrastructure, pricing, and promotion strategies. Third, the findings contribute to regional planning within Central Java's JOGLOSEMAR growth corridor by identifying practical measures to enhance the attractiveness and competitiveness of natural tourism sites such as Curug Lawe.

II. LITERATURE REVIEW

A) Demand Theory and Tourism Demand

In microeconomic theory, demand for a good or service is characterized as the quantity that consumers are willing to buy at different price levels during a certain time period [8]. The typical demand curve depicts the inverse connection between price and quantity desired, while keeping other variables constant (ceteris paribus). According to the law of demand, when prices rise, the amount sought falls, and vice versa [15]. Shifts in the demand curve occur when non-price determinants of demand change: an outward (rightward) shift reflects higher demand at all price levels, whereas an inward (leftward) shift indicates lower demand [16].

Beyond price, demand is shaped by several determinants: income, the prices of related goods, individual preferences, expectations regarding future conditions, and the number of buyers in the market [16]. Income affects purchasing power and distinguishes between normal goods (demand rises with income) and inferior goods (demand increases when income falls). The prices of related goods matter through substitution and complementarity: a fall in the price of a substitute lowers demand for the focal good, while a fall in the price of a complement raises it. Preferences and expectations—such as anticipation of future price increases—may accelerate or delay consumption. Finally, aggregate market demand is also influenced by the number of consumers willing and able to participate in that market.

Tourism can be analysed within this standard demand framework. Tourism is defined by the United Nations World Tourism Organization (UNWTO) as the activities of individuals traveling to and staying in areas outside their customary surroundings for a maximum of twelve months in a row for leisure, business, or other non-remunerated objectives. In the Indonesian context, tourism is further defined as a set of travel-related activities supported by facilities and services provided by communities, businesses, and different levels of government, as regulated in Law No. 10 of 2009 on Tourism. [17] argues that tourism activity is characterised by three key elements: the traveller (man), the spatial dimension of movement (space), and the temporal dimension of stay (time).

Tourism demand can therefore be understood as the set of individuals who are motivated to travel to a particular destination [15]. From an empirical standpoint, tourism demand is commonly proxied by several indicators, including total visitor arrivals (domestic and international), repeat visitation, length of stay and associated expenditures, preferred activities,

and transport modes chosen by visitors [18]. In line with consumer theory, tourism demand depends on the visitor's available budget and the allocation of that budget between tourism-related goods and other forms of consumption [19]. Available budget, in turn, is determined by labour supply decisions, since labour time generates income but reduces leisure time [10]. This highlights a fundamental trade-off in tourism behaviour: leisure travel has both a monetary cost and a time cost, implying an opportunity cost of foregone work hours.

The decision to visit a destination is therefore not purely spontaneous but is embedded in consumer decision-making processes. Tourist behaviour forms a critical component of destination marketing because it determines how individuals recognise needs, search for information, evaluate alternatives, make visit decisions, and respond post-visit [20, 21]. In this sense, the "decision to visit" can be treated analogously to a purchase decision.

B) Determinants of Tourist Visits

A large body of tourism economics literature identifies four structural determinants of visitation intensity: distance, travel time, travel cost, and income.

First, distance reflects the spatial separation between the origin of the visitor and the destination, and can be interpreted both in physical and economic terms. Distance can be defined as either absolute distance (measured in standard physical units such as kilometers or miles) or relative distance (measured in time or perceived effort [22]. In applied tourism analysis, distance is often treated as an implicit entry barrier, because longer distances typically require higher travel expenditure and more complex planning [9]. Classic tourism studies suggest that greater distance tends to reduce the likelihood of visiting a site [23]. This is consistent with the idea that destinations themselves are spatially fixed (they cannot move to consumers), so the burden of mobility lies entirely on the visitor side. This makes accessibility—road quality, transport availability, and safety—an essential mediating factor.

Second, travel time captures the temporal cost of reaching a destination. Travel time is defined as the total time required by a traveler to move from origin to destination [8]. Because time is scarce and has alternative value, longer travel times generally suppress visitation probabilities, unless compensated by superior destination attractiveness or adequate supporting infrastructure [12]. Differences in travel time across visitors arise due to origin location, mode choice, road conditions, rest stops, and other frictions [8].

Third, travel cost refers to total expenditure associated with the trip, including transportation, entrance fees, food and beverages, parking, accommodation, and other visit-related spending [24. High travel costs can deter or delay visitation, particularly among budget-constrained tourists [25]. Visitors with tighter financial constraints are more likely to choose destinations that are geographically closer in order to minimise transport and subsistence costs [9]. This reinforces the idea that destination competitiveness is partly cost-based.

Fourth, income shapes the effective purchasing power available for tourism. Income is broadly defined as the monetary returns received by an individual or firm from economic activity, such as wages, business revenues, or asset income [11]. Sources of income can be classified into own-business income, wage/salary income, and asset-based income [1]. Higher income generally increases the capacity to consume tourism goods and experiences, making tourism a normal good in many settings [19]. In other words, as income increases—holding prices constant—individuals tend to travel more frequently, travel farther, and spend more per visit.

Taken together, these determinants suggest that visitation intensity is jointly shaped by economic capacity (income), access cost (travel cost), spatial friction (distance), and time friction (travel time). Empirically, these factors are expected to be systematically associated with the number of tourist visits to a given site [22, 23, 24, 25].

C) Conceptual Link to Tourist Visitation

Building on the demand framework above, the number of tourist visits to a destination can be viewed as the realised demand for that destination. Distance and travel time act as generalized "access costs," which tend to reduce visits because they increase both monetary and non-monetary burden on travellers [8, 22, 23]. Travel cost represents the direct financial burden of making the trip and engaging in activities on-site, and thus also tends to reduce visit frequency when high [9, 24 25,]. Income, conversely, reflects purchasing capacity and is therefore expected to increase visit frequency, particularly in leisure-oriented destinations [11, 19]. In this study, these behavioural and economic mechanisms are tested in the specific context of visits to Curug Lawe Waterfall.

D) Research Design

a. Variables and Operational Definitions

Following [10], variables in this study are classified into a dependent variable and a set of independent variables. The dependent variable is tourist visitation intensity, measured as the number of visits made by each respondent to Curug Lawe Waterfall within the past twelve months. The independent variables are:

- Distance (in kilometres): defined as the distance between the respondent's point of origin (residence or departure point) and Curug Lawe Waterfall.
- Travel time (in minutes): defined as the total duration required to reach the site.
- Travel cost (in rupiah): defined as total expenditure incurred for the trip, including transportation, entrance fees, food and drink, parking, documentation, and other trip-related expenses [24, 25].
- Income (in rupiah): defined as total monthly income available to the respondent, including wages, business income, and transfers from parents or household heads for respondents who are not yet employed [1, 11].

Operationalisation of variables follows [12], who emphasise that empirical research must specify how each construct is measured in practice in order to enable statistical testing.

b. Population and Sampling

The target population in this study consists of all visitors to Curug Lawe Waterfall [10]. The sample is drawn using non-probability quota accidental sampling. Under accidental sampling, respondents are selected based on on-site encounters, conditional on meeting predefined eligibility criteria; the quota variant predetermines the required sample size. Because the total visitor population is not known ex ante, the minimum required sample size is determined using the Lemeshow formula with a 95% confidence level (z = 1.96), assumed maximum variability p = 0.5, and tolerated error of 10%. The calculation yields approximately 96 observations, which is rounded to 100 respondents.

c. Data Types and Sources

This study uses quantitative data (numeric responses suitable for statistical analysis) complemented by qualitative information that contextualises and supports the quantitative findings [1]. Primary data are collected directly from visitors through a structured questionnaire administered at the site. Secondary data are sourced from official statistical and administrative institutions, including Badan Pusat Statistik (Kabupaten Semarang), the Youth, Sports, and Tourism Office of Central Java Province, the Ministry of Tourism and Creative Economy, and the Integrated Tourism Application of Kabupaten Semarang, as well as relevant academic publications.

d. Data Collection Methods

Three data collection techniques are employed.

- Literature study consists of reviewing prior studies, policy documents, and theoretical references relevant to tourism demand and visitor behaviour [12].
- Questionnaires are used to obtain primary, individual-level data on visitation frequency, travel characteristics, expenditure, and income. The questionnaire is predominantly closed-ended with predefined answer options, allowing comparability across respondents [10].
- Documentation involves extracting secondary information from institutional publications and official statistics to complement the survey findings [12].

e. Econometric Model

The empirical model applies multiple linear regression with an Ordinary Least Squares (OLS) estimator to examine how economic and spatial variables shape tourist visitation. Formally, the specification is:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e,$$

Where $Y$is the number of visits to Curug Lawe Waterfall; $X_1$is distance (km); $X_2$is travel time (minutes); $X_3$is travel cost (rupiah); $X_4$is income (rupiah); $a$is the constant; $\beta_1, \beta_2, \beta_3, \beta_4$are the estimated coefficients; and $e$is the error term [12].

Before estimation, standard OLS assumptions are assessed to ensure that the model is BLUE (Best Linear Unbiased Estimator) (Khasani, 2014). Diagnostic tests include:

- Normality test, to assess whether the distribution of variables in the model (both dependent and independent) approximates normality [26].
- Multicollinearity test, to verify the absence of problematic correlation among independent variables, which could bias inference about their individual effects [27].
- Heteroskedasticity test, to examine whether the variance of residuals is constant across observations; non-constant variance (heteroskedasticity) would indicate inefficiency in OLS estimates [1].

f. Hypothesis Testing and Goodness of Fit

Hypothesis testing proceeds in two stages. First, t-tests are used to evaluate the partial effect of each independent variable on visitation intensity [26]. For each regressor, the null hypothesis states that the variable has no statistically significant influence on the number of tourist visits and that the effect is of the opposite sign to the theoretically expected direction. For example, for distance (X_1), the null hypothesis is that distance does not have a significant negative effect on visits, while the alternative hypothesis is that it does have a significant negative effect. Analogous hypotheses are formulated for travel time (X_2), travel cost (X_3), and income (X_4), where income is expected to exhibit a positive and significant effect on visitation [19].

Second, an F-test is employed to assess whether, taken together, distance, travel time, travel cost, and income exert a statistically significant joint effect on visitation to Curug Lawe Waterfall [26].

Model explanatory power is evaluated using the coefficient of determination (R^2), which measures the share of variation in visitation that can be attributed to variation in the explanatory variables [12]. Because $R^2$is mechanically non-decreasing in the number of regressors, the adjusted $R^2$is additionally reported to account for model parsimony [1].

III. RESULTS AND DISCUSSION (SIZE 10 & BOLD, CAPS)

A) Model Reliability and Preliminary Diagnostics

Before testing the research hypotheses, classical assumption tests were performed to ensure the validity and reliability of the multiple regression model. The results of the Kolmogorov–Smirnov test indicated a significance value of 0.200 (>0.05), confirming that the residuals are normally distributed. The multicollinearity test showed tolerance values greater than 0.1 and VIF values less than 10 for all independent variables, suggesting that the model is free from multicollinearity problems. Similarly, the heteroskedasticity test based on the Glejser method demonstrated that all significance values exceeded the 0.05 threshold, indicating homoscedastic residuals. These diagnostic results collectively imply that the model satisfies the BLUE (Best Linear Unbiased Estimator) criteria and is thus statistically sound for further inference.

Table 1. Regression Result Summary

Variable	Coeficient	Std. Error	Std. Koef	t	Sig.
Constant	2,366	0,090		26,428	0,001
X1	-0,085	0,038	-0,257	-2,234	0,028
X3	-0,036	0,021	-0,203	-1,757	0,082
X4	-0,002	0,000	-0,416	-4,515	0,001
X4	8,404E-5	0,000	0,150	2,794	0,006
F statistic	67,404				
R^2	0,739				
Adjs R^2	0,728				
N	100				

The regression results presented in Table 1 reveal that the model is highly significant, with an F-statistic of 67.404 ($p < 0.001$) and an Adjusted R^2 value of 0.728, meaning that approximately 72.8% of the variation in tourist visitation at Curug Lawe Waterfall can be explained by the four independent variables: distance, travel time, travel cost, and income. The regression equation is formulated as follows:

$$Y = 2.366 - 0.085X_1 - 0.036X_2 - 0.002X_3 + 0.00008404X_4 + e$$

Where Ydenotes the number of tourist visits, and $X_1$to X_4represent distance (km), travel time (minutes), travel cost (rupiah), and income (rupiah), respectively.

The coefficients indicate that distance, travel time, and travel cost exert negative effects on visitation, whereas income exerts a positive influence. The magnitude and direction of these coefficients align with fundamental microeconomic theory, particularly the law of demand, which posits that an increase in price—or in this case, travel cost and distance as implicit prices—tends to reduce the quantity demanded.

B) Interpretation of Empirical Findings

a. Effect of Distance on Tourist Visits

The coefficient for distance is –0.085 (p = 0.028), indicating a negative and statistically significant relationship with the number of visits to Curug Lawe Waterfall. This finding supports the classical *distance decay effect* in tourism demand (Sinclair & Stabler, 1997; McIntosh, 1995), where visitation declines with increasing spatial separation between origin and destination. From a theoretical perspective, distance acts as a proxy for both monetary and non-monetary costs—longer distances entail higher travel expenses, fatigue, and opportunity costs of time.

In microeconomic terms, this reflects the substitution effect between destinations: as the perceived "price" of visiting a distant site rises, tourists may opt for closer substitutes offering similar experiences at lower cost [15]. For Curug Lawe, whose location is approximately 26 km from Semarang City and characterized by hilly terrain, distance significantly affects accessibility, especially for tourists without private vehicles. The finding thus corroborates previous empirical work [9, 10] showing that physical accessibility remains a primary determinant of visitation frequency to natural attractions in Indonesia.

b. Effect of Travel Time on Tourist Visits

The coefficient for travel time is –0.036 ($p = 0.082$), suggesting a negative but statistically insignificant effect. Theoretically, longer travel durations reduce the utility of leisure activities by increasing the implicit time cost of consumption (Becker, 1965). However, the insignificance of this effect in the Curug Lawe context suggests that travel time may not be a decisive factor for visitors who already possess a strong intrinsic motivation for nature-based tourism.

This aligns with findings from [8], who observed that time-related constraints do not significantly deter visitors to nature destinations where experiential and aesthetic satisfaction outweighs travel inconvenience. Moreover, given that Curug Lawe attracts predominantly local and regional visitors, the variance in travel time is likely small and insufficient to influence decisions statistically. The result implies that tourists may perceive travel time as an acceptable trade-off for scenic or restorative experiences—a phenomenon consistent with *motivational compensation theory*, where psychological benefits offset logistical burdens.

c. Effect of Travel Cost on Tourist Visits

The coefficient for travel cost is –0.002 ($p = 0.001$), demonstrating a negative and significant effect on visitation. This finding is consistent with both the law of demand and prior empirical studies [11, 12], which show that higher travel expenses discourage visits to natural or rural destinations. Travel cost encompasses transportation, entrance fees, and on-site expenditures. When such costs rise relative to disposable income, potential visitors reassess their utility-maximizing choices, often substituting toward more affordable leisure alternatives.

This phenomenon can also be interpreted through the lens of price elasticity of tourism demand. Natural attractions like Curug Lawe, where alternative sites (e.g., Curug Semirang, Penggaron Forest Park) are readily available within the same region, typically exhibit high elasticity—small changes in perceived cost can lead to large changes in visitation. Furthermore, for low- to middle-income tourists, the marginal utility derived from travel declines more steeply with cost increments, reinforcing the sensitivity of visitation frequency to price variations.

d. Effect of Income on Tourist Visits

Income displays a positive and significant effect on the number of tourist visits, with a coefficient of +0.00008404 ($p = 0.006$). This relationship aligns with the concept of tourism as a *normal good*, wherein consumption rises with increases in income. Theoretically, as individuals' disposable income grows, the proportion of expenditure allocated to leisure and tourism tends to increase, reflecting the income elasticity of demand [28].

From a behavioural perspective, income does not merely enhance purchasing power but also influences perceptions of affordability and status. Tourists with higher income levels are less sensitive to cost variations and more likely to prioritize experiential quality over price considerations [25]. In the case of Curug Lawe, visitors with stable or higher income may view travel costs as marginal relative to the overall satisfaction derived from natural recreation. This finding reinforces international studies [14] suggesting that income not only determines visitation frequency but also shapes destination loyalty and spending patterns.

C) Comparative and Policy Implications

Comparing these findings with previous research highlights that while the determinants of tourism demand are globally consistent in direction, their magnitudes vary by context. Studies in developed economies often report weaker cost sensitivity due to higher average incomes and better transport systems. In contrast, destinations in developing regions exhibit stronger elasticity with respect to both distance and cost, reflecting infrastructural limitations and narrower income distributions.

For Curug Lawe, the empirical results imply that infrastructure investment and transport cost reduction would yield the highest marginal benefits in attracting visitors. Enhancing road conditions, developing shuttle services from major transit points, and integrating digital payment systems for ticketing could significantly improve accessibility. Simultaneously, targeted marketing strategies emphasizing experiential value—such as eco-tourism narratives, wellness tourism, and community engagement—can mitigate the psychological cost of distance.

At a broader policy level, these findings suggest that tourism development in Central Java's *JOGLOSEMAR* corridor should adopt a spatially integrated strategy, balancing urban and peripheral attractions. By improving connectivity among sites and promoting package-based tourism, local governments can reduce perceived travel barriers and extend visitor stays.

IV. CONCLUSION

This study investigated the determinants of tourist visitation to Curug Lawe Waterfall in Semarang Regency, focusing on four key factors: distance, travel time, travel cost, and income. The empirical results demonstrate that distance and travel cost exert a negative and statistically significant influence on the number of visits, while travel time has a negative but insignificant effect. Conversely, income has a positive and significant relationship with visitation frequency. These findings suggest that accessibility and economic capacity remain the most decisive elements shaping tourist behaviour in nature-based destinations. The greater the distance and the higher the travel cost, the lower the likelihood of visitation, particularly among low-income visitors. In contrast, tourists with higher income levels exhibit greater willingness and ability to absorb travel costs, thereby maintaining or even increasing visitation rates despite spatial or financial constraints.

The negative but insignificant effect of travel time indicates that the time required to reach Curug Lawe does not substantially deter visitors, likely because this factor is influenced by subjective conditions such as traffic, weather, and personal travel preferences. However, the significant effects of both distance and cost highlight the importance of improving accessibility and affordability. These results corroborate the theoretical foundations of tourism demand, which posit that distance and travel costs act as implicit "prices" influencing tourism consumption, while income serves as a primary enabler of tourism participation.

Despite its contributions, this study has several limitations. First, the analysis is restricted to visitors present at the site during the survey period, which may limit representativeness. Second, the model includes only four independent variables—distance, travel time, travel cost, and income—thereby excluding non-economic determinants such as destination attractiveness, facilities, promotion, and perceived safety. Third, the data collection occurred within a specific timeframe and may reflect seasonal variations, particularly during holiday periods when visitation patterns differ from regular weeks.

Future research could address these limitations by incorporating a broader and more diverse sample, including both current and potential visitors, to capture behavioural intentions alongside actual visitation. Expanding the analytical framework to include variables related to destination quality, service satisfaction, and marketing communication would provide a more holistic understanding of tourist decision-making. Furthermore, applying spatial econometric or behavioural modelling approaches could yield deeper insights into the geographical and psychological dimensions of tourism demand.

From a policy perspective, the findings underscore the need for improved accessibility to Curug Lawe Waterfall through infrastructure upgrades, efficient public transportation, and the development of alternative travel routes. Enhancing facilities and services—such as hygiene, safety, and visitor information—will also strengthen tourist satisfaction and encourage repeat visits. Moreover, local governments and destination managers should adopt more intensive and digitally oriented promotional strategies, leveraging social media to broaden audience reach. Engaging local communities in tourism activities, such as providing guiding services or selling local products, can generate inclusive economic benefits while preserving the ecological integrity of the area.

By implementing these recommendations, Curug Lawe Waterfall has the potential to increase tourist arrivals, stimulate local economic growth, and contribute to sustainable tourism development in Semarang Regency. The study thus provides both empirical and policy insights for managing tourism destinations in developing regions, where accessibility and income disparities remain central challenges to achieving inclusive and resilient tourism growth.

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