

## **ABSTRACT**

*The purpose of this study to identify what kind of factor that influences the number of tourists visit by using the travel cost method approach and also to estimate the economic value of Wildlife Pintoe Langit in Bantul regency. The valuation of Wildlife Pintoe Langit using individual travel cost method. This study is done in Bantul regency, Province Yogyakarta. This study uses primary data with interview method. Sample used in this study is 270 respondents. This analysis of the study is multiple linear regression.*

*The factors which affect the number of visit in Wildlife Pintoe Langit in Bantul regency are travel cost, income, education, age, distance, dummy as area, and dummy substitution. Economic value of Wildlife Pintoe Langit based on individual travel cost method is Rp. Rp. 1.945.200.000,00 with consumer surplus per individual per visit is Rp. 6.896,00.*

**Keywords:** *economic value, travel cost method, consumer surplus*