The Perception and Characteristics of Tourists in Semarang City

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The Perception and Characteristics of Tourists in Semarang City

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Abstract

The purpose of the study is to find out the conditions and the quality of tourist destinations in Semarang, the characteristics of tourists, and the pattern of foreigners in Semarang. The population of the study is the tourists of Semarang in 2016 which are as much as 3.125.197 tourists. The samples of the study are 400 tourists taken by using the Slovin formula with convenience sampling. The study is used a quantitative descriptive approach. The data collection is used the questionnaires. The techniques data analysis is used descriptive statistics. The results of the study show that the tourists perception toward the quality of tourist destinations in a tourist attractions of Semarang based on attraction aspects, facilities and accessibility in 2018, most of them are gave good enough opinion. The characteristics of tourists that visited Semarang in 2018, most of them are domestic tourists, men, between 18-40 years old, were not married yet, they came from another city, their last education is highchool/equal, and they are students/students college. The pattern of tourists visiting the tourist attractions in Semarang in 2018 is most of the tourist came with their family/friends in order to vacation/recreation, the visits frequency only once in a year for 1-2 days and most of them came in the day of Eid al-Fitr holiday. Based on secondary data, Semarang has three times peak seasons, those are new year masehi, school day off and Raya Eid al-Fitr holiday.

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INTRODUCTION

The tourism sector is one of the mainstay industries besides small industry and agro industry. (According to Hseih Kung &, 2015 in Wawan Kurniawan, 2015). The tourism sector has tremendous potential and has been part of the global economy development. Indonesia with a variety of tourist attractions have been able to attract the visitors from foreign countries. According to data published by the Kemenpar in 2016, that contribution of foreign exchange from the tourism sector in 2016 was US $13,568 billion, was in the second place. But in 2015, contribution of foreign exchange from the tourism sector was in the fourth place. estination choice refers to a tourist's selection of a destination from a set of alternatives under the influence of various internal and external factors, such as motivation and destination attributes (Lu, et.al, 2009). Understanding tourist motivation can be a crucial factor to the planning of the authorities involved in tourism especially in determining the marketing strategies of each visiting places. (Mohammad & Jamil, 2012)

Table 1. List of 5 Regency/City with Highest Number of Tourist Attraction in Central Java Province in 2016

No	Regency/City	Total Tourist Attraction
1	Semarang City	39
2	Semarang Regency	36
3	Jepara Regency	33
4	Sragen Regency	30
5	Kudus Regency	29

Source: Central Java Province Youth, Sports and Tourism Service (Processed)

One of the provinces that has a diversity of tourism is Central Java province, which Strategically located on the Mainland of Java Island, which is flanked by two large Provinces, namely West Java and East Java, one special region that is D.I Yogyakarta and also Java Sea in the North. In 2015, the number of tourist objects which belonged to the Central Java province was 417 sights and was ranked first, which means that Central Java has the largest tourist attractions than the five Provinces that existed on Java Island (Pusdatin of Kemenpar Indonesia, 2015). Below is table 1 that contains about 5 Kabupaten/Kota with highest number of tourist attractions or Daya Tarik Wisata in Central Java province in 2016.

Semarang City has the highest number of Tourist Attraction in Central Java that is 39 Tourist Attraction, followed by Kabupaten Semarang 36 Tourist Attraction, Kabupaten Jepara 33 Tourist Attraction, Kabupaten Sragen 30 Tourist Attraction and Kabupaten Kudus 29 Tourist Attraction.

An tourist object can become a very conducive work land if it is managed properly. The existence of good management facility, then the tourists will visit more (Sutrisno, 2013). Such as when the tourist attraction and income earned from the attractions is high. The number of tourists visit according to the Kabupaten/Kota in Central Java in the year 2016 can be seen in table 2:

Table 2. List of 5 Regency/City with the Highest Tourists in Central Java in 2016

No	Regency/City	Tourist Total
1	Magelang Regency	4.609.275
2	Semarang City	3.125.197
3	Surakarta City	2.509.085
4	Semarang Regency	2.257.933
5	Jepara Regency	1.774.595

Source: Central Java Province Youth, Sports and Tourism Service (Processed)

In 2016, Semarang City has the highest Tourist Attraction according to Kab/Kota in Central Java province that is 39 Tourist Attraction. But the number of Tourists in Kota Semarang has not been able to make Kota Semarang occupied the first rank. The number of tourists in Kota Semarang is still low compared to Kabupaten Magelang which has only 17 Tourist Attraction but is able to attract a lot of tourists that is as much as 4,609,275 tourists. Even though Kota Semarang is located strategically, as the capital of Central Java province which is also as the entrance gate for travelers either through air or water.

According to Seaton and Bannet (1996) Tourist Descriptor focuses on tourist, usually depicted with "Who, wants what, why, when, where and how much?". To explain these things, it is used some characteristics, one of which is Sociodemographic Characteristic, tries to answer the question "who wants what." The Division based on this characteristic is most often done for the benefit of tourism analysis, planning andmarketing, because the definition is very clear and relatively easy in dividing (Kotler, 1996). Included in the sociodemographic characteristic such as gender, age, marital status, educational level, occupation, social class, family size or the number of family members and others which are collaborated from those characteristics. Sociodemographic Characteristics are also related to one another indirectly. For example, a person's level of education with work and a level of incomes, as well as age with marital status and family size. Division of tourists based on a sociodemographic characteristic has the most real connection with their visiting patterns. Gender or age groups for example is related to the choice of the type of tourism that is done (Seaton & Bennet, 1996). In 2016 the number of visits of tourists visiting Kota Semarang experienced a significant increase only in certain months. The following graphs shows the number of tourists visiting the tourist attraction in Kota Semarang per month in 2016:

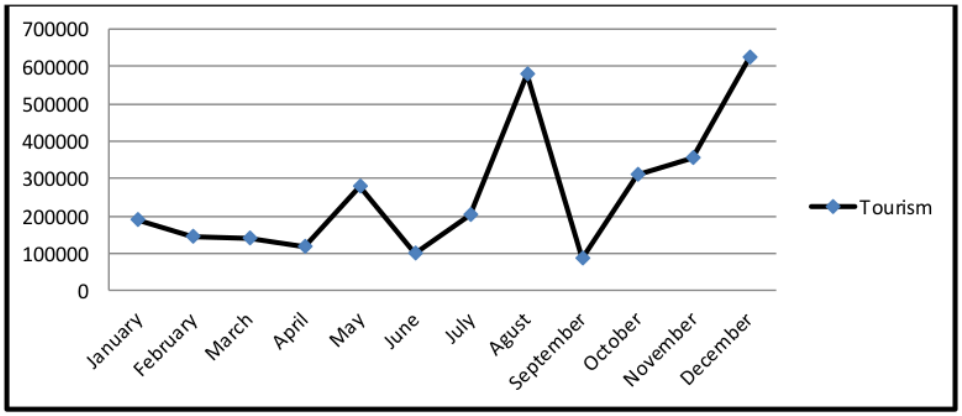


Figure 1. Total of Tourists Visiting the Tourist Attraction in Semarang City Per Month in 2016
Source: Central Java Province Youth, Sports and Tourism Service (Processed)

Based on Figure 1, DTW of Kota Semarang is most visited by Tourists in December that is 622,253 tourists, later in August is 580,029 tourists, November is 356,275 tourists, October is 308,692 tourists, May is 278,315 tourists, July is 204,220 tourists, January 188,768 tourists, February is 142,683 tourists, March is 140,930 tourists, April is 118,234 tourists, Juneis 99,346 tourists, September is 85,452 tourists. In 2016, the total of tourists visiting Kota Semarang experienced a significant increase only in May, August and December. From the various problems and issues of strategy of Kota Semarang, the condition of tourist object quality and visiting pattern have two important things to note in the development of tourism in Kota Semarang. From the identification of the conditions and the quality of tourist destinations will be able to figure out the problem as well as the existing advantages in tourist destinations to later become the basis of the development of tourist destinations. After that, with the visiting pattern will be able to find out the level of tourists on a tourist destinations, so the tourist Manager can prepare to deal with the high number of tourists in a few months. For example, when the number of tourists' visit is low in a given month, the tourist Manager can improve the existing

facilities so it will not disturb the tourist activities. It is expected that when the high number of tourists' visit happens, the improvement is finished.

RESEARCH METHODS

The type of research used in this research is descriptive quantitative research. Types of data used in this research is the primary data and secondary data. Primary data collection method was obtained from the direct observations on tourist object in Kota Semarang by spreading questionnaire about the quality of tourist destinations, tourist characteristics, and the visiting pattern of tourist in Kota Semarang. The secondary data used was the number of tourists visit in Kota Semarang per month during 2012-2016 to know the peak season and low season. The population of this study is tourists visiting the attractions of Kota Semarang with the total sample as many as 400 with convenience sampling techniques and Slovin formulas (1960) with sampling criteria of tourist on tourist object as follows: The tourist attraction of the sampling place has 3 specific criteria which are the tourist object is settled and intangible place, every day is open to visitors with certain time and there are visitors every day. These criteria make populations more conical which becomes 11 tourist attractions, Tourists who are the sample become respondents of every tourist objects in accordance with the comparison of average monthly tourist visits of every tourist object with the monthly average of tourists visit on 11 tourist attractions in Kota Semarang multiplied by the number of Sample that is 11 tourist attractions, Respondents to this study are local tourists and foreign tourists who visit on 11 tourist attractions in Kota Semarang during this research.

RESULTS AND DISCUSSION

Tourist's Perception of the quality of tourist destinations in Tourist object in Kota Semarang , Measurement of the tourist's perception of the quality of tourist destinations in tourist object in Kota Semarang was measured according to three aspects namely aspect of attractions/tourist attraction, aspect of amenity/tourist facilities and aspect of tourism accessibility. Tourist's perception of the quality of tourist destinations in Kota Semarang in 2018 as follows:

Table 3. Description of Tourist's Perception of the Quality of Tourist Destinations in Tourist Object in Kota Semarang in overall

Interval	Criteria	Frequency	Percentage
53-64	Very Good	58	14,5 %
41-52	Quite Good	337	84,25 %
29-40	Less Good	5	1,25 %
16-28	Very Less Good	0	0%
Total		400	100%

Source: Primary Data processed in 2018

Based on table 3 it can be seen that the tourist's perception of the quality of Tourist Destinations in Tourist Object the in Kota Semarang, overall as follows: 58 tourists argue that the quality of tourist destinations in Kota Semarang was included in category of very good, 337 traveler argue that the quality of tourist destinations in Kota Semarang was included in the category of good, and 5 tourists argue that the quality of tourist destinations in Kota Semarang was included in the categoryof less good. So it can be inferred that the majority of tourists argue that the quality of tourist destination s in Kota Semarang was quite good with the percentage of 84.25% of total tourists.Tourist's Perception of the quality of tourist destinations in Tourist object according the Aspect of attractions/tourist attraction.

Aspects of tourist attractions which include the four indicators, namely the attitude

of local people toward tourists, tourism service quality, the physical environment and tourist attractions. Tourist's Perception of the quality of tourist destinations of Kota Semarang i 2018 according to the aspect of attractions/tourist attraction can be seen in table 4:

Table 4. Tourist's Perception of the quality of tourist destinations in Kota Semarang in 2018 according to the aspect of attractions/tourist attraction

Interval	Criteria	Frequency	Percentage
14-16	Very Good	63	15,75 %
11-13	Quite Good	313	78,25 %
8-10	Less Good	24	6 %
4-7	Very Less Good	0	0 %
Total		400	100 %

Source: Primary Data processed in 2018

Based on table 4 it can be seen that the tourist's perception of the quality of tourist destinations in Kota Semarang in 2018 according to the aspect of attractions/tourist attraction as follows: 63 tourists argue that the quality of tourist destinations in Kota Semarang in 2018 according to the aspect of attractions/tourist attraction included in the category of very good, 313 tourists argue that the quality of tourist destinations in Kota Semarang in 2018 according to the aspect of attractions/tourist attraction included in the category of good, and 24 tourists argues that the quality of tourist destinations in Kota Semarang in 2018 according to the aspect of attractions/tourist attraction included in the category of less good.

Then it can be seen that tourist's perception of the quality of tourist destinations in Kota Semarang in 2018 according to the aspect of attractions/tourist attraction is quite good with the percentage of 78.25% of total tourists. Based on the results of the study, noted that tourists visiting the tourist object in Kota Semarang have various categories of perception of the quality of attractions in Kota Semarang based on aspects of attractions/tourist attraction that is very good, quite good and less good. The majority of tourists visiting the attractions of Kota Semarang argue that attractions offered is good enough for example there are some attractions that have certain characteristics of tourist attractions as branding of tourist attraction such as Lawang Sewu have thousand doors on the building, Water Blaster has more than six kinds of rides that trigger the adrenaline, then Grand Maerakaca that has Pavilion of the variety that has the Kabupaten/Kota in Central Java and at Goa Kreo there are many apes are left wandering and interact with tourists and also the quality of the services provided by the provider of those attractions have also been optimal. Tourist's Perception of the quality of tourist destinations according to Aspect of Amenity/facilities, Aspect of amenity/facilities that include nine indicators namely places to stay, places to eat, places of worship, toilet, hygiene, security, parking, on-site banking (ATMs) and information center for tourists. Tourist's perception of the quality of tourist destinations in Kota Semarang in 2018 according to aspect of amenity/facilities can be seen in table 5.

Based on table 5 can be seen that the perception of the quality of tourist destinations in Kota Semarang in 2018 according to aspect of amenity/facilities as follows: 59 traveler argue that the quality of tourist destinations on the tourist attractions in Kota Semarang in 2018 according to aspect of amenity/facilities included in the category of good, 340 tourists argue that the quality of tourist destinations in Kota Semarang according to aspect of amenity/facilities included in the category of good, and 24 tourists argue that the quality of tourist destinations in Kota Semarang according to aspect of amenity/facilities included in the category of less good.

Then it can be seen that perceptions of the quality of tourist destinations in Kota Semarang in 2018 according to aspect of amenity/tourist facilities are quite good with percentage of 85% of the total tourists. So, the Manager, the City Government as well as private parties still have to add facilities needed by tourists, so tourists are satisfied and back again to attractions in Kota Semarang.

Table 5. Tourist's Perception of the quality of tourist destinations in Kota Semarang in 2018 according to Aspect of Amenity/facilities

Interval	Criteria	Frequency	Percentage
29-36	Very Good	59	14,75 %
21-28	Quite Good	340	85 %
13-20	Less Good	1	0,25 %
6-12	Very Less Good	0	0 %
Total		400	100 %

Source: Primary Data processed in 2018

Based on the aspect of amenity/tourist facilities with indicator of the perceptions of tourists about where to eat, where to stay, places of worship, hygiene, security, parking, on-site banking (ATMs), information center for tourists and a toilet. The majority of tourists visiting the attractions in Kota Semarang argues that amenity/the facilities is a fairly complete and good in the maintenance by the provider namely in Lawang Sewu, Water Blaster, Grand Maerokoco, Indonesia World Record Museum (MURI), and Sam Poo Kong.

The attractions have a spacious and comfortable dining, places of worship are available, comfortable resting place, the security is assured because there are security officers at tourist attractions, cleanliness that always stayed up because there's a janitor who in any particular period of time cleaning the attractions, and the trash that available adequate and well-maintained clean toilet. In addition, Lawang Sewu also provides a place for nursing mothers, and the smoking area. Taman Marga Satwa Semarang also provides smoking area. But the banking (ATMs) facilities of tourist attractions is only available in Sam Poo Kong Tourist attraction. Tourist's Perception of the quality of tourist destinations according to the aspect of Accessibility, Aspects of accessibility that includes three indicators, namely the condition of the road leading to tourist object, accessibility with private vehicles and accessibility with public transportation. Tourist's perception of the quality of tourist destinations in Kota Semarang in 2018 according to the aspects of accessibility can be seen in table 6:

Table **6.** Tourist's Perception of the quality of tourist destinations in Kota Semarang in 2018 according to the aspect of Accessibility

Interval	Criteria	Frequency	Percentage
11-12	Very Good	59	14,75 %
9-10	Quite Good	340	85 %
7-8	Less Good	1	0,25 %
3-6	Very Less Good	0	0 %
Total		400	100 %

Source: Primary Data processed in 2018

Based on table 6 it can be seen that the perception of the quality of tourist destinations in Kota Semarang in 2018 according to the aspect of accessibilty is as follows: 59 tourists

argue that the quality of tourist destinations in Kota Semarang in 2018 according to the accessibility aspect is included in the category of very good, 340 tourists argue that the quality of tourist destinations in the city of Semarang according to aspect of accessbility is included in the category of good, and 24 tourists argue that the quality of tourist destinations in Kota Semarang according to aspect of accessbility is included in the category of less good. Then it can be seen that tourist's perception of the quality of tourist destinations in Tourist Object of Kota Semarang in 2018 according to the aspect of accessibility is quite good with a percentage of 85% of the total tourists. So, the tourist manager should increase tourism cooperation with the City Government as well as private parties related to the quality of the roads passed through by public transportation, so that it can be easily accessed by tourists. Performance of a destination can be measured through the perception of destination travel attributes to tourists in order facilitate market segmentation and promotion.(Ragavan, et.al. 2014). Based on the accessibility aspect of tour with indicator of tourist's perception about the condition of the road leading to the tourist attractions, tour accessibility with private vehicles accessiblity by public transportation.

Table 7. Tourist's Characteristics in Kota Semarang in 2018

Characteristics of Respondent		Percentage
Age	< 5 years old	0 %
	5-11 years old	0 %
	12-17 years old	25 %
	18-40 years old	65 %
	41-65 years old	9,5 %
	>65 years old	0.5 %
Marital Status	Not married	70 %
	Already married	30 %
Origin Area	Kota Semarang	43 %
	Outside Kota Semarang	57 %
	Foreign Country	0 %
Sex	Male	51 %
	Female	49 %
Educational Level	Uneducated	0 %
	SD/MI	9,5 %
	SMP/MTS	33 %
	SMA/SMK/MA	50 %
	D3/S1/S2/S3	7 %
Occupation	PNS	5 %
	Pensionary	0,5 %
	Student	63,75 %
	Army/Police	0,75%
	Farmer	0,75%
	Housewife	7,25%
	Labor	13,75%
	Entrepreneur	8,25%

Source: Primary Data processed in 2018

The majority of tourists visiting the attractions in Kota Semarang argues that there is a pretty good accessbility for example Kampung Wisata Taman Lele, Taman Margasatwa Semarang, Grand Maerakaca, Water Blaster, Lawang Sewu, Indonesia World Record

Museum and Sam Poo Kong. Those tourist objects have good road condition which leads tourist attractions such as the lack of fatal damage and always taken care of by the Government because the road to the tourist attraction is also the Protocol roads of Kota Semarang, then accessibilty of public transportation is also easy because the majority of the attractions passed through by public transportation such as,

BRT Semarang, bus and angkutan Kota Semarang and accessibility with private vehicles are also very easy to reach due to the location of the tourist object is strategic that is in protocol roads of Kota Semarang. Some of the attractions that still need to be taken care of for example Lawang Sewu, officials must still pay attention in Lawang Sewu parking area especially in motorcycle vehicle. Parking whis is provided by the Organizer of Lawang Sewu is still interfere the public and road users and sometimes give rise to traffic congestion. Then Forest Tinjomoyo, the attraction that has difficulty in accessbility the condition of the road leading to the tourist object weaved with hollow road and minimal lighting while the accessbility of tourist attractions by public transportation is difficult because After riding BRT, travelers must walk enters the driveway tour and accessbility with private vehicles is a little dangerous with a winding and hollowing road conditions.

Table 8. Tourists Visiting Patterns in Kota Semarang in 2018

Visiting Patterns of Respondent		Percentage
Form of Visits	Alone	0 %
	Couploe	18 %
	Packet/Tour	3,75 %
	Family, friends group	78,25%
Frequency of Visits	One time	57 %
	2-10 times	42,5 %
	Routine	0,5 %
Motivation of Visits	Holiday/Recreation	86,5 %
	Visiting Relatives	7,75%
	Business/Work	0%
	Education/Learning	3,75%
	S[illegible]	3%
How Long in Visiting	1-2 days	8,20 %
	3-4 days	2,75 %
	5-7 days	2,75 %
	>7 days	0,25 %
Time of Visits	Monday-Thursday	0%
	Friday-Sunday	19%
	School/College Holiday	33,25%
	Feast Holiday	47,75%

Source: Primary Data processed in 2018

Based on some of the aspects that are studied are in accordance with the theory of Yoeti (2002), which States that in that there are three aspects of tourism that is the attraction, Amenity, and accessibility it turns out that the results are as follows the majority of tourists visiting the attractions Semarang argues that overall (three aspects: attractions, facilities and accessibility) the quality of tourist destinations in Kota Semarang is quite good. It means that the quality of the existing tourist attractions in Kota Semarang has not been in the category very [illegible]d. So that perpetrators of tourism should improve the quality of existing tourist attractions

in Kota Semarang in order to increase the number of visitors.

Characteristics of tourists, The results showed that respondents who visited the tourist object in Kota Semarang have different characteristics showed by table 7. The analysis of these characteristics will discuss about tourist's characteristics viewed from age groups, the tourist's status, the origin area of tourists, travele, sex, level of education and occupation.

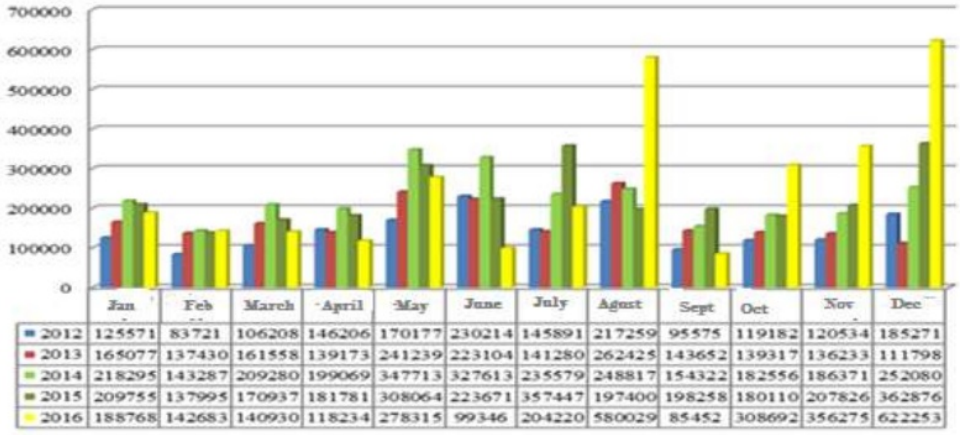
Based on the results of this study, it can be known that tourists visiting the attractions of Kora Semarang have various characteristics of tourists such as tourists visiting the tourist object in Kota Semarang are mostly aged between 18-40 years old. This fact is collerated with other facts, that is the tourists visiting the tourist object of Kota Semarang are mostly students. Because people who are in the school age is the suitable market for holiday travel (Pratomo,2017). Based on characteristics of tourists that has been examined sociodemographically. According to Kotler (1996) Division based on characteristic is most often done for the benefit of tourism analysis, planning, and marketing, because the definition is very clear and relatively easy in dividing. Koswara (2002) said that the Division of travelers based on a characteristic of this sociodemographic has the most real connection with their visiting patterns. Gender or age groups for example is related to the choice of the pe of tourism (Seaton & Bannnet, 1996). The findings are explained using the psychological notions of leader primacy, complacency and induced mindset. (Oppewal, et.al, 2015)

The various characteristics background of tourists led to the various desires and their needs of a tour product. Grouping can provide information on the reasons of each group visiting different tourist object, how large the size of the group, their loyalties to a specific tour product, their sensitivity of prices changes, tours product, and response of group against various forms of advertising products. Knowledge of tourists is needed in designing a tourism product in accordance with the wishes of certain markets, including planning a marketing strategy that is right for the market.. Tourists Visiting Patterns, The results showed that respondents who visited the tourist object of Kota Semarang has various visiting patterns found in table 8. Analysis of this visiting pattern will discuss about the form of visits, frequency of visits, motivation of visits, how long in visiting and time of the visit. Based on the results of this study, it can be known that tourists visiting the tourist object of Kota Semarang had various pattern of visits for example tourists spend only 1-2 days to travel or less than one week in the tour except for tourists who have other purposes such as business activities in Kota Semarang or visiting relatives who are in Kota Semarang, this is because the attractions type that is interested by majority of tourists visiting the attractions of Kora Semarang is cultural tourism.

Although tourists visit the whole existing tourist attractions in Kota Semarang, the time it takes only about 1-2 days. In addition, the majority of tourists visiting the tourist object in Semarang in one year is only 1 time. The majority of the tourist attractions in Kota Semarang is the cultural attractions that takes time to enjoy each attraction and inaverage, it takes only about an hour including some of the activities such as taking photo and studying cultural history or description contained in the object.

Those tourist objects are Lawang Sewu, Sam Poo Kong and Grand Maerokoco except for tourists who have other purposes there such as in Lawang Sewu or Grand Maerokoco which are used to do pre-wedding activities and visiting the Bazaar food and shows such as performances of music, dance and fashion show. In the research results also show a variety of motivation/purpose of tourists visited attractions in Kota Semarang namely vacation/leisure, visiting friends/relatives, education/learning and sport. In other words, the motivation of the tourists will always change from time to time, because tourism is a social practice so that it absolutely happens social interaction and provide new understanding for tourists. Of course it must also be anticipated by local communities in tourist destination (Saputra, 2016). Other fact obtained from

research is tourists visiting the attractions not spent much time in tourist objects of Kota Semarang because according to the tourists that some attractions in Kota Semarang have not been attracting tourists to pay a visit to the object with some reasons such as the aspect of the attraction is low, the accessibility is less affordable, facilities that are not yet adequate. It shows that the interest in visiting the tourist objects in Kota Semarang is still not high even though Kota Semarang is a city with the largest number of tourist attractions in Central Java in 2016. It still needs innovation of activities available for tourists in some existing attractions such as Grand Maerkoco and Lawang Sewu. So with the innovation of tourist activity, it will make tourists spend much time and it could motivate tourists visiting back, with the development and optimization of various elements of the tourism in Kota Semarang. Based on secondary data, it can also figure out the tourist visiting pattern /peak season and low seasonnya, that is by knowing the number of tourists visit every month in one year. The following figure is the number of tourists visit in Kota Semarang every month during 2012-2016:



	Jan	Feb	March	April	May	June	July	Agust	Sept	Oct	Nov	Dec
2012	125571	83721	106208	146206	170177	230214	145891	217259	95575	119182	120534	185271
2013	165077	137430	161558	139173	241239	223104	141280	262425	143652	139317	136233	111798
2014	218295	143287	209280	199069	347713	327613	235579	248817	154322	182556	186371	252080
2015	209755	137995	170937	181781	308064	223671	357447	197400	198258	180110	207826	362876
2016	188768	142683	140930	118234	278315	99346	204220	580029	85452	308692	356275	622253

Figure 2. Visiting Pattern based on Data of Tourists Visit in Kota Semarang Every Month during 2012-2016 (people)
Source: Processed Data in 2018

Tourists visitin Kota Semarang each month during 2012-2016, that in one year there were months of peak season and low season, connected with the activity of the school/college holidays and other special events such as long weekend and feasts holiday. For example in 2012, the months which experiencing peak season are from June to August and December. In 2013, the months which experiencing peak season are the month of may, June and August. In 2014, the months which experiencing peak season are may, June and December. In 2015, the months which experiencing peak season are may, July and December. Later in 2016, the months which experiencing peak season are may, June, August and December. And the month which experiencing low season are June and September. Tourism has been key global economic activities and youth is said to be the mind share attainer in which they are the opinion starter for many movements and trends (Nuraeni, et.al, 2015)

CONCLUSION

Based on the results of this research can be obtained conclusion is the tourist's perception of the quality of tourist destinations in tourist object Kota Semarang in 2018 can be seen from attraction aspect that the majority of tourists declared it is quite good, further from the aspect

of amenity the majority of tourists also stated that it is quite good and also from the accessibility aspect that majority of the tourists expressed it is quite good. So the tourist's perception of the quality of tourist destinations in Kota Semarang in 2018 from three aspects is quite good, characteristics of the tourists visiting the attractions of Kota Semarang in 2018 are mostly from domestic tourists with the majority gender is male, with age group is 18-40 years of age, marital status is unmarried, the majority tourists coming from outside Kota Semarang, the last education is high school, the major occupation is student, the tourists visiting patterns who visits the attractions in Kota Semarang in 2018 are the majority of tourists visiting with groups either with friends or family with the intention of vacation/recreation, frequency 1 time in a year and long tour is 1-2 day and mostly visit at the time during the holiday Feast, the pattern of tourist visits in Kota Semarang in one year showed that there were months of peak season and low season. Observation during 2012-2016, there is peak season and low season on certain months that are related to the activity of the school/college holidays and other special events such as the long weekend, new year and Idul Fitri holiday. Then in one year in Kota Semarang occurs three times the peak season.

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