

## ***ABSTRACT***

This study aims to analyze the factors that affect excursions, consumer surplus, and the economic value of the Borobudur Temple. The data used are primary obtained through questionnaire and interviews of 100 respondents foreign, and 100 of respondents domestic at the site of the Borobudur Temple. Sampling using purposive sampling with slovin formula and using analytical tools travel cost approach method,

The results of this study indicate that factors travel expenses, income, and age influence the frequency of visit visitors tourists and foreign tourists. Consumer surplus value of domestic tourist visitors Rp 2.550.383, while the foreign tourist visitors Rp 28.813.540. The economic value of the Borobudur Temple tourists amounted Rp 9.224.161.757.000, while of foreign tourists amounted Rp 7.956.599.749.000.

*Keywords: Borobudur temple, economic valuation, travel cost method, domestic tourists and foreign tourists.*