

ABSTRACT

In recent years tourism is believed to be an incentive for economic turnaround in Indonesia. Tourism that can be trusted to be one of the diversions of economic concentration is Heritage tourism or commonly referred to as historic tourism. Tourism can be trusted to be one of the diversions of economic concentration to encourage an economy.

This study was shown to gain an understanding of the demand side analysis of tourism development of existing sectors. The analytical method used is descriptive analysis method using the concept of leisure and destination attributes. The analysis shows that some of the respondents' opinions had a positive influence on the development of heritage tourism sector on rubber roads, brown roads, and stage roads. As well as giving a high response to the development of destination attributes by giving an opinion about the preservation of building structures and the atmosphere of tourist attractions on rubber roads, brown roads, and stage roads.

Keywords: Heritage Tourism, Leisure Concepts, Destination Attributes