

## **ABSTRACT**

*This study explores the influence of tourism attraction on visiting decision in Surakarta City with creative economy as the mediating variable. Surakarta City is known as the city of culture as well as the city of artists. This study aims to understand how these elements contribute to increasing tourist visits. Data were collected through questionnaires and analyzed using multiple linear regression. The introduction explains the importance of tourism in the Indonesian economy and the specific tourist attractions in Surakarta City, namely Ngarsopuro Night Market, and Street Art Market.*

*The literature review delves into theories and previous studies on tourism, tourist attractions, and the creative economy, building a framework for understanding their interrelationships and impact on tourists' visiting decisions. The methodology describes the research design, population, sample, data collection methods, and analysis techniques used to examine the linkages. The results highlight the significant positive effects of tourism attraction and creative economy in attracting tourists to Surakarta, providing statistical evidence supporting the hypotheses.*

*The conclusion summarizes the main findings, emphasizes the role of attractions and the creative economy in enhancing tourism, and provides recommendations for stakeholders to enhance the tourism attractions of Surakarta City as a tourist destination. These recommendations include strengthening cooperation between local artisans, businesses, and policy makers to improve promotion and development of tourism products. Thus, Surakarta can be better known as a city rich in cultural heritage and creativity that is able to attract more tourists both domestic and foreign.*

**Keywords:** *tourism attraction, creative economy, visit decision.*