

## **ABSTRACT**

*Kebumen Regency has huge tourism potential. However, there are various problems that require development. One of the tourist objects in Kebumen is Menganti Beach. The problems of tourism, especially in Kebumen Regency are low tourism competitiveness, low quality and competitiveness of tourism services and facilities, accessibility of damaged tourist objects, and poor condition of destinations. In addition, the use of technology and tourism marketing information is not optimal, and tourism institutions are not able to enhance tourism activities. This study aimed to determine the value of tourists' willingness to pay and find out the various problems at Menganti Beach for strategic solutions to the development of Menganti Beach tourism objects.*

*This study used primary data through a questionnaire filled out by 225 respondents based on the accidental sampling method. The Contingent Valuation Method was used to determine the average respondents' willingness to pay. Then, the analysis of the factors that influence respondents' willingness to pay used the binary logistic regression method. Furthermore, stakeholder analysis was used to find out the problems of tourism objects from the perspective of stakeholders.*

*Based on the results, 192 respondents were willing to pay more with an average willingness to pay of Rp. 24,000. Logistic regression analysis showed that the variables of gender, marital status, age, last education, income level, visiting frequency, attractiveness, facilities and accessibility had a significant effect on the variable of willingness to pay. While the distance variable did not affect the willingness to pay variable. Based on several problems around the tourist objects, according to each stakeholder, there were five strategies for developing Menganti Beach tourism objects. These strategies were completeness of documents, addition and improvement of facilities, improvement of the quality of human resources, cooperation with the government related to promotions, and adjustment of policies or governance of tourist objects related to government protocols during the Covid-19 pandemic.*

*Keywords: Tourism sector, WTP, CVM, development strategy*