

ABSTRACT

Environmental campaigns that take place at the international level show that environmental problems have a correlation with various aspects of life, including tourism. Green tourism is a form of tourism that has the best appearance in fostering learning experiences and appreciation in a sustainable manner in managing and improving the sustainability of the natural, cultural, social environment and destination resources. The black canyon tourism object is deemed necessary to implement green tourism-based tourism development. The objectives of this research are to: 1) identify the conditions of black canyon tourism for stakeholders; 2) Develop a hypothetical market design for the development of green tourism-based tourism; 3) Estimating the level of willingness to pay (WTP) of tourists in the context of developing green tourism-based tourism; 4) Analyzing the best scenario for developing black canyon tourism based on green tourism.

The method for calculating the WTP value in this study was obtained from primary data from 155 respondents. The selection of respondents using accidental sampling method, while the selection of key persons using purposive sampling. The analysis in this study was carried out with a mixed method approach. The results of the analysis show that the majority of tourists have a willingness to pay. Based on the results of the Contingent Valuation Method, there were 128 respondents willing to pay, so that the WTP value was Rp. 18.000 and the total WTP was Rp 619.668.000. The average and total WTP values can be used as a reference in determining the entrance fee for tourist objects which are then used to help with the operational costs of developing tourist objects. Based on the results of the WTP analysis, scenario two is the best scenario for the development of green tourism-based tourism in the black canyon tourist attraction of Kayupuring Village..

Keywords: Pekalongan Regency, willingness to pay, tourism development, green tourism.