

ABSTRACT

Teluk Awur beach is one of the famous tourist destinations that has a very potential but there are still problems founds so development is needed. This study aims to analyze the socio-economic characteristics of visitors and to analyze visitors perceptions of the attraction, accessibilities, amenities, available packages, activities, and ancillary services. Beside that, this study also estimates the visitors willingness to pay of Teluk Awur beach tourist attraction development and analyze the factors affecting this willingness to pay

This study uses primary data of 150 respondents that has been chosen with accidental sampling. Descriptive analysis is used as the research method to analyze the social-economic characteristics and perceptions of Teluk Awur Beach Visitors. Contingent Valuation Method (CVM) to estimate the visitors' willingness to pay of Teluk Awur Beach. Then, this study applies Binary Logistic Regression Method to analyze the factors affecting this willingness to pay.

The characteristics of Teluk Awur beach's visitors are mostly women. The most respondents aged between 21-30 years. The most respondents' graduated from senior high school education. The levels of respondents income mostly ranged from \leq IDR 1,000,000. The marital status of the respondents mostly unmarried. Based on the result of the Contingent Valuation Method (CVM), the average value of WTP is Rp 14.000 with a total value of WTP, or also known as the economic value of development Rp 2.476.880.000. The results can be a reference or keystone to Teluk Awur beach Tourist Attraction Manager in developing the tourist attraction. The Binary Logistic Regression Analysis shows that the variables gender, marital status, age, level of education, and level of income have a significant effect to the willingness to pay. While the other variables, such as distance, visiting frequency, and travel cost did not affect WTP.

Keywords: Willingness To Pay, Contingent Valuation Method, Natural Resources