

ABSTRACT

Banjarejo Tourism Village is one of the popular tourist attractions in Grobogan Regency with the characteristics of cultural tourism since 2017. However, from 2020 to 2021 the number of tourists at Banjarejo Tourism Village has decreased. Many factors influence the reduction in the number of tourist visits, including attractiveness, service quality, tourist facilities that are poorly maintained and require sufficient costs to manage. The willingness to pay given by tourists in the tourism sector can help tourist attraction managers develop sustainable tourism. The aim of this research is to determine the value and analyze the factors that influence visitors' Willingness to pay (WTP) towards the development and preservation of Historical Tourist Attractions in the Banjarejo Tourism Village.

This research uses primary data conducted through interviews with the help of questionnaires to 180 visitors as a sample. The analysis method in this research uses SmartPLS 3.

The results of this research show that income, attractiveness, service quality, tourist facilities and travel costs have a significant influence on willingness to pay to improve the quality of tourism at historical tourist attractions in Banjarejo Tourism Village, Gabus District, Grobogan Regency. These variables contributed 58.9% to the willingness to pay to improve the quality of tourism at historical tourist attractions in Banjarejo Tourism Village, Gabus District, Grobogan Regency.

Keyword: Willingness to Pay, Attractiveness, Service Quality, Tourist Facilities, Income, Costs Incurred by Visitors