

## ***ABSTRACT***

Changes in the concept of tourism in Way Kambas National Park (TNWK) tourism have reduced visitors' interest in traveling. In addition, the lack of adequate accommodation and the difficulty of purchasing tickets online also affect tourists' desire to travel to TNWK. These problems indicate the need for improvements in the TNWK tourism area by finding out how much tourists are willing to pay or Willingness to Pay (WTP). The purpose of this study was to determine how much visitors are willing to pay for Way Kambas National Park and the factors that influence their choices. This study used the Contingent Valuation Method (CVM) analysis method with the Single-Bounded Dichotomous Choice technique. The results showed that 103 respondents were willing to pay more and 14 respondents were not willing to pay more. A person's willingness to pay was measured by a hypothetical package with the results of a package priced at IDR 322,000 being the most popular choice and an average visitor WTP of IDR 637,983. The WTP value of visitors is influenced by the variable of gender, factors including concern for wildlife observation, cultural experience, and environmental impact, while the variables of marital status, age, year of school, and income do not influence visitors' willingness to pay.

Keywords: Willingness to Pay, CVM, Lampung