

ABSTRACT

The tourism sector is a potential sector to be developed as a source of regional income, therefore an increase in the tourism sector in regional area must be develope. This research was conducted to identify the socio-economic characteristics of visitors to Goa Kreo, then estimate the WTP value of visitors in determining the potential maximum price of tour packages offered by Goa Kreo tourism object and analyze the factors that influence the willingness of tourists to pay for the Kreo Goa tour package.

The data used in this study are primary data by distributing questionnaires. The population in this study were tourists visiting Kreo Cave who were on a tourist visit, then the sample in this study was selected by the accidental sampling quota method, then determining the number of samples using the Slovin formula. This study uses the Contingent Valuation Method and regression analysis in processing research data.

The results showed that respondents were willing to pay for more expensive tickets to increase tourism facilities and infrastructure of Goa Kreo, then the Goa Kreo tour package had an average value of WTP of Rp 82.860.00 with a total WTP value (TWTP) of Rp. 1.202.127.200.00. The improvement of facilities and infrastructure has an average value of WTP of Rp. 11,700.00 and the TWTP value is Rp. 169,884,000.00. Finally, the results of the regression analysis found that only the cost of travel has a significant influence on the value of WTP, while the income rate, education level, length of time to visit and frequency of visits did not have a significant effect on the value of WTP.

Keywords: Semarang, Kreo Cave, Tourism, Willingness To Pay, Contingent Valuation Method