

ABSTRACT

This study aims to formulate a development strategy for Jollong Agrotourism in Pati Regency by identifying the area's current conditions and potentials, analyzing its characteristics as an agriculture-based tourism destination, and estimating visitors' Willingness to Pay (WTP). The research employs a mixed-methods approach, combining quantitative descriptive statistics using a 5-point Likert scale, economic valuation via the *Contingent Valuation Method* (CVM), and qualitative analysis through in-depth interviews coded with Atlas.ti. The findings indicate that Jollong Agrotourism holds significant potential in nature-based and plantation education tourism but still faces issues regarding accessibility, supporting infrastructure, and promotional efforts. The average WTP of visitors ranges between IDR 15,000 and IDR 25,000 for improved facilities. The recommended development strategies include the enhancement of thematic tourism packages, stakeholder collaboration (ABCG), human resource capacity building, regular event organization, and sustainable management practices. This research provides practical implications for local governments and tourism actors in improving the competitiveness of Jollong Agrotourism as a leading destination in Central Java.

Keywords: Agrotourism, Development Strategy, Willingness to Pay, CVM, Atlas.ti

