

ABSTRACT

This research aims to analyze tourist characteristics, evaluate tourist perceptions of destination attractiveness through its components (attractions, accessibility, amenities, and ancillary services), estimate the value of tourists' willingness to pay for development as a form of overtourism, and formulate development strategies to overcome overtourism. The Contingent Valuation Method (CVM) was used to estimate visitors' willingness to pay, with 100 respondents selected via accidental sampling for characteristic analysis. The findings indicate that most visitors exhibit socio-economic characteristics such as male gender, a dominant age range of 21-30 years, Diploma/Bachelor's degree as their last education level, student status, and a monthly income range of IDR 2,000,000-IDR 3,000,000. Based on respondent assessments, the attraction and accessibility components were rated as very good, while amenities and ancillary services were rated as good. The total calculated Willingness To Pay (WTP) from all respondents reached IDR 137,081,390,000. These findings provide a crucial foundation for formulating effective development and conservation strategies to mitigate overtourism at this destination.

Keywords: Tourist, Perception, WTP, Overtourism, Prambanan

