

ABSTRACT

This study aims to look at the socio-economic characteristics of Semirang Waterfall visitors, see tourist perceptions of Semirang Waterfall Tourism Objects, measure willingness to pay of tourists, and identify strategies for Community Based Tourism development Semirang Waterfall Attractions in Gogik Village, Semarang Regency.

This study used Mix Methods Method, a combination of quantitative and qualitative approaches applied to analyze data. Descriptive statistics are used to analyze numerical data of socio-economic characteristics, tourist perceptions, and also the offer value of the average willingness to pay tourists. Then a qualitative approach in to an indept interview is used to identify the development strategy of Semirang Waterfall. The output obtained from this study is expected to provide a reference for new ticket prices and development strategies for Semirang Waterfall Tourism Object.

The results of this study indicate that the condition of the Semirang Waterfall Tourism Object through the interview there are enough facilities but still need a lot of improvement according to the visitors interviewed. The Contingent Valuation Methods results found 94.5% of the total respondents who were willing to pay the Willingness to Pay offer value, so that the average WTP value of Rp.11,000 was obtained with a total WTP value of Rp.140,965,000. The total value of WTP can be used as the management and development costs of the Gogik Village government which can be collaborated with strategies to increase the participation of the Village Government in terms of program involvement, re-regulation, funding, and intelligence to the community. Increasing the contribution of the community and also the active role of the Private as a developer or investor in terms of developing Community Based Tourism.

Keywords : Contingent Valuation Method, Community Based Tourism, Development Strategy, Semirang Waterfall, Gogik Village, Semarang Regency, Indonesia