

ABSTRACT

The coastal tourism sector plays a strategic role in driving regional economic growth, as illustrated by Menganti Beach in Kebumen Regency, whose strategic value has increased following the designation of Kebumen Geopark as a UNESCO Global Geopark in April 2025. The rising number of visitors has not been matched by adequate infrastructure and facilities, so a study on visitors' Willingness to Pay (WTP) for planned improvements to these facilities is needed. This study aims to (1) describe the socioeconomic characteristics of visitors, (2) estimate visitors' WTP for three infrastructure improvement scenarios, and (3) identify the scenario most preferred by visitors. The study uses a quantitative approach with the Contingent Valuation Method (CVM) through a bidding game technique on 96 respondents selected by purposive sampling, with the sample size determined using the Cochran formula. The results show that visitors to Menganti Beach are dominated by the young age group (18-22 years, 72.9%), with an average travel cost of Rp63,438 per visit. As many as 97.9% of respondents were willing to pay a higher entrance fee, with Scenario 2 (a tariff of Rp38,000) being the most preferred, chosen by 42.6% of respondents. The estimated mean WTP (EWTP) of Rp36,660 per visit yields an estimated total WTP (TWTP) of approximately Rp15.66 billion per year, with potential additional revenue of Rp4.98 billion per year compared to the current tariff. Accessibility and toilet facilities were identified as the top priorities for improvement. These findings can serve as a basis for the site management and local government in setting entrance fee policies and allocating budgets for the sustainable development of Menganti Beach's infrastructure.

Keywords: *Willingness to Pay, Contingent Valuation Method, infrastructure, Menganti Beach,*