ABSTRACT

Umbul Ponggok Nature Tourism Object is a downstream area in which the water availability is supplied from the forest on the slopes of Mount Merapi as an upstream area. The sloping forest ecosystems of Mount Merapi going down as an impact of eruption cause the forest needs conservation and preservation in order to maintain the availability of water for Umbul Ponggok Nature Tourism in the future. This study aims; (1) to analyze the socio-economic factors of Umbul Ponggok Nature Tourism visitors, (2) to formulate a hypothetical market plan for conserving and preserving Umbul Ponggok water sources, (3) the factors that influence the visitors’ willingness to pay as an effort to conserve and preserve Umbul Ponggok water sources, (4) to analyze the scale value of the visitors’ willingness of paying as an effort to conserve and preserve Umbul Ponggok water sources. This study applied Contingent Valuation Method (CVM), CVM is a survey technique method by asking to respondents about the value or price they provide for commodities that do not have market value such as environmental goods. CVM applies a direct approach to ask respondents directly how much the Willingness to Pay (WTP) of the visitors to obtain additional benefits from the previous situation. The number of respondents interviewed were 100 consisting of 52 female visitors, and 48 male visitors. The most respondents’ age, 59 people, are mostly aged between 20-29 years, and the marriage status of the respondents consists of 56 unmarried and 44 people were already married. The levels of respondents’ family income mostly ranged from Rp 2,000,000 - Rp 3,000,000 totally 34 people. The most respondents’ education, 55 people, graduated from senior high school education, and the most respondents’ occupation, 30 people, who came are as school students or university students. The findings from 100 respondents’ interview, 85 respondents were willing to pay for conservation and preservation of Umbul Ponggok natural tourism object, while the remaining, 15 respondents, were not willing to pay. The average value of WTP of the community around the tourist attraction is Rp. 4,358,82 /visitor /year then rounded to Rp5,000 /visitor /year with a total value of WTP (TWTP) of Rp 1,647,325.000 /year. The socio-economic factors that influence the willingness to pay significantly are age and level of knowledge, while the variable level of income, level of education, and visitors’ frequency do not affect the willingness to pay for the conservation and preservation of Umbul Ponggok water source.

Keyword : Umbul Ponggok Nature Tourism Object, WTP, CVM, Conservation and Preservation, the slope of mount Merapi