

ABSTRACT

Mangrove Forest Tourism Object is one of the latest Tourism Attractions in Brebes District which takes place in the Village Kaliwlingi, District Brebes and occupies an area of ± 40 Ha. Despite its bizarre mangrove forest, getting to the site is not easy as one must take a boat. Concerning the site development, the cost required is abundant and inquire participations from numerous parties, including tourists itself.

The purpose of this research was to: (1) Identity the object of Tourism Object of Mangrove Forest of Brebes Regency; (2) Identity planning of Mangrove Forest Brebes Regency by involving four stakeholders; academia, businessman, government, and community; (3) Identity tourist perception in Object of Mangrove Forest of Brebes Regency and; (4) to estimate the willingness to pay (Willingness to Pay). WTP is employed to calculate the value of primary data and secondary data. Primary data were obtained from 105 respondents by using Multi-stages Sampling (Stratified, Quoted, and Random Accidental Sampling) and 6 key people using Purposive Sampling and processing transcript with Atlas.IT. Meanwhile, the secondary data was obtained from related institutions. A quantitative analysis was used in answering objectives 1 and 2, in-depth interviews were employed to answer objective 3, while Contingent Valuation Method with Bidding Game technique was used to answer objective 4.

The results showed that the tourism object has sufficient facilities and infrastructure; however is still in need of improvement and development. Among the 7 facts analyzed, the respondents valued good enough (84,43%) regarding the level of forest used in Brebes Regency which needs to be developed. The concept of business development of Tourism Attractions will be conducted by the government and the Dewi Mangrove Sari group--in which include short and long-term development. Method of Contingent Valuation results showed that there are 86,7% willingness to get some money of out pocket (Willingness to Pay), with an average value of WTP equal to Rp22,000 and a total value of WTP amounting to Rp2,974,708,000. The average value and total of PAPs can later be used as a reference of levy assignment required for the operational development of Mangrove Forest Tourism Object of Brebes Regency