

ABSTRACT

Kebumen District is a sub – tourist destination in southern Central Java, which is located on the international strategic route between Jakarta and Yogyakarta, that Jakarta is the capital city of Indonesia and Yogyakarta is the second largest national tourist destination after Bali. One of tourist destinations in Kebumen City is The Tourist Attraction of Jatijajar Cave that is located on Jatijajar Village, Ayah Sub – District, around 42km from Kebumen City. The area of The Tourist Attraction of Jatijajar Cave is around 5,5 Ha. The Tourist Attraction of Jatijajar Cave is located at the elevation of 50m above the sea level. This cave that formed from the limestone was found by a farmer who had a land above that cave around 1802. To keep the existence of The Tourist Attraction of Jatijajar Cave, the government will do the development requiring participation from the tourists by paying the fee towards the development to reduce the usage of government budget.

The aims of this study are: (1) To identify the condition of The Tourist Attraction of Jatijajar Cave in Kebumen District, (2) To identify the concept of the development planning of The Tourist Attraction of Jatijajar Cave in Kebumen District, (3) To identify the tourist perceptions towards The Tourist Attraction of Jatijajar Cave in Kebumen District, (4) To estimate the level of Willingness to Pay of the tourists for the development of The Tourist Attraction of Jatijajar Cave in Kebumen District. The primary data are obtained from 105 respondents by using Multi – Stages Sampling and 5 key persons by using Purposive Sampling. The secondary data are obtained from BPS, BAP3EDA of Kebumen District, Department of Tourism, Culture, Youth, and Sports of Kebumen District. Indepth interview is used to answer the first and second aim, quantitative analysis is used to answer the third aim, and Contingent Valuation Methods are used to answer the fourth aim.

The characteristics of respondents show that some of the tourists are male, around 21 – 30 years old. The tourists perception toward the development efforts of The Tourist Attraction of Jatijajar Cave is some of the tourists are willing to pay the fee for the development. The result of Contingent Valuation Methods shows that the WTP of the tourists of The Tourist Attraction of Jatijajar Cave has the average about Rp17.000,00 and the total value of WTP about Rp5.231.410.000,00. Those average and the total value of WTP can be the reference in the determination of retribution (in the form of the admission price) which then can be used to help the cost of developing operational The Tourist Attraction of Jatijajar Cave in Kebumen Distict.

Keywords : WTP, The Development, Jatijajar Cave, Kebumen Distict, Indonesia