

ABSTRACT

Water tourism of Pleret river in Semarang city is a public facility that now become tourist destination and has two dominant characteristics, these are non-rivalry and non-excludability. The user of environment goods and environment service just want to use it without joining to conserving environmental. The destruction around water tourism of Pleret river in Semarang city has seen like the damage of road, dirty environment, river full of garbage and the lack of security system.

The purpose of this research are estimated the value of visitors in order to make preservation environment effort in water tourism of Pleret river in Semarang city using contingent valuation method (CVM), analyzed the factors that influence the value of willingness to pay the visitors to preservation environment effort in water tourism of Pleret river in Semarang city using multiple linear regression method.

The result of this research showed that the average willingness to pay is Rp 2.900,00. That value can as referenced to decided the entrance retribution can be use as funding to do preservation environment effort water tourism of Pleret river in Semarang city. The natural beauty perception variable, income, education, distance, frequence have significant effect at $\alpha=5$ persen againts willingness to pay variable. While, the environment knowledge variable have not significant effect against willingness to pay variable.

Key words : water tourism, willingness to pay, Contingen Valuation Method.