

ABSTRACT

The mangrove forest attraction is located in Pasarbanggi Village. This village is located in one of the villages in Rembang Regency. The exact location is the east side of Rembang City. the mangrove forest located in Pasarbanggi Village is classified as of the best ecosystems condition in one on the north coast of Central Java. Based on the number of tourist visitor in 2019, there was a rapid increase in the visitor's number compared to the previous year. Therefore, the development and conservation are needed to protect the mangrove forests and improve the community's welfare in the surrounding.

The purposes of this research are: (1) To construct a design planning for the conservation and development of a tourism objects, mangrove forest (2) To analyze the willingness' level of the community to pay for the mangrove forest conservation and development (3) Formulate a tourism development plan in the mangrove forest tourism object in Pasarbanggi village.

The method for calculating the WTP value in this research is obtained through the primary data which taking 155 respondents using Accidental Sampling and eight key persons through purposive sampling and processing the transcripts through Atlas.TI.

The result of the analysis is the majority of the tourists have a willingness to pay. Based on the Contingent Valuation Method results, there are 138 respondents that willing to pay, so that the average of WTP value is Rp. 18.000 and the WTP total value is Rp. 354.006.000. The average and total WTP value can be used as a reference to determine the entrance fee for the tourist attractions. Then distribute the entrance fee for operational costs to develop the mangrove forest object in Rembang Regency. The solution that can be done to develop the tourist object is by improving the facilities to support the tourism objects, making conservation efforts, and increase the synergy between the stakeholders in developing the mangrove forest as a tourism object in Pasarbanggi Village.

Keywords: Pasarbanggi, mangrove, tourism development, WTP, atlas. TI