

ABSTRACT

This research has a main purpose to formulate the development model of Dieng tourist attraction in Banjarnegara regency. The analysis was performed using MACTOR based on the first, second, and third purpose. The conclusion of this research is the characteristics of Dieng tourists in Banjarnegara regency are unmarried male tourists with income of 0-1 million rupiah, high school education background, and work as entrepreneurs, who come from outside of Banjarnegara. The significant factors are age, income, distance, promotion, attraction, and travel cost (Dieng, Seruling Mas, Baturaden). *Willingness to Pay (WTP)* of the tourists is around Rp16.295,94 until Rp21.480,00. Recommendations from this research are visitors as the tourism objects have an important role to increase the visit of tourist objects. This condition must be the base for the manager of the tourist objects to give the supporting facilities. This research can be a suggestion in policy making related to tourism development. The correct development model is expected to be an input for the manager of the tourist object by involving all the stakeholders. This research is included in the realm of environmental economics, especially in the theory of ecotourism demand. The development model is established with management in mind, manager's point of view, and stakeholders, so that the development strategy of the tourist object can be arranged.

Keywords: Dieng plateau, willingness to pay, MACTOR, model, tourism