ABSTRACT

Goa Cemara Beach is one of the famous tourist destinations that has a very potential but there are still problems found so development is needed. This study aims to identify the socio-economic charachteristics of visitors and to identify visitors perceptions of the attraction, amenities, accessibility, and ancillary of Goa Cemara beach. Beside that, this study also estimates the visitors' willingness to pay of Goa Cemara Beach tourist attraction development and analyzes the factors affecting this willingness to pay.

This study uses primary data of 120 respondents that has been chosen with multistage sampling technique. Descriptive analysys is used as the research method to explain the socio-economic characteristics and perceptions. The willingness to pay is measured by using Contingent Valuation Method (CVM). Then, this study applies Binary Logistic Regression method to analyze the factors affecting this Willingness to Pay.

The characteristics of Goa Cemara Beach's visitors are mostly women. Their range of age is betweet 15 – 25 years old and the majority of their professions is school or college students. Their average income is known by Rp. 1.941.667,00. Based on the result of the CVM analysis, the average WTP value is Rp. 13.000,00. Therefore, total value of WTP, or also known as the economic value of development is Rp. 678.834.000,00 . This result can be a reference or keystone to Goa Cemara Beach Tourist Attraction Manager in developing the tourist attraction. The Binary Logistic Regression Analysis also shows that education has a significant effet to the Willingnes to Pay, while the other variables, such as gender, marital status, age, and income did not affect WTP.

Keyword : Willingness to Pay, Contingent Valuation Method, Natural Resource