ABSTRACT

This research aims to conduct an economic valuation on Nglinggo Tea Garden Tourism Attraction. This research attempts to discover the factors that affect the number of individual visits, the factors affecting the visitors' Willingness To Pay (WTP), and the economic value and total economic value using the approach of Travel Cost Method and Contingent Valuation Method. The value is shown by costumers' surplus, and to discover the amount of visitors' WTP on the entrance ticket of Nglinggo Tea Garden Tourism Attraction. This research used travel cost, education, income, distance, age, and respondents' perception as free variables. While the number of individual visit and WTP are the bound variables. The number of research samples was 150 respondents which were obtained using simple random sampling method. The analysis tool was double linier regression analysis. The analysis result shows that travel cost, distance and age had negative effect on the number of individual visits in Nglinggo Tea Garden Tourism Attraction. The education, income and perception variables have positive effect on the number of individual visits. Travel cost and distance have negative effect. The customers' surplus of Nglinggo Tea Garden Tourism Attraction which Travel Cost Method is 306,642 rupiahs per individual per year. The total economic value for 9 months is 35,678,409,984 rupiahs. Whereas using Contingent Valuation Method the total customers' surplus was 1,247,000 rupiahs or 8,300 rupiahs per individu per once visit. The analysis of visitors' WTP on the ticket price of Nglinggo Tea Garden Tourism Attraction shows that even though the ticket price is increased, the visitors still have the Willingness to Pay the entrance ticket until it reaches 11,300 rupiahs.

Key Word:Economic Valuation, Willingness To Pay, Consumers' Surplus, Travel Cost Method, Contingent Valuation Method.