ABSTRACT

Characteristics of Visitor and Domestic Travel Costs Against Benefits Recreation in Nature Park Punti Kayu (TWAPK) Palembang City

By

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Punti Kayu Nature Park can provide various benefits, currently benefits obtained are still considering to be low because of the nature of Punti Kayu Nature Park which can not be measured. An objective and quantitative assessment of a recreation benefits by calculating the cost of travel and willingness to Pay visitors to recreational benefits, which in turn is useful as a consideration for determining the alternative development, construction and to fund conservation work at the Nature Park Punti Kayu.

This research was conducted in the Nature Park Punti Kayu Palembang city, South Sumatra Province, from June to July 2010. The object of research in this study were the respondents (visitors) in the Nature Park Punti Kayu. To understand the characteristics and travel cost visitors conducted interviews and questionnaires. Data obtained in the form of tabulations and percentages, then analyzed descriptively. Number of visitors samples in this study were 100 visitors.

Based on the research characteristics of visitors and the cost of domestic travel in mind that the largest percentage is derived from the zone of the City of Palembang by 69 percent, their arrival is usually a primary goal by 72 percent, how a visit by a group of 48 percent, with a view to a picnic at 95 percent and home on the same day at 95 percent. Socio-economic conditions last visitor is the level of senior secondary education by 70 percent and the monthly income level of Rp 500,000.00 — Rp 750,000.00 which is 28 percent. Travel costs the average visitor Punti Kayu Nature Park range from Rp 44,913.04 — Rp 172,000.00. The total amount paid by all respondents (WTP) Punti Kayu Nature Park for costs forest and land rehabilitation amounted to Rp 876,070,734.00/year.

Keywords: Garden Tours, Travel Costs, Willingness to Pay.