

ABSTRACT

ECONOMIC VALUATION OF LOKAWISATA TELUK KILUAN USING CONTINGENT METHOD AND TRAVEL COST

By

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Tourism is one sector that triggers development of other sectors to develop. The development of the tourism sector can boost income communities and local government. The purpose of this study was to measure the amount of economic value Kiluan Bay, knowing the value of the factors affecting WTP to Kiluan Bay, and calculate the value of the cost of a trip to the Gulf Kiluan. The variables of this study is WTP, Travel Costs to Kiluan Bay, Age, Education and Income. The method used in this study is the Contingent Valuation Method (CVM), Willingness to Pay (WTP), Travel Cost (TC) and Ordinal Least Squares (OLS). The data used are primary data is data taken from Kiluan Bay visitors.

The results showed that the variable travel and education have a significant influence on WTP, while the variables of age and income have a significant influence on WTP. The economic value of Kiluan Bay consumer surplus value of Rp 979,826.714 in multiply the number of visitors per Kiluan Bay in 2013 were more or less 5,000 visitors, so that the economic value of Kiluan Bay amounted Rp.4.899.133.570. Consumer surplus value for Rp979.826,714 still below the ability to pay for Rp1.079.382,716 shows the level of consumer satisfaction with services in Kiluan Bay not good enough.

**Keywords : Contingent Valuation Method (CVM), Willingness to Pay (WTP),
Travel Cost (TC), Tourism.**