

ABSTRACT

The Contingent Valued Method was used to examine research conducted in the Dalegan Beach area, Gresik Regency, East Java, Indonesia. This research aims to 1) explore the social-ecological conditions of Dalegan Beach Tourism Destination, 2) identify tourist perceptions through destination attributes in the destination area, 3) build a hypothetical market of Willingness to Pay in Realizing Sustainable Tourism at Dalegan Beach, and 4) Formulate sustainable tourism development strategies, and tourist visitors by looking at tourist perceptions in choosing destinations through destination attributes. A mixed method approach was applied by combining quantitative and qualitative descriptive methods. Data were collected through interviews with 4 resource persons and 104 respondents in the form of in-depth interviews using snowball sampling with the target of tourists visiting Dalegan Beach. The findings of this study are tourists' perceptions of Dalegan Beach through destination attributes and sustainable tourism development strategies through tourists' perceptions in choosing beach tourism destinations to build a hypothetical market and develop sustainable tourism development strategies for Dalegan Beach..

Keywords: Detination Attributes, CVM, Sustainable Tourism, Indonesia