

ABSTRACT

Curug 7 Bidadari is a tourist attraction with significant potential but currently faces challenges in aspects such as attractions, facilities, accessibility, and additional services, necessitating development. This study aims to describe the characteristics of visitors, estimate their willingness to pay (WTP) for the development of the tourist site, analyze the roles of stakeholders, and formulate effective governance strategies.

This research utilized primary data collected from 150 respondents using an accidental sampling technique. Descriptive statistical methods were used to analyze the socioeconomic characteristics of visitors, while the Contingent Valuation Method (CVM) was employed to estimate visitors' willingness to pay.

The majority of visitors to Curug 7 Bidadari are male (60%) and young, with 80% under the age of 30. Most respondents (68.18%) are unmarried and have an educational background equivalent to high school (77.33%). The average monthly income of visitors is IDR 2.739.800. Based on CVM analysis, 99.33% of visitors are willing to pay for the development of Curug 7 Bidadari, with a WTP value of IDR 16,000 for scenario 1 and IDR 26,000 for scenario 2. Stakeholder analysis identified key actors in tourism development, including Pokdarwis, site managers, and local government. Proposed development strategies include digital promotion, facility improvements, community training, and infrastructure upgrades, emphasizing sustainable tourism and local community involvement.

Keywords : Tourism development, Willingness To Pay (WTP), and Economic potential of tourism.

