

## ABSTRACT

Mount Sumbing is managed by a community-based management system called "PHBM". The Dukuh Seman route located in Wonosari Village, Bulu District, Temanggung Regency. The Dukuh Seman route is the only hiking route under the supervisor of North Kedu Perhutani, who got an assessment for SNI 8748:2019 in May 2021. The Management and development of the Dukuh Seman route assisted by the Indonesian Mountaineering Federation. This study has several aims, first to identify tourism potential. Second, to analyze tourist profiles. Third, to analyze factors that influence tourist demand. Fourth, to estimate the economic valuation (WTP) for hiking tourism development of Mount Sumbing on the Dukuh Seman route by following SNI 8748:2019. Fifth, to analyze stakeholders' roles and tourism development strategies based on stakeholder perspectives. Photovoice, interviews, questionnaires (90 respondents), and observation are methods used to collect data. The methods used to analyze data are qualitative (content analysis and stakeholder analysis) and quantitative (descriptive statistic and contingent valuation method).

The photovoice result shows that the Dukuh Seman route has good attractiveness and has adequate accessibility, amenities, and additional services to support tourists. However, several aspects of the Dukuh Seman route need to be added and improved to create hiking tourism management that meets the standards. The result shows that most of the hikers who hiked to Mount Sumbing through the Dukuh Seman route came from Central Java, with an average age of 28.71 years, mountain hiking experience > 13 times, hiking time for two days one night, and monthly income < IDR. 1.000.000. In Addition, most hikers has occupation as student and the total cost to hike Mount Sumbing through the Dukuh Seman route is IDR 100,000-IDR 300,000. Factors influencing tourist demand are sources of information, attraction, hiking partner, manager, infrastructure, accessibility, income, and price. Factors that do not tend to influence tourist demand are complementary tours and substitute tours. The estimation of willingness to pay shows that the average value of WTP is IDR 27,713.11, and the total value of WTP for the development of the Dukuh Seman route by following the standard is IDR 51,546,384.6. Finally, six stakeholders can be identified and classified based on their interests and influence. Based on interviews with six stakeholders, there are six management strategies for developing Mount Sumbing hiking tourism in the Dukuh Seman route, synergy and collaboration, human resources, digitalization, infrastructure, third parties, and maintenance.

**Keywords:** Hiking tourism, Demand, Willingness to Pay, Contingent Valuation Method, SNI, Mount Sumbing