## *ABSTRACT*

The decline in the number of tourist visits to the Tinjomoyo Tourism Forest in 2019 makes the addition of new tourist attractions important to do. This study aims to: 1) Identify the socio-economic characteristics of the Tinjomoyo Forest Tourism Object; 2) Estimate the level of Willingness to pay of visitors to determine the maximum potential price still willing to pay for Tinjomoyo tourism development. The analytical methods used are the Contingent Valuation Method and Cross Tabulation. According to the study results, Furthermore, the CVM results showed that 79 visitors were willing to pay and 21 others were not willing to pay. The average WTP value is Rp 9,000 and the total WTP value is Rp 296.000.000. The results of cross-tabulation showed that age and income level tourist affected the selection of the value of WTP offered.



*Keywords: Forest tourism development, CVM,Tinjomoyo, Semarang*



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