ABSTRACT

This study aims to look at the socio - economic characteristics of Grand Maerokoco visitors, see tourist perceptions of Grand Maerokoco Tourism Objects, measure willingness to pay of tourists, and identify strategies for development Grand Maerokoco Attractions in Semarang City.

This study used Mix Methods Method, a combination of quantitative and qualitative approaches applied to analyze data. Descriptive statistics are used to analyze numerical data of socio - economic characteristics, tourist perceptions, and also the offer value of the average willingness to pay tourists. Then a qualitative approach in to an indept interview is used to identify the development strategy of Grand Maerokocol. The output obtained from this study is expected to provide a reference for new ticket prices and development strategies for Grand Maerokoco Tourism Object.

The results of this study indicate that the condition of the grand Maerokoco Tourism Object through the interview there are enough facilities but still need a lot of improvement according to the visitors interviewed. The Contingent Valuation Methods results found 93% of the total respondents who were willing to pay the Willingness to Pay offer value, so that the average WTP value of Rp 14.000 was obtained with a total WTP value of Rp 589.610.000. The total value of WTP can be used as the management and development costs of Grand Maerokoco Tourism Object.

Keywords : Contingent Valuation Method, Willingness To Pay, Development Strategy, Grand Maerokoco, Semarang City, Indonesia

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