

ABSTRACT

Pijar Park is a nature-based tourist attraction in Kudus Regency that holds significant potential but still faces several challenges in terms of accessibility, infrastructure, and management. This study aims to formulate development strategies for Pijar Park by identifying alternative strategic priorities based on these three aspects. The population in this study includes the Pijar Park's management as key informants, as well as current and potential visitors. Data were collected through interviews and questionnaires. The analytical methods used are the Analytical Hierarchy Process (AHP) and the Contingent Valuation Method (CVM). AHP was employed to determine development priorities from the management's perspective, while CVM was used to estimate the average willingness to pay (WTP) from the perspective of visitors and potential visitors. The AHP results indicate that infrastructure is the top development priority with a weight of 0.468, followed by management and accessibility. Meanwhile, the CVM results show that most respondents are willing to contribute Rp20,000, with an average WTP value of Rp17,129. The integration of both methods highlights the importance of aligning service provision (supply) with public demand to support the sustainable development of Pijar Park.

Keywords: *Development Strategy, Tourist Attraction, Analytical Hierarchy Process, Contingent Valuation Method, Willingness to Pay*

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