ABSTRACT

RAHMAT DARMAWAN. The Study of Economic Benefit Value Assessment of Case Conservation Area in Tangkuban Parahu Nature Recreation Park (NRP), Bandung Baratat dan Subang Districts, West Java Province. Supervised by HARIADI KARTODIHARDJO

The forest provides benefit in the form of tangible forest products such as wood and rattan, and also in-tangible forest products among others, water flow control and natural recreation. The forest conservation is a forest area with certain characteristics that has a main function of preserving the diversity of plants, animals and its ecosystems.

As explained above that forest resources are not the only production forests, among others, the conservation areas that its economic value is not widely known, where most of it is area has no market value. The nature recreation park of Tangkuban Parahu Mount is one of the conservation area which has an interesting tourist attraction. Therefore the study aims to assess the economic benefit value of the nature recreation park Tangkuban Parahu mountain.

The method that used to assess the economic benefits value of the nature recreation park of Tangkuban Parahu mountain is travel cost method. The data was collected by conducting interviews with 100 selected visitors.

The result of study obtained that at the optimum level of ticket prices (Rp. 71,500), the economic benefits value of Mt. Tangkuban Parahu is 65,389,367,111 Rupiahs per year, which reflects if the tourist attraction value is supported by the availability of facilities and infrastructure in the tourist area and the consumer surplus as much as 29,454,488,235/year rupiahs. This matter indicates that the visitors paid for travel on marginal rates (below average price).

If the optimum ticket price (Rp 71,500) was imposed, it must be complemented by increasing of management system and good service management, also improving infrastructure facilities adjust with the needs of visitors in order to increase the satisfaction of visitors by still taking into aspects of environmental sustainability.

Keywords : the value of natural tourism, the travel cost method