

Valuasi ekonomi perubahan kondisi lingkungan tujuh pantai dalam satu kawasan di Gunungkidul Yogyakarta menggunakan travel cost method dan choice modelling = Economic valuation of seven beaches environmental conditions change in Gunungkidul Regency Yogyakarta using travel cost method and choice modelling

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Abstrak

[<b>ABSTRAK</b><br>

Kabupaten Gunungkidul mempunyai 46 pantai, jumlah terbanyak se-DIY. Namun, penelitian ini hanya mengambil 7 pantai yaitu Pantai Baron, Kukup, Sepanjang, Krakal, Drini, Sundak dan Pulangsawal/Indrayanti. Tujuan penelitian ini untuk mengukur nilai kesejahteraan (welfare) yang diperoleh wisatawan pada kondisi lingkungan Tujuh Pantai Dalam Satu Kawasan (TPDSK) di Gunungkidul saat ini yang diukur dengan nilai consumer surplus serta perubahan nilai kesejahteraan jika terjadi perubahan kondisi lingkungan TPDSK yang diukur dengan nilai compensating surplus. Metode yang digunakan adalah Travel Cost Method serta Choice Modelling. Kesimpulan penelitian adalah nilai consumer surplus pada kondisi lingkungan TPDSK saat ini sebesar Rp 303.236,00 per kunjungan. Perubahan welfare akibat perubahan kondisi lingkungan TPDSK yang menurun sebesar ? Rp 279.687,50 per kunjungan . Sedangkan kondisi lingkungan TPDSK yang meningkat menyebabkan perubahan welfare sebesar Rp 273.437,50 per kunjungan. Kebijakan yang dapat dilakukan oleh stake holder adalah 1) minimal mempertahankan kondisi saat ini/status quo, 2) melakukan prioritas program peningkatan kondisi lingkungan TPDSK yang terdiri atas jangka pendek berupa peningkatan kebersihan pantai, jangka menengah berupa peningkatan kuantitas dan kualitas fasilitas penunjang, jangka panjang berupa pengurangan abrasi pantai, 3) peningkatan harga tiket masuk dapat dipertimbangkan setelah dilakukan perbaikan kondisi lingkungan TPDSK.

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<b>ABSTRACT</b><br>

Gunungkidul regency has 46 beaches, the highest number in DIY province. However, this study only took 7 beaches namely Baron, Kukup, Sepanjang, Krakal, Drini, Sundak and Pulangsawal/Indrayanti. The purpose of this study is to measure the welfare value that tourists obtained on TPDSK in Gunungkidul current environmental conditions as measured by value of consumer surplus and changes in welfare value if TPDSK environmental conditions change as measured by compensating surplus value. This study used Travel Cost Method and Choice Modelling. Conclusions of this study are consumer surplus value on TPDSK current environmental conditions is Rp 303,236.00 per visit and welfare changes due to changes in TPDSK environmental conditions decreased by Rp 279,687.50 per visit. Policies that can be done by

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