

## Ekonomi perubahan lingkungan pariwisata di Tanjungpinang : aplikasi model utilitas random / Luhur Fajar Martha, Arianto A. Patunru, Dorodjatun Kuntjoro-Jakti

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### Abstrak

**ABSTRACT**

This study examines the impact of visitors on changes in the quality of of the Tanjungpinang tourism environment and measures the economic loss/profit from these changes. Using a Random Utility Model applied with conjoint analysis, this study combines Revealed Preference and Stated Preference data to expand the depth of the analysis. The qualitative approach consists of interviews and field observation to complete the quantitative approach. The research found that (a) changes in the natural environment will impact the number of visitors to Tanjungpinang; (b) the potential decrease in compensating surplus from visitors as a result of loss to the natural environment in Tanjungpinang is Rp 5.04 billion per month, while the potential increase in compensating surplus from visitors as a result of additional natural environment in Tanjungpinang is Rp 7.94 billion per month; and (c) there exists a potential for a decrease in Tanjungpinang Regional Government revenue as a result of damage to the natural environment.