

CHAPTER VI

CONCLUSION, SUGGESTIONS AND RESEARCH LIMITATION

A. Conclusion

1. Based on primary data obtained by direct interview to 100 respondents of Pangandaran Beach, the total willingness to pay of Pangandaran Beach attractions amounted IDR 1.373.500,00 with an average value of IDR13.375,00.
2. Age has positive and significant effect on the willingness to pay visitors of Pangandaran Beach attractions. If age increased by one year, the amount of willingness to pay will also increase, assuming other factors held constant. This condition can be caused by the increasing age of a person, the more comprehensive way of thinking in understanding the importance of maintaining the quality of the environment.
3. Income level has significant and positive effect on the willingness to pay visitors of Pangandaran Beach attractions. If the income level increase, the willingness to pay will also increase. Visitors who have high levels of income will more willing to spend some extra money in tourism development of Pangandaran Beach. Prices are more expensive not a

problem for them, as long as the sights to be more well again and can be developed.

4. Recreation Fee has significant and positive effect on the willingness to pay visitors of Pangandaran Beach attractions. If the recreation fee increase, the willingness to pay will also increase. Visitors who have high recreation fee will more willing to spend some extra money in tourism development of Pangandaran Beach
5. Visit frequency has significant and positive effect on the willingness to pay visitors of Pangandaran Beach attractions. If the visit frequency increase one ime, the willingness to pay will also increase. Visitors who frequently visit tourist sites indicates that visitors feel the benefits of the existence of the tourist area. Visitors who have more benefit for the existence of tourist area will tend often to visit tourist sites. So the more frequently visit tourist will increase also the Willingness To pay (WTP) the visitors of Pangandaran Beach.

B. Suggestions

1. From the 100 respondents are willing to pay more for quality improvement for PangandaranBeach attractions. Based on the results of data that has been processed, obtained average value or mean of willingness to pay Rp13.375,00. So tourism managers or regional government can increase the price of admission more or less until the price Rp13.375,00 to improving environmental quality and development

of Pangandaran attractions, because it is still considered reasonable by respondents or visitors with warranty repair and environmental quality improvement of Pangandaran Beach attractions.

2. Related to agencies should further improve the quality and quantity of facilities, so visitors feel comfortable in traveling to Pangandaran Beach. Particularly in terms of the cleanliness and adding some place to relax. In terms of cleanliness locations, related to agencies can providing trash bins. In addition, related to agencies also can put up the contents appeal board to maintain cleanliness, it intended to raise awareness of visitors in maintaining the cleanliness of tourist spots. In terms of facility space to relax, related agencies are expected to adding the gazebo, so the visitors who come to relax can enjoying the scenery on the beach.
3. It is expected to Pangandaran Beach office to provide a travel package which has better services and facilities including the transportation, accommodation, consumption, entrance fees and parking fees to the visitors.
4. Because visit Frequency has significant influence so promotion should be further improved, can be through in magazine, radio, or television advertisements in local so the visitors who come to Pangandaran Beach can increase.

5. It is recommended to maximize the potential owned by Pangandaran Beach such as flora and fauna and the natural beauty and to maintain the environmental conditions in order to give the satisfaction and comfortable to the visitors.