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ANALYSIS OF ECONOMIC VALUE OF THE CONTINGENT VALUATION METHOD APPROACH IN TABLOLONG BEACH TOURISM, WEST KUPANG DISTRICT, KUPANG REGENCY

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Abstract

Tourism in East Nusa Tenggara is still very natural, there are many natural tourist destinations that can provide nuances of beauty and coolness. One of them is Tablolong Beach which is located in Tablolong Village, West Kupang District, Kupang Regency. This beach is very large and is never quiet and visited by tourists who come from various regions. Tablolong Beach has a fairly calm wave with a stretch of white sand mixed with soft chocolate. The condition of the sand is quite wide and sloping, so it allows you to do various exciting activities. In addition to being a recreational event, tablolong beach is known as a fishing tourism village because the coast is open sea and has abundant marine potential, so it is not surprising that many visitors every week visit and fish on this beach, but since the covid19 pandemic the condition of this tourist beach has begun to become quiet, this has given the economic effect of tourism to decrease. This research was conducted at the Tablolong Beach tourist attraction located in West Kupang District, Kupang Regency. This study aims firstly to analyze visitor assessments of Tablolong Beach tourist destinations and where visitors come, second to analyze the economic value of Tablolong Beach Ecotourism with the Contingent Valuation Method approach. The sampling technique used in this study uses Accidental Sampling. The analysis method used in this study is a quantitative descriptive research using the Contingent Valuation method. The results of this study concluded that the general assessment of visitors towards Tablolong Beach Ecotourism tourism was quite good. With the highest percentage of visitor answers of 65.80%. The majority of visitors as many as 62% come from the Kupang City area and as many as 38% come from outside Kupang City. The economic value of Tablolong Beach Ecotourism tourism with the Contingent Assessment Method approach, which can be known from the total income of the visitor's Willingness to Pay (WTP) is Rp. 2.230.203.600 per month. The number will increase on holidays and days where there are activities or events.

Keywords: Economic Value, Tablolong Beach Tourism, Contingent Valuation Method (MVK).

INTRODUCTION

Marine tourism is one of the strategic sectors in the advancement of the regional economy in Indonesia, especially in coastal areas that have natural and cultural potential. The Tablolong Beach area, West Kupang District, Kupang Regency, East Nusa Tenggara Province has a panorama of white sand, clear water, and fishing and seaweed cultivation activities that make it a leading tourist destination. Thus, understanding the economic value of these destinations is important so that management, marketing, and public policies can be directed effectively. Development in the tourism sector seems to need serious attention, including how to create various tourism creations, including tourism with educational and environmental nuances such as ecotourism. Ecotourism is a form of tourism that is managed with a conservation approach (Fandeli & Mukhlison, 2000: 32). The existence of ecotourism in the era of environmentally friendly development is a mission of alternative tourism development that does not have much negative impact, both on the environment and on social culture and other tourist attractions. Its activities are more oriented towards the use of natural, original and unpolluted resources.

The existence of ecotourism Tablolong Beach is one of the natural tourist attractions in West Kupang District, Kupang Regency is very strategic because it is a tourist and fishing village The development of the number of visitors in recent years has been increasing, which can be seen in the following table:

Table 1
Tablolong Beach Tourist Data, West Kupang District
Kupang Regency in 2017 – 2024

Not.	Year	Number of /Person
	2016	**496.081**
	2017	**989.295**
	2018	**1.239.432**
	2019	**1.369.432**
	2020	**1.429.445**
	2021	**759.426**
	2022	**829.567**
	2023	**912.487**
	2024	**976.728**
Entire		**9.001.983**

Data source: Kupang Regency Tourism Office

In table 1, it can be seen that the number of visitors to Tablolong beach tourism, West Kupang District, Kupang Regency experienced a significant increase in 2017 to 2020, continuing to decline in 2021 to 2022 which was marked by the Covid 19 disaster, and from 2023 to 2024 there was a less significant increase in the number of visitors to Tablolong beach tourism in Tablolong District. NTT Province as one of the tourist destinations that has the prospect of unique culture and promising natural beauty spread across 22 districts (9) NTT Province has 566 islands, 246 of which already have names. In addition, there are 5 large islands namely Flores, Sumba, Timor, Alor, and Lembata (Flobamorata) and many other small islands. Seeing the existing conditions of NTT Province as above, it encourages the provincial government to further increase development in all sectors to realize community welfare and increase regional income. The Provincial Government together with the Regency Government in NTT are trying to develop the potential of resources in various sectors that are real and appropriate to be managed properly so that the results can be immediately appreciated by the community. The Central Government has designated NTT Province as a new flagship tourism area in eastern Indonesia since 2007. The designation aims to make NTT a special Asia-Pacific gateway based on tourism, art, and culture, with its natural wealth and beauty both in diverse and rare natural resources. However, this is different from the tourist attraction of Tablolong Beach which is located in West Kupang District in NTT. Visitors to Tablolong Beach have shown fluctuations throughout the period from 2016 to 2024.

Recreation is a means of fulfilling tertiary needs in human life, but currently tourism is an important need for the community to eliminate all its saturation. Beach tourism is one of the tourism options that many people choose because it can provide relaxation that can rekindle their enthusiasm for activities. Recreational activities can also have an influence on the economic, social, cultural and environmental conditions around which the tourist attractions are located. The economic value of the existence of Tablolong tourist beach according to visitors where it is located on the coast next to the fishing village, can be enjoyed by all groups, gender, work and age. In addition, the existence of Tablolong beach tourism is in a place far from the noise of the city, causing the visit schedule to be done specifically to visit Tablolong beach tourism in a calm and peaceful way.
Based on the above problems, it can be formulated as follows:

1. What is the general assessment of visitors to Tablolong Beach Tourism with the Contingent Valuation method ?
2. How much is the economic value of Tablolong Beach Tourism with the approach MethodContingency assessment ?

The objectives of this study are:
1. To find out the general assessment of visitors to Tablolong Beach Tourism with the Contingent Valuation method approach

2. To find out the economic value of Tablolong Beach Tourism Ecotourism with the Contingent Valuation Method approach.

LITERATURE REVIEW

Economic Value of Natural Resources

The definition of value, especially those related to goods or services produced by natural resources and the environment, can indeed be different when viewed from various levels of science. One of the relatively easy benchmarks that can be used as a common perception in science is to give a price tag to goods and services produced by natural resources and the environment, thus we use what is called value natural resource economics (Fauzi, 2004: 209). In general, economic value is defined as a measure of the maximum amount a person is willing to sacrifice goods and services in order to acquire other goods and services. Formally, this concept is called a person's willingness to pay (WTP) for goods and services produced by natural resources and the environment. Using this measurement, the value of ecosystems can be "translated" into economic language by measuring the monetary value of goods and services (Fauzi, 2004: 51). The calculation of the economic value of natural resources (economic valuation of natural resources) has developed rapidly, this is in the context of natural resource and environmental economics, the calculation of environmental costs has developed a lot (Djijono, 2002:2).

Natural Resource Assessment

Economic valuation is an effort to provide quantitative value to goods and services produced by natural resources and the environment regardless of whether the market value is available for those goods and services. Broadly speaking, the method of assessing the economic benefits (environmental costs) of a natural resource and the environment is basically divided into two large groups, namely based on a market-oriented approach and a survey-oriented approach or hypothesis assessment which is presented as follows (Djijono, 2002: 72):

1. Market Orientation Approach
   - The benefit approach uses the actual market price of goods and services in the form of changes in the value of production products, Human Model Method/income
   - Environmental quality assessment in terms of: preventive expenditure, replacement costs, Shadow Projects, and Cost effectiveness analysis
2. Use of substitute market methods

   Marketable goods as an environmental substitute, Value of ownership approach, Value of other or land value approach, Travel cost approach

3. Survey Orientation Approach
   - Direct questions about Willingness To Pay
   - Direct Questions About Willingness To Accept

In general, the economic valuation technique of non-market valuation can be grouped into two groups. First, valuation techniques that rely on implicit prices where WTP is revealed through the developed model. This technique is often called a technique that relies on revealed WTP (revealed willingness to pay). Some of the techniques included in this first group are travel costs, hedonic pricing, and a relatively new technique called the random utility model. Second, the valuation technique is based on a survey where the willingness to pay or WTP is obtained directly from the respondents, which are directly expressed orally or in writing. One of the techniques that is quite popular in this group is the so-called Contingent Valuation Method (CVM) and the Discrete Choice Method (Fauzi, 2004: 115)

Definition of Tourism

Tourism is related to tourism activities. Tourism is an activity that includes traveling to a well-known destination or community over a short period of time, in order to realize the satisfaction of consumer needs for one or a combination of activities (Vanhove, 2005: 37). According to Vanhove (2005: 39). The types of tourism in the Tourism Satellite Account can be differentiated into:

1. Domestic Tourism, which is tourism carried out by the residents of a country with the purpose of visit to their own country.
2. Inbound Tourism, which is a tour carried out in a country by visitors who not a resident of the country.
3. Outbound Tourism, which is a tour carried out for the purpose of visiting abroad.

4. Internal Tourism, which is a combination of domestic tourism andinbound tourism
5. National Tourism, which is tourism by residents of a country with the purpose of outgoing visits country.
6. International Tourism, which is a combination of inbound tourism and outbound tourism.

Contingency Assessment Method (CVM)

According to Haab and McConnell (2002: 37) Contingent Valuation is a method in collect information about preferences or willingness to pay (Willingness To Pay) with direct inquiry techniques. The purpose of Contingent Valuation is to measure an individual's willingness to pay (WTP) for changes in the quantity or quality of environmental goods and services. The CVM approach is called contingent because in practice the information obtained is highly dependent on the hypothesis that is constructed. Technically, this CVM approach can be done in two ways. First, with experimental techniques through simulations and games. Second, with survey techniques. CVM aims to find out the willingness to pay from the community, for example to improve the quality of the environment (water, air, and others), and the willingness to accept (Willingness To Accept) the damage of a aquatic environment (Fauzi, 2004, 39). The steps in the use of CVM consist of six steps, namely:

1. Hypothetical Market Compilation
2. Get a quote on the size of the WTP value
3. Calculate the average of WTP or WTA
4. Guess the bid curve
5. Summing data
6. Evaluate CVM calculations

This approach is more flexible and is used when travel costs cannot be collected, and when analysis is needed to evaluate differences in quality in leisure activities. This method usually uses an approach that directly asks whether the respondent wants to pay a benefit, or whether the respondent is willing to accept compensation as a cost of tolerance due to deterioration in environmental quality, if there is a market for the commodity. In an alternative method, the interviewer can question about the minimum amount of compensation they are willing to receive as compensation for the lost opportunity to enjoy a tourist attraction. People are usually willing to accept higher compensation for a loss than an amount they have to pay to prevent the same loss (Hufscmidt, 2007: 49). This has led critics to claim the failure of the contingency method in expressing what one really wants to happen or what the real value is.

METHOD

Research Location

This research was carried out in the tablolong beach ecotourism area, West Kupang District, Kupang Regency. Taking this location is taken into consideration that this location is visited by many local tourists and is one of the mainstays of the most beautiful and strategic beach ecotourism in Kupang regency.

Population and Sample

According to Sugiyono (2010: 80) population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions. The population in this study is all visitors who come to the tablolong beach ecotourism ecotourism in West Kupang District, Kupang Regency in 2024 as many as **976,728** visitors. With a sample of 350 visitors using axial sampling techniques. In this case, the researcher met with visitors when going to the tourist site. In determining the sample size of a population, the author refers to the following Slovin formula (Sujarweni, 2015:82)

$$n = \frac{n}{1+Ne2}$$

Where:
n : sample size
N : Population size
e :error level (generally used 1 % or 0.01.5 % or 0.05, and 10 % or 0.1

$$n = \frac{n}{}$$

Count step by step:

1. $e^2 = (0{,}053)^2 = 0{,}002809$

2. $N \times e^2 = 976.728 \times 0{,}002809 = 2.742{,}6$
3. $1 + Ne^2 = 1 + 2.742{,}6 = 2.743{,}6$
4. $\frac{N}{1+Ne^2} = \frac{976.728}{2.743{,}6} = 350$

With a population of 976,728 people, if 350 respondents are taken, the error level used in the Slovin formula is around 5.35%.

Data Type and Source

The types of data used in this study are:
Primary data is data collected by researchers directly from the location of the research object by distributing questionnaires. General visitor assessment data on Tablolong Beach Tourism, West Kupang District, Kupang Regency, which includes age, income, gender, marital status, education, respondents' occupation, and where visitors come from, economic value and level of visits to Tablolong Beach Tourism, West Kupang District with the Contingent Valuation Method, Secondary data is data obtained from the results of the processing of the second party or data obtained from the results of the publication of other parties. Secondary data such as the history of the development of Tablolong Beach Tourism, West Kupang District and the number of visitors.

Data Collection Methods

The data collection method used in this study is the survey method. The survey method is a study that takes samples from a population and uses questionnaires as a data collection tool (Silalahi, 2006: 293). The survey method is used to collect relatively limited data from a relatively large number of cases. The data collection tool used in this study was a questionnaire given to visitors to the Tablolong Beach Tourism object, West Kupang District who were respondents in this study.

Data Analysis Methods

The data analysis method used in this study is a quantitative descriptive method using the Contingent Valuation approach.Contingent Valuation is a method in collecting information about preferences or willingness to pay (Willingness To Pay) with a direct question technique. Several stages in the implementation of CVM according to Hanley and Spash (2009), namely:
1. Estimating the Average WTP ValueIt can be estimated by using the average value from the sum of the total WTP value divided by the number of respondents. The Estimated Average WTP is calculated by the formula:

$$EWTP = \Sigma Wi \quad \frac{t=i}{n \text{ Sample}} \text{ or } \frac{\text{WTP Sample}}{}$$

Where:
EWTP = Estimated average WTP
Wi = The value of the i-i WTP
n = Number of respondents
i = i respondent willing to pay (i = 1, 2, 3,.... n)
2. Summing Data After estimating the average WTP value, then the total WTP value from the community is estimated using the formula:
TWTP=Σ WTPi (n i) n t =i /Individual x populase
Where:
TWTP = Total WTP
WTPi = Individual WTP to i
n = Number of samples.
willing to pay as much as WTP
N = Number of samples
P = Total population
i = Respondent willing to pay (i = 1, 2, 3,.....,n)

RESULTS AND DISCUSSION

Overview Of Research Objects

Tablolong Beach is one of the Tourist Beaches with the beauty of the beach and white sand which is one of the beaches in Tablolong Village. Tablolong Village is located in West Kupang District. It is 30 km from the Regency

Capital with a beach area ± 5 km has tourist beaches. Because it is classified as a remote village, all nightlife facilities such as karaoke, discos and stage music treats are not available there. Homestays are the only residential places that are also rarely occupied. Administratively, the Tablolong Village area is located in West Kupang District with an area of 91.69 ha, which is divided into 6 villages with the following boundaries (Anonymous, 2003):

- The North is bordered by Alak District
- The South Semau Strait borders Nekamese District,
- The Pukuafu Strait and the East Timor Sea are bordered by Central Kupang, Amarasi and Kupang City Districts
- To the west it is bordered by the Pukuafu Strait and the Timor Sea.

The coastal area of West Kupang District consists of six villages, namely the villages of Bolok, Kuanheum, Nitneo, Tesabela, Tablolong and Lifuleo. The area around the waters of West Kupang District has beaches that are generally flat and sandy, substrates that are sandy, muddy, sandy, coral and sandy. (Anonymous, 2003).

Based on the Tablolong Village monograph, the population until October 2024 was recorded at 4160 people, consisting of 1560 male residents and 2500 female residents. The number of people in an area always changes from time to time. This is influenced by the presence of people who are born, die, come and go. The population growth rate is the amount of population increase in an area per year due to birth, death and migration factors

Respondent Characteristics

In the characteristics of these respondents, it is discussed about the respondents' gender, age, marital status, education, occupation, and income.

1. Respondent Gender
The majority of respondents were female, 58.69% while malesas many as 42.31%.

2. Respondent's Age
Based on the age characteristics of the respondents, it can be seen that respondents aged 20-23 years are 22.82%, respondents between 24-27 years old are 28.18%, respondents between 28-31 years old are 21.34%, respondents between 32-35 years old are 10.66%, respondents are 36-39 years old as 7.79%, respondents are 40-43 years old as much as 8.87

3. Status Response
The majority of respondents were married, namely 58.85%, while unmarried respondents were 41.15%.

4. Respondent Education
Respondents who were educated were not in school / elementary school as much as 9.38%, educated in junior high school / equivalent as much as 10.68%, educated in high school / equivalent as much as 24.60%, educated in Academy / Diploma as much as 20.25% and educated as much as bachelor / bachelor education as much as 35.09%.

5. Respondent's Job
Respondents who work as civil servants as much as 27.70%, respondents are private employees as much as 23.66%, student respondents are 20.29%, student/adolescent respondents are 10.33%, respondents are self-employed 9.84% and respondents are farmers/ordinary people as much as 8.18%.

6. Respondent Income
Respondents with an income between Rp. 1,000,000 – Rp. 1,999,999 as many as 90 respondents, those with an income between Rp. 2,000,000 – Rp. 2,999,999 as many as 80 respondents, those with an income between Rp. 3,000,000 – Rp. 3,999,999 as many as 70 respondents, who have an income between Rp. 4,000,000 – Rp. 4,999,999 as many as 50 respondents, those who earn Rp.5,000,000 – Rp.5,999,999 as many as 35 respondents and those who earn Rp. 6,000,000 - Rp. 6,999,999 as many as 25 respondents.

Research Results

a. Assessment of Visitors in General and Towards and Origin of Visitors.

1. Visitors' responses to Tablolong Beach Tourism, West Kupang District in 2024. The existence of Tablolong Beach Tourism, West Kupang District is rated quite good for the majority of respondents.
2. The origin of visitors to Tablolong Beach Tourism, West Kupang District in 2024

Visitors to Tablolong Beach Tourism, West Kupang District are residents of West Kupang District in particular and the city of Kupang in general.

b. Factors Affecting Tablolong Beach Tourist Visits, West Kupang District

1. Visitors based on the purpose of the Tablolong Beach Tourism Visit, West Kupang District in 2024.
Respondents of Tablolong Beach Tourism, West Kupang District, mostly visited Tablolong Beach Tourism, West Kupang District to carry out recreational activities, namely 74.44% of respondents, for education as many as 15.76% of respondents and for research as many as 9.8% of respondents.
2. Visitors Based on Arrival to Tablolong Beach Tourism, West Kupang District in 2024.
Visitors to Tablolong Beach Tourism, West Kupang District are mostly family, which is 53.38%. This shows that Tablolong Beach Tourism, West Kupang District as a tourist attraction is in great demand by visitors to gather with family. As many as 6.28% of the visitors came alone, only
20.76% of respondents came in groups and 19.58% of respondents came with their groups to visit Tablolong Beach Tourism, West Kupang District.
3. Visitors Based on the Way of Arrival to Tablolong Beach Tourism, West Kupang District in 2024.
Respondents visited Tablolong Beach Tourism, West Kupang District with the most arrivals using private vehicles in the form of motorbikes, namely 45.28% of respondents. Respondents who came to Tablolong Beach Tourism, West Kupang District by using private cars as many as 36.38% and came with rental vehicles as many as 18.24% of respondents.
4. Visitors Based on the Old Way of Visiting Tablolong Beach, West Kupang District in 2024
Most visitors carried out activities at Tablolong Beach Tourism, West Kupang District for 3-5 hours, namely 47.58% of respondents. As many as 30.25% of respondents carried out activities at this tablolong beach for 6-8 hours and 22.17% of respondents spent more than 9 hours at Tablolong Beach Tourism, West Kupang District, staying at the guesthouse provided at Tablolong Beach Tourism, West Kupang District.
c. Economic Value of Tablolong Beach Tourism, West Kupang District, Contingent Valuation Method Approach , Ukui District, Pelalawan Regency. One of the valuation techniques used in this study is the Willingness to pay analysis (WTP). WTP analysis is an assessment of natural resources and the environment by estimating how much a person wants to spend on efforts to reduce the negative impact they feel due to the deterioration of environmental quality. Several stages in the implementation of CVM according to Hanley and Spash (2009), namely:
1. Create a Hypothetical Market

To be able to use WTP in measuring environmental quality degradation, it is necessary to form a hypothetical market for environmental quality degradation felt by the community. In an effort to preserve the environment and improve infrastructure, a budget is needed for its construction and maintenance. Next, the hypothetical market will be outlined in the form of a scenario.

Based on the information from the scenario made, respondents know a picture of a hypothetical situation regarding efforts to minimize the most important negative impact they feel.

2. Get a Quote

The Amount of WTP Value The survey was carried out by means of a longitudinal interview using the help of a questionnaire. Individually, respondents from the Tablolong Beach Tourism community, West Kupang District were asked the maximum amount of rupiah they could spend for the efforts described in the scenario. This interview is open-ended question by asking respondents directly without any offer previously.

3. Estimating the Average WTP Value of WTPi can be estimated by using the average value from the sum of the total WTP value divided by the number of respondents. The Estimated Average WTP is calculated by the formula:

$$\text{Average WTP} = \frac{\text{Sample WTP}}{\text{Sample}}$$

4. Summing Data

After estimating the average value of the WTP, then the total value of the WTP from the community is estimated using the formula:

$$\text{Total WTP} = \Sigma \text{ WTPindividu x popilase}$$

The results of the respondents' willingness to pay research can be seen in table 2 below:

Table 2
Willingness to Pay Respondents on the Value offered on visitors to Tablolong Beach Tourism, West Kupang District Year 2025

Not.	WTP Values	F	Percentage	Final WTP
	8.000	80	22,85	640.000
	9.000	100	28,57	900.000
	10.000	120	34,28	1.200.00
	11.000	50	14,28	550.000
Entire		350	350,00	3.290.000

Data source: Author's processing, 2025

Based on the management of Tablolong Beach Tourism, West Kupang District, during 2024 the number of visitors will be 1,123,728 people per year. Based on the results of the study, data on the average WTP was obtained, which is as follows:

$$\text{Average WTP} = \frac{\text{(Sample WTP)}}{\text{Sample}}$$

$$\text{WTP installments} = \frac{(3{,}290{,}000)}{350} = 9{,}400$$

Based on the calculation above, it is known that the average WTP is Rp. 9,400,-. Then the total WTP calculation is carried out with the formula:

$$TWTP = \Sigma\ WTP_{Individu} \times populase$$

Total WTP = 9,400 x 976,728= Rp. 9,181,242,200

After knowing how much the average WTP spent by 350 respondents on Every 4-wheeled vehicle and 2-wheeled vehicle for government revenue. It is known that for parking rates:

- 4-wheeled vehicle of Rp. 30,000,-

- 2-wheeled vehicle of Rp. 10,000,-

For 4-wheeled vehicles, a levy is obtained:

= WTP of Rp. 30,000 + Rp.. 9,400 (WTP) = Rp. 39,400 /vehicle.

2-wheeled vehicles will be levied:

= WTP of Rp. 10,000 + Rp. 9,400

(WTP) = Rp.19,400 /vehicle

The results of the data obtained from the management of Tablolong Beach Tourism, West Kupang District, were obtained data:

- Average monthly visitors = 976,728 / 12 months = 81,394 people

- 4-wheeled vehicles as many as 110 vehicles / month

- 2-wheeled vehicles as many as 150 vehicles / month

So the total revenue for the West Kupang District government per month is:

- 4-wheeled vehicles = 32,558 x Rp. 39,400 = Rp. 1. 282.785.200

- 2-wheeled vehicles = 48,836 x Rp. 19,400 = Rp. 947.418.400

Total WTP = Rp. 2,230,203,600 /month

So the total income from WTP visitors for the West Kupang District government is Rp. 2,230,203,600 / month. The amount obtained will increase on holidays. The determination of the levy also requires socialization from the West Kupang District government. to each officer so that there is no fraud and losses to each party.

CONCLUSION

1. The general assessment of visitors to Tablolong Beach Tourism, West Kupang District is quite good. This can be seen from the highest answer from visitors, which is 65.80%. The majority of visitors still come from the people of Kupang City. For this reason, it is necessary to promote the existence of this beach so that the existence of this beach can be known by the general public outside the city of Kupang
2. The Economic Value of Tablolong Beach Tourism, West Kupang District with the West Kupang District Contingent Valuation Method approach can be seen from the total visitor income for the West Kupang District Government, which is Rp. 2,230,203,600 /month. This is evidenced by the fact that visitors are willing to spend funds on tourist trips to obtain satisfaction, entertainment and recreation.

SUGGESTION

1. It is better for the government of West Kupang District, Kupang Regency to pay more attention to facilities, facilities and infrastructure that can support the existence of Wsiata Tablolong beach, West Kupang District, so that the existence of this Tablolong Beach tourist attraction can really function as a tourist attraction intended for the entire community, especially residents who visit Kupang City.
2. It is better to enforce the entry levy, so that the total economic value of WTP income increases

Because visitors are willing to spend money to buy entrance tickets if they meet the visitors' desire for nature recreation.

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