

ABSTRACT

Way Kambas National Park is one of the tourist destinations in Lampung province that has the beauty of natural resources, flora and endangered fauna species diversity. The objective of this research was to analyze factors affecting Willingness to Pay (WTP) for the environmental improvement in Way Kambas National Park. The independent variables in this research are travel cost, income, education level and age by using contingent valuation method. The analysis tool used in this research is logistic regression.

The result showed that factors affecting visitors' willingness to pay is travel cost and income. Both independent variables have a positive and significant influence on willingness to pay, while education level and age have no significant influence on willingness to pay. The value of willingness to pay is IDR 14,000 which has 64 percent respondents willing to pay and 36 percent respondents unwilling to pay.

Keywords: Tourism, Income, Travel Cost, Willingness to Pay, Way Kambas National Park.