

CHAPTER VI

CONCLUSION AND RECOMMENDATION

A. Conclusion

From the result of this research, the conclusions are as follows:

1. Based on the data, there are 100 visitors as respondent for the environmental improvement in Way Kambas National Park. The average of visitors' willingness to pay is IDR 14,000. From the result, the visitors who are willing to pay is 64 percent.
2. The results shows that income as dependent variable has a positive and significant influence on willingness to pay. It means that the opportunity of respondents for willingness to pay is higher when income is increasing. This is because when people with high income will make the visitors have extra money to pay.
3. The result shows that travel cost has a significant and positive influence on willingness to pay. It means that the opportunity of respondents for willingness to pay is higher when travel cost is increasing. This is because when people with high travel cost will make the visitors have extra money to pay.

B. Recommendation

According to the conclusion above, there are some recommendations for the environmental improvement in Way Kambas National Park as follows:

1. The value of visitors' willingness to pay can be used as a recommendation for entrance fees to the park. Furthermore, the difference of entrance fees can be allocated as the operational cost for the environmental improvement in Way Kambas National Park.
2. It is recommended to the Way Kambas National Park office to give a range of payment which has different facilities for every option to the visitors.
3. It is expected to Way Kambas National Park 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. In order to increase the number of visitors, Way Kambas National Park office have to improve the promotion, public facilities, the infrastructures, improving the access from gate to the park, give the directions in the area and to maximize the potential owned by Way Kambas National Park 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.

