

ABSTRACT

A forest can provides benefits in tangible or intangible advantages. One of its intangible benefit is providing a site for tourism destination with taking its advantages which is the beauty of its nature, flora, and fauna. A recreational nature tourism is one of the forest output which is, indeed, not easy to rate but possible to estimative value, so that market replacing approach is used in order to estimate its economical services.

The indigenous tourism of Kopeng is a tourism object that established and expanded limitary inside production forest area with restricted to changes in its major function by Perum Perhutani Unit 1 Central Java. Kopeng owns a big potential that is interesting and comply to the expanding requirements as one eco-tourism management since it provides beauty and purity and special nature of beautiful environment, exciting, and distributes supports to recreational activities.

This research is an objective to identify and applying economical benefit valuation purposal that is excepted by visitors of indigenous tourism of Kopeng, and also estimating its eco-tourism economical services.

Method used in making economical valuation is calculating consumer's level of surplus. Consumers surplus, if added with total expenditure, will result total benefits to visitors of the indigenous tourism of Kopeng. In order to calculate consumers surplus initially, first is to apply curve estimation of demand. Curve estimation of demand applied by traveling cost method.

The data compiling method applied with a questionnaire to 100 people of visitors by purposive technique with accidentally sampling. The data processing applied with the use of Eviews 3.0 programme. The result of this research showed that visiting cost to Kopeng and revenue affect significantly to numbers of visit. Consumers surplus rates from each individual visitor is Rp. 404.938,875 annually and its total expenditure is Rp. 476.122,222, so that the total benefits gained from the indigenous tourism of Kopeng availability is Rp. 881.051,097 while its annual aggregative value to the people of Semarang Regency would be in the exact amount of Rp. 792.548.633.300. Thus, the indigenous tourism of Kopeng has been proven in providing meaningful benefits to its people largely.

Keyword : economical valuation. Intangible, wana wisata Kopeng, Total expenditure, consumer surplus, travel cost method.