

Recommendations For the Development of Drini Beach Tourism in Gunungkidul Based on Tourist Perceptions and Economic

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Abstract- *Drini Beach is a tourist attraction located in Gunungkidul, Yogyakarta, Indonesia. This research focuses on analysing tourist perceptions and the economic value of the existence of Drini Beach tourism. Data was obtained through a survey of 100 tourists with an accidental sampling method. Analysis of tourist perceptions using a Likert scale approach. The results of research on tourist perceptions of the potential of Drini Beach are divided into 4 indicators. The attraction indicator obtained a percentage value of 68% (good category), The amenity indicator obtained a percentage value of 46% (Adequate category), the accessibility indicator obtained a percentage value of 38% (Adequate category), The ancillary indicator obtained a percentage value of 51% (Adequate category). The most preferred activities for tourists are swimming, canoeing and enjoying the scenery. Economic value is obtained using the Willingness to Pay (WTP) approach. The results show that the average individual WTP is IDR 15,550. The total WTP value is IDR 1,939,364,900/year with 124,718 tourism visitors . The results demonstrated that visitor satisfaction It is possible to consider this as a material for regional development, and the WTP value is known. The financial contribution to the cultural ecosystem services (tourism) is hereby demonstrated. Consequently In order to enhance the tourist experience, there is a necessity to improve the facilities and infrastructure of tourist activities. The development of enhanced tourism strategies is imperative.*

I. INTRODUCTION

Drini Beach is a prominent tourist attraction located in Banjarejo Village, Tanjungsari District, Gunungkidul Regency. The appeal of Drini Beach lies in its unique natural and marine characteristics. Its geographical location directly borders the Indian Ocean. The presence of Drini Island, which separates the western and eastern sides of the beach, constitutes a major draw for the area [1]. The development of the tourism sector at Drini Beach exhibits a significantly positive trend. This growth is heavily attributed to the use of social media as a promotional tool for the coastal tourist area. Based on data compiled by the

Gunungkidul Regency Tourism Office, approximately 90% of tourists opt for coastal destinations. This rapid growth in visitor numbers introduces new challenges concerning environmental sustainability and the carrying capacity of the tourist area. Inadequate management of the area has the potential to lead to coastal erosion and environmental pollution. Planning of tourist areas necessitates a sustainable tourism concept. Effective tourism planning is defined by its ability to improve community welfare, enhance the economy, and be protective and sensitive toward the environment [2]. The benefit of the area should not be viewed solely from the perspective of its natural beauty. Sustainable management of the area is essential. Therefore, comprehensive data are required as the basis for decision-making. Economic valuation does not solely aim to uncover the financial benefits derived from the coastal tourism sector. Economic valuation is primarily intended to serve as a basis for consideration in formulating conservation policies and sustainable management strategies. The impact of economic valuation is a means of providing a quantitative value to the goods and services generated by natural and environmental resources. Economic valuation represents an effort to assign a quantitative value to goods and services derived from natural resources and the environment, covering both Market Value and Non-Market Value. Understanding the concept of economic valuation allows policymakers to determine the effective and efficient utilization of natural resources and the environment [3]. The application of economic valuation demonstrates the relationship between natural resource conservation and economic development. Consequently, economic valuation can be used as an important tool in raising public awareness regarding the use and management of natural resources and the environment.

Information regarding the economic value is considered vital for understanding the economic

benefits associated with the existence of Drini Beach as a tourist destination. A scarcity of comprehensive research evaluating the economic value, particularly using the Willingness to Pay (WTP) method and analyzing tourist perceptions at Drini Beach, necessitates a foundational basis for area management to achieve sustainable development. Tourist perception is deemed necessary for evaluating visitor satisfaction with the potential of Drini Beach. Gathering tourist perceptions will provide information regarding tourist desires and expectations for the Drini Beach tourist area. This research activity was conducted in January 2025 in the Drini Beach Tourist Area, located in Banjarejo Village, Tanjungsari District, Gunungkidul Regency, Special Region of Yogyakarta Province. The research location is presented in Figure 1.

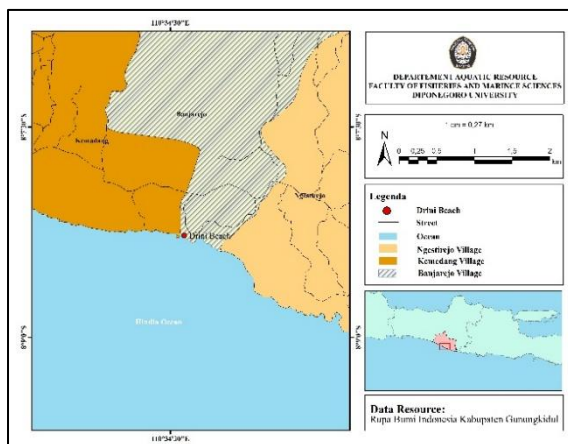


Figure 1. Research Location Map

II. METHOD

The methodology employed in this study is the survey method. The survey method is utilized to collect data from a natural setting, wherein the researcher is actively involved in data collection through the distribution of questionnaires, conducting tests, and structured interviews [4]. Based on this definition, the present study sought to collect data on tourist perception and Willingness to Pay (WTP) among visitors. The sample size was determined using the accidental sampling technique, with the stipulation that respondents must be tourists currently visiting Drini Beach.

The number of respondents was determined using the Slovin formula to establish a representative sample size designed for calculating large population samples with a specific degree of tolerance. The Slovin formula is stated as follows [5]:

$$n = \frac{N}{1 + Ne^2}$$

Description:

n = Number of respondents
N = Population size
e = Margin of error or degree of tolerance, set at 10%

The data analysis methods employed in this study are detailed below:

a. Economic Value Estimation

The economic value of Drini Beach tourism was estimated using the Willingness to Pay (WTP) approach. WTP is a method aimed at determining the monetary level tourists are willing to pay for environmental sustainability, assuming they desire full environmental protection [6]. WTP calculation in this study was performed using the bidding game technique, which involved asking tourist respondents at Drini Beach their willingness to pay within the range of IDR 10,000 to IDR 20,000.

The subsequent steps involve calculating the economic value using the WTP approach based on the following formulas [7]:

1. Calculating the Average WTP Value (Hutabalian et al., 2022):

$$EWTP = \sum_{i=1}^n W_i/n$$

Description:

EWTP = Estimated Average Willingness to Pay
W_i = WTP value i
N = Number of respondents
I = The i-th respondent who is willingpay (i= 1,2,3,.....,n)

2. Calculating the Total WTP [8]:

$$TWTP = \sum_{i=1}^n WTP_i \left(\frac{n_i}{N} \right) P$$

Description:

TWTP = Total WTP
WTP_i = WTP of individual sample i
N = Number of samples
I = The i-th respondent who is willingpay (i= 1,2,3,.....,n)
P = Population Size

n_i = Number of samples i who are willing to pay the WTP

b. Tourist Perception towards Drini Beach Tourism Potential

Data on tourist perception of Drini Beach were used to assess the condition of attractions, amenities (facilities), accessibility, and supplementary services. The questionnaire employed the Likert scale method (1 to 5 points). The Likert scale is designed to measure the attitudes, opinions, and perceptions of an individual or group regarding social phenomena [4]. The scoring details are as follows:

1 : Very Poor

2 : Poor

3 : Fair

4 : Good

5 : Excellent

The calculation of tourist perceptions regarding the development of the tourism attraction can be carried out using the formula proposed [9]:

$$NN = \frac{Rb}{Sr} \times 100\%$$

Description:

NN = Comfort value expressed in percentage

Rb = Number of respondents who stated “strongly agree” or “agree”

Sr = Total number of respondents

The comfort value (score) is determined based on [10].

Table 1. Assesment Scores

No	Score (%)	Description
1	81 – 100	Excellent
2	66 – 80,99	Good
3	51 – 65,99	Adequate
4	35 – 50,99	Poor
5	0 – 34,99	Limited

The questionnaire used in this study has been tested for validity, which is a method of obtaining information about whether the questionnaire being used is valid [11]. The results show that the questionnaire to be distributed to tourists is valid (calculated $r > \text{table } r$). In addition to validity, the questionnaire was also tested for reliability. Based on the reliability test results, the Cronbach Alpha value for each indicator was found to be >0.60 , which means that the variables can be considered reliable or consistent in their measurement [12].

III. RESULT

A. Tourist Perceptions Based on the Tourism Potential of Drini Beach

Based on the results of a survey of 100 tourist respondents who visited Drini Beach, the results regarding tourist satisfaction levels for various indicators were obtained. The following tourist perception results can be seen in Table 2

Table 2. Drini Beach tourist perception results

No	Indicator	Variable	Value					Percentage	Description
			1	2	3	4	5		
1	Attraction	Physical condition of the beach	0	10	15	59	26	68 %	Good
		Beach waves	0	4	20	65	11		
		Beach biota	0	8	56	27	9		
		Beach sand	0	2	25	42	31		
		Beach vegetation	0	20	36	38	6		
		Swimming recreation	0	10	13	48	29		
		Beauty and uniqueness of the beach	0	0	16	31	53		
2	Amenity	Gazebo	2	13	33	43	9	46%	Poor
		Food stalls	0	5	41	43	11		
		Toilets	1	12	64	21	2		
		Prayer room (mushola)	0	3	66	30	1		
		Souvenir shops	0	10	40	41	9		
		Parking area	2	15	21	47	15		
		Ticket booth	0	1	25	42	32		
		Trash bins	6	34	36	22	2		

3	Accessibility	Road conditions to the beach	2	16	24	42	16	38%	Poor
		Directional signs	2	29	28	30	11		
		Distance to the tourist site	0	5	48	40	7		
		Availability of public transportation	24	39	32	5	0		
4	Ancillary	Security post	4	16	22	41	17	51%	Adequate
		Information center	3	15	17	44	21		
		Safety sign	1	23	40	35	1		
		ATM Center	25	53	16	6	0		
		QRIS payment service	10	23	35	19	13		
		Tourist staff service (friendly)	0	0	20	38	42		
		Tourist staff service (responsive)	0	0	20	45	35		

B. Economic Value of Drini Beach Tourism

Based on the results of calculating the economic value of Drini Beach tourism using the Willingness to Pay (WTP) approach, the result is IDR 15,550.00 per individual. This result comes from 100 tourist respondents, 91% of whom agreed to a tourism fee of IDR 15,000. Seven percent of respondents agreed to a tourism fee of IDR 20,000. Meanwhile, 2% chose a tourism fee of IDR 25,000. The average individual WTP value for Drini Beach is presented in Figure 2-8.

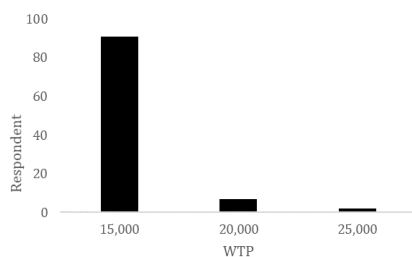


Figure 2. Recapitulation of Drini Beach Tourist WTP

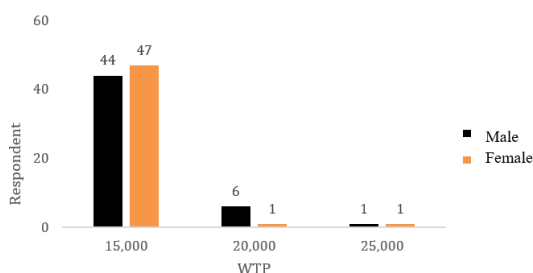


Figure 3. Recapitulation of tourist WTP based on gender

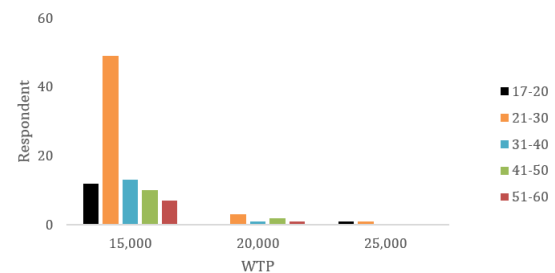


Figure 4 Recapitulation of WTP Tourists by Age

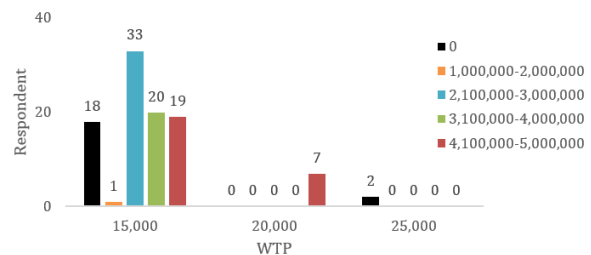


Figure 5. Recapitulation of Tourist WTP based on Income Level

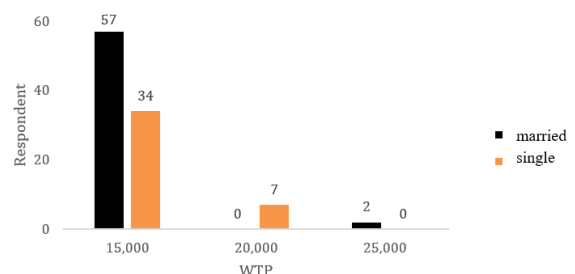


Figure 6. Recapitulation of Tourist WTP based on marital status

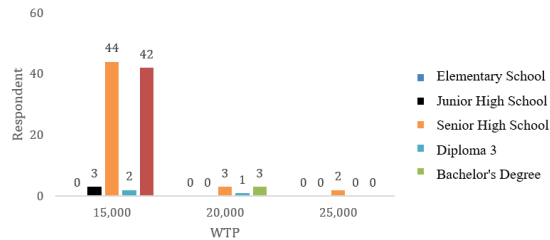


Figure 7. Recapitulation of Tourist WTP based on marital status

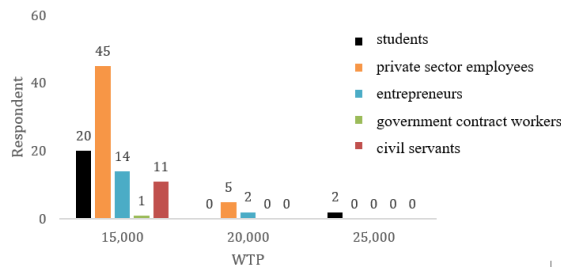


Figure 8. Recapitulation of Tourist WTP based on Occupation

The recapitulation of the average WTP value based on the characteristics of Drini Beach tourists shows that tourists who are male, aged 21-30 years, with an income of IDR 2,100,000-3,000,000, unmarried, with a high school/vocational school educational background, and employed as private sector employees contribute the most to the average WTP value. This illustrates the target market segmentation or visitors to Drini Beach. The recapitulation is shown in Table 5.

Table 3. Recapitulation of the highest average WTP values based on tourist characteristics

No	Characteristic	Contributor
1	Gender	Male
2	Age	21 – 30 years old
3	Income	IDR 2,100,00
4	Marital Status	single
5	Occupation	Private sector employee

Based on calculations of the total WTP value of Drini Beach tourists, the average WTP value per individual can be determined to be IDR 15,550.00. This price is the highest price based on the entrance fee ticket for the Drini Beach tourist area, which is IDR 15,000.00. Based on data obtained from the Gunungkidul Regency Tourism Office in Yogyakarta in 2024, the number of visitors entering through the Baron entrance fee post was 416,728. The Baron entrance fee post is the closest entrance fee post to Drini

Beach. Based on interviews with the management, only 30% of tourists go to Drini Beach through the Baron entrance fee post. The number of visitors to Drini Beach in 2024 was around 124,718. The toll gate system at Drini Beach is located at a single entrance, so visitors who enter through the Baron toll gate can visit Baron Beach, Kukup Beach, Sepanjang Beach, Watu Kodok Beach, Sanglen Beach, Drini Beach, Krakal Beach, Sarangan Beach, Slili Beach, Sadranan Beach, Ngandong Beach, and Sundak Beach. The total WTP calculation for Drini Beach tourists resulted in IDR 1,939,364,900. The recapitulation of the WTP value for Drini Beach tourists is shown in Table 6.

Table 4. WTP Value for Drini Beach Tourists

Description	Amount
Average WTP per individual (WTP)	IDR15,550.00
Total number of tourists in 2024	124,718
Willing to pay (n)	100
Number of respondents (N)	100
WTP total	IDR1,939,364,900

VI. DISCUSSION

A. Tourist Perceptions Based on the Tourism Potential of Drini Beach

The tourism potential of Drini Beach in this study was divided into four categories: attractions, amenities, accessibility, and additional services. Attractions, or what is commonly referred to as appeal. The aspects assessed in this study include the physical condition of the beach, waves, marine life, sand, vegetation, canoeing/swimming, and the beauty and uniqueness of the beach. Based on the assessment of tourist attractions, the results show a percentage of 68%, which is classified as good. The results of the attraction assessment itself are obtained based on 7 (seven) assessment indicators. The majority of tourists have a good perception of the tourist attraction aspects of Drini Beach.

The appeal of Drini Beach lies in its two distinct sides: the west and east. The east side has calmer waves, making it ideal for canoeing and swimming. The east side of the beach offers beautiful scenery with coral islands covered in drini trees. The western side borders the Indian Ocean, making it less suitable for canoeing and swimming. In 2024, Drini Beach

established Drini Park, which has become an additional tourist attraction at Drini Beach. Based on interviews with the head of Pokdarwis as the manager of Drini Beach, there are still shortcomings in communication management between the Gunungkidul Tourism Office and local managers. Collaboration with stakeholders is necessary for the development of Drini Beach's tourist attractions. To achieve the success of the tourism concept, cooperation from all parties is required, not just relying on one department alone. All sectors must work together to develop tourism, and this is what needs to be continuously improved [13].

Amenities are facilities provided at tourist attractions. Based on the results of Drini Beach tourists' perceptions of amenities, the percentage obtained was 46%. This score can be classified as poor. The majority of tourists complained that the gazebos were too close together, which reduced their enjoyment of the beach view. The majority of tourists gave a good rating, as there were many food stalls serving seafood dishes. The majority of tourists gave a good rating for the toilets. There were not many trash bins available at Drini Beach. The prayer room/place of worship provided at Drini Beach is only a small mosque. Souvenir shops at Drini Beach are kiosks provided by the Drini Beach Tourism Office, with the majority of kiosks selling seafood and souvenirs. The Drini Beach ticket counter can be accessed through the toll booths provided along the south beach road. There are 8 toll booths provided, but the majority of visitors enter through the Baron Toll Booth.

The Drini Beach parking lot is quite spacious, with parking for four-wheeled and two-wheeled vehicles in one area, while buses and minibuses are parked in a separate lot. The parking lot is not far from Drini Beach. The parking lot is very important considering that activity will increase on holidays. Parking will fluctuate at any given time. Generally, parking conditions on Saturdays and Sundays are very different [14]. One of the contributing factors is that on Saturdays, some people are not yet on holiday, while on Sundays, almost everyone is on holiday. Therefore, policies are needed to provide adequate public transportation for tourists, parking management, and traffic management, both in terms of quality and quantity.

Tourism accessibility is assessed based on road conditions, directional signs, distance to tourist

attractions, and availability of public transportation. Based on the assessment of tourism accessibility to Drini Beach, the result was 38%. The road leading to Drini Beach is still relatively narrow, although most of it has been paved. The road to the beach passes through local residential areas and is in good condition with no potholes. The majority of tourists gave poor ratings. The lack of directional signs causes confusion among tourists. Although Google Maps technology is available, there are obstacles in the form of poor internet signal in the area around the beach. Public transportation to Drini Beach is still lacking. The availability of public transportation can reduce traffic congestion in the beach road area. Considering the narrowness of the road to the beach, it can be a solution to reduce traffic congestion in the beach tourism area. A public transportation system can improve accessibility and support tourism in Yogyakarta based on the preferences of domestic tourists [15]. Public transportation is considered important to reduce traffic congestion problems.

Assessment indicators regarding the potential for additional services include security posts, tourist information centers, safety signs, ATM centers, QRIS payment services, friendly managers, and responsive managers. The security post at Drini Beach is considered inadequate due to the lack of information regarding its location. The tourist information center at Drini Beach received a majority of good ratings. This is in line with the managers who received excellent ratings for the categories of friendliness and responsiveness. Safety signs at Drini Beach are very lacking. For beach boundaries, only small buoys are available to mark the boundaries of the play area on the beach. There is no ATM center available in the Drini Beach area. QRIS payment services are not available at any food stalls, and the majority of tourists gave a poor rating. Based on calculations regarding the potential for additional services, the percentage obtained was 51%. This score can be classified as poor. A good tourist attraction is one that is formed because it has a good institutional framework [16]. Additional services related to tourism institutions need to be improved to strengthen the image of tourist attractions. Marketing and promotion of tourist attractions are very important in obtaining information and increasing the number of tourist visits.

The promotional activities carried out by the management include promotion through social

media, specifically Instagram (@pantai_drini_gunungkidul). These promotional efforts must also be supported by the Gunungkidul Regency government. The more promotional efforts are made, the more information can be disseminated. This will help introduce Drini Beach tourism to the wider community. Tourism promotion needs to be balanced with improvements in accessibility, amenities, and security in order to support balanced and sustainable growth [17].

Tourists can be used as a reference for a realistic assessment of the management of the Drini Beach tourist area. The results of the analysis show that tourists' perceptions of Drini Beach based on its tourism potential in terms of attractions, amenities, accessibility, and additional services are not yet at a good level. Attractions are already classified as good with a score of 68%. This is influenced by the appeal of Drini Beach tourism, which offers nature activities. However, amenities (46%), accessibility (38%), and additional services (51%) are still in a less than satisfactory position.

B. Economic Value of Drini Beach Tourism
Based on the calculation of the average Willingness to Pay, the value obtained is IDR 15,550. This value is only slightly different from the ticket price of IDR 15,000. This result provides an overview of how tourists contribute financially to environmental sustainability and sustainable tourism management. The average WTP value can be used as a reference for tourism area managers [18]. In addition, the average WTP result can be used as an additional entrance ticket fee, which can then be used for area conservation efforts.

The research findings show that the average WTP value based on gender indicates that males have a higher value than females. This is in line with the results of Drini Beach tourists' perceptions of the attraction indicator, which scored 68%. Natural tourist attractions are visited more by male tourists [19]. This is influenced by the fact that men prefer adventure and outdoor recreational activities.

The 21–30 age group is known to be the largest contributor to the average WTP value based on age category. This age range is considered to have a deeper understanding of the concept of environmental sustainability. Age has a significant influence on WTP value [20]. This is because

increasing age will increase individual awareness to carry out beneficial activities. In addition, age is related to an individual's experience in decision making.

Tourists with a high school/vocational school education are known to have the highest WTP value compared to other educational groups. This is because tourists are generally dominated by young people. Educational background has an enthusiastic influence on tourism activities. In addition, the main activities offered at Drini Beach are nature activities. Tourists with a high school/vocational school education tend to prefer nature tourism. Those with a high school/vocational school educational background tend to choose nature tourism such as marine tourism [20]. High school/vocational school students really like the attractions of nature tourism such as going to the beach and enjoying the scenery. The economic value of Drini Beach tourism based on the WTP approach was calculated at IDR 1,939,364,900 per year. This value was obtained through government-managed retribution fees. Retribution tickets are a form of payment made by tourists for the sustainable management of the area. A person's consideration to visit a tourist area influences their Willingness to Pay. The results show that the average WTP value of IDR 15,550 is only slightly above the rate charged at the Drini Beach tourism levy post. The total WTP value obtained is IDR 1,939,364,900 per year. Based on the recapitulation results, the average WTP value for men is higher than that for women, aged 21–30 years and with a high school/vocational school educational background. These results indicate the main market segment of Drini Beach tourism. The results of the consideration of perceptions and WTP values can be used as a reference for increasing tourism fees, which will impact the development of the Drini Beach tourism area. Tourism development has a positive impact on job creation and income growth for the local community [22].

VI. CONCLUSION

Based on tourist perceptions, there are policy implications for the region through: 1) coastal spatial planning that considers the comfortable distance between tourist attractions and maintains cleanliness to create a comfortable and clean tourist experience. 2) Improving integrated accessibility through road widening and installing directional signs, as well as

activating public transportation routes to the Drini Beach tourist area. 3) Integrated safety management, adding lifeguard stations equipped with safety signs to clearly demarcate swimming areas and certifying lifeguard personnel. 4) Digitalizing services and payments via QRIS at stalls and ticket counters, and providing an ATM center. The economic value of Drini Beach tourism, calculated using the Willingness to Pay (WTP) approach, yielded an average WTP value of IDR 15,550. Therefore, the policy recommendation is to increase entrance ticket prices based on the economic value of WTP to create a comfortable, safe, and clean Drini Beach area.

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