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Economic Valuation Analysis: of Ujung Kulon National Park with Use Individual Travel Cost Method (ITCM)

Suherman

Doctoral Student of Agricultural Sciences of Padjadjaran University, Bandung, Indonesia and Lecturer of Agricultural faculty of Sultan Ageng Tirtayasa University, Banten, Indonesia.

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ABSTRACT

Ujung Kulon National Park Region (UKNP) is a strategic area as a buffer ecosystems is one of the natural heritage that is recognized internationally. UKNP also developed as a destination of the visit by the government of Banten province, which belong to the 18 tourism development areas. However, the level visit to Ujung Kulon National Park is still low, both foreign tourists and domestic tourists. This study aimed to analyze the characteristics and perceptions of visitors who come to UKNP conservation area; analyze the economic value of protected areas based on the analysis of newborn calves during the travel costs to the conservation area; analyzed the socioeconomic factors affecting visitors request visitors to protected areas of the Park; and analyze the socioeconomic factors affecting visitors willingness to pay for the benefit of UKNP visitors conservation area. The method used descriptive and explanatory survey on a sample of 150 units UKNP visitors. The economic value of recreational allegedly calculated using the method of travel expenses include the cost of transportation back and forth from his home to attractions and other expenses during the trip and at the tourist attraction includes documentation, consumption, parking, and other expenses associated with recreational activities for the day of visit; Estimation of the number of visits by socioeconomic factors to each individual newborn calves per year visits were made by using the Individual Travel Cost Method (ITCM); as well as consumer surplus is a proxy of the value of a visitor's willingness to pay benefits (WTP) to the recreation site. Testing the research hypotheses using path analysis, for processing data from questionnaires used a computer program SPSS version 21.0 for Windows and Excel. Based on the results of the study found that the characteristics of the visitors who appeared included age; sex; region; UKNP long known; visit; visitation and time spent. In addition the perception of visitors includes visitors elections for the adequacy of recreational facilities; fame recreation areas; provider of travel information; the timing of the visit; recreational facilities, and the selection of payment. This study also found that eight social characteristics that affect the level of demand of visitors to protected areas UKNP, namely factor employment, income, savings, education level, marital status, number of dependents, mileage, and travel time. The eight factors also affect the willingness to pay for the benefit of visitors UKNP conservation area.

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INTRODUCTION

Problems of environmental degradation that occurs at this time can not be separated from economic development activities and the need to get serious attention from the government for economic development can be done in a sustainable manner. Economic development in the past only focused on economic growth but tend to ignore the environment (Andrianto, 2003). If the provider of the resource is not managed properly so that the damage or loss of quality and quantity, the economic activity will cease, which means it does not run sustainable development. Oriented development environment is a model of sustainable development (Andrianto, 2003). Furthermore Salim (2005) stated that the current ecosystem function is not to obtain recompense for ecosystem function does not have a market system that has no price. This causes environmental services do not yet have economic value. This is due to the cost of environmental services not included in the cost calculation system (external costs). Similarly, the benefits of environmental services, environmental benefits are only accepted as a matter of course so are beyond the calculation of benefits (external benefits).

Corresponding Author: Suherman, Doctoral Student of Agricultural Sciences of Padjadjaran University, Bandung, Indonesia and Lecturer of Agricultural faculty of Sultan Ageng Tirtayasa University, Banten, Indonesia.
E-mail : suherman_untirta@yahoo.co.id

Economic development trends are not sensitive to environmental issues arise as a result of the government ignorant of the costs and benefits of environmental services, which in turn cause damage to the ecosystem. The components of the ecosystem itself is still considered a common pool resources so that each person use without regard to the impact on the quality and quantity of natural resources. In conventional development pattern of environmental services of ecosystems that do not have the resources lead market experienced excessive exploitation. This may be one reason why the provision of value on environmental services is an essential part of sustainable development (Douglas, JR, 2007). Optimal resource use and sustainable need adequate knowledge about the benefits of natural resources as a whole, both tangible benefits (tangible) as well as the benefits that can not be expressed clearly not measurable (intangible). Both of these benefits need to be managed with a balanced to provide benefits in a sustainable manner. For the management of natural resources as much as possible is required careful planning and realistic calculations in exploring the tangible and intangible benefits of natural resources and the environment (Darusman, 1991). Indonesia has a wealth of natural resources and the environment are abundant. Indonesia's tropical forest areas in the world's third largest reserves of oil, natural gas, gold, copper and other minerals. Coral reefs and marine life enriches all 17,000 islands. Moreover, Indonesia has land and sea area is vast and rich in ecological diversity. Occupying nearly 1.3 percent of the Earth region, has roughly 10 percent of plants and flowers in the world, 12 percent of mammal species, 17 percent of birds, 25 percent of fish species, and 10 percent of the remaining area of tropical forests, the second after Brazil (Sunarto, 2003). Forests are a natural resource that has tangible benefits such as wood, rattan, gum, etc., and intangible benefits such as recreation area, hydrology, education, and so on (Darusman, 1991). In an effort management, natural resource calculation should be based on both of these benefits, so that the allocation of benefits can reach optimal levels. However, the forest recreation services as additional product and its intangible (intangible) of forests face challenges when these types of products do not have a price on a normal market system, on the other hand the public demand for forest recreation services continues to increase as a result of the income per capita of population rose, increasing mobility of the population and the availability of leisure time for most people. The inability of the market in assessing the intangible benefits of natural resources cause the value can not be predicted quantitatively (Fandeli, 2000).

One area that has natural resources and the environment that have not studied the value of benefits, both tangible and intangible is Ujung Kulon area of Banten province. Ujung Kulon was first introduced by a German botanist named F. Jung Hun in 1846, while collecting tropical plants. At that time, the wealth of flora and fauna Ujung Kulon already known by researchers, even the journey to Ujung Kulon had a chance to enter in the scientific journal a few years later. In its development, Ujung Kulon National Park area is an area that is protected under Law No. 5 of 1990 on the conservation of natural resources (BTNUK, 2012). Ujung Kulon National Park has a variety of natural beauty and uniqueness of the area, with the occurrence of endangered species, one-horned rhino (Rhinoceros sondaicus) or commonly called bacusa. This rare animal is one characteristic of Ujung Kulon National Park to the level of a population of about 50-60 individuals. There are three types of ecosystems in national parks are marine, coastal and terrestrial ecosystems, as well as an interesting natural attractions, with various shapes and unique beauty of nature in the form of rivers, waterfalls, white sand beaches, hot springs , marine parks and cultural heritage/history (Ganesha statue, in Mount Mercury Panaitan Island). The manager of Ujung Kulon National Park is the National Park Ujung Kulon (BTNUK), under the auspices of the Directorate General of Forest Protection and Nature Conservation (DITJEN PHKA) located in the Department of Forestry, under and responsible to the Minister of Forestry (Dispar Banten , 2012).

Ujung Kulon National Park area (TNUK) is a strategic region as a buffer ecosystem that is one of the natural heritage that is recognized internationally. TNUK also developed as a destination for a visit by the Banten Provincial Government, which belong to the 18 area of tourism development. Some areas include all 18 tourist area is the West Coast, South Coast Tourism Region, North Coast Area Tourism, Pilgrimage Tourism Region, Area Tourism TNUK, as well as Island and Mount Krakatau (Dispar Banten, 2009).The potential of tourism in the province of Banten very large, it is because the Banten province has appeal destination visits are much in demand by tourists, both foreign and domestic tourists. Although to date traffic levels are still relatively low, but the Ujung Kulon National Park is a destination visit has been recognized by UNESCO as a world heritage, in addition, Ujung Kulon National Park is a destination visit which has a unique special interest for visitors compared to other destinations in Banten province and in Indonesia in general.

Based on various descriptions such, in order to attract investors to invest in the development of Ujung Kulon National Park, we need a basic calculation of an attractive investment for investors, namely the assessment of recreational intangible benefits quantitatively. Recreational intangible benefit assessment can not be assessed by the conventional market system. For the purposes of this study, experts environmental and natural resource economics has sought to develop approaches that are

considered representative or the Travel Cost Method Cost Method trip principle that is used to calculate the travel expenses of recreational resources of natural resource requests that do not have market prices. This approach has been used widely to get the demand curve for recreation (Menz and Wilton, 1983).

Various studies on newborn calves need to be done on an ongoing basis, because these results can be used as a reference for policy formulation in order to improve the function and benefits of TNUK region. One indicator of the increased functionality and benefits based on the principle of development is the increasing number of visits. In order for natural recreation object is able to grow and compete with other recreational objects, efforts are needed to attract visitors to come. TNUK visitors is a major focus for the manager in developing TNUK. Existence of objects visit really depends on visitors who come so important for managers to know how visitors TNUK characteristics. The review of the characteristics of visitors are expected to provide additional information and can be used as a basis in determining service policies by the manager in the future. Intangible benefit assessment objectively and quantitatively can be used as the basis for the calculation of a realistic and rational investment (Darusman, 1991). The real calculation is expected to attract investors, both public and private. In addition, to improve the function and benefits of TNUK region, needs to be calculated the economic value of recreational benefits of existing and willingness to pay of visitors who visit the region. Results of the assessment are expected to be useful as input for TNUK manager to formulate the allocation of natural resources and the optimum allocation of development funds.

Based on the background of the problem, then the problem can be formulated in this study as follows:

1) How do the characteristics and perceptions of visitors coming to the conservation area Ujung Kulon National Park.
2) What is the economic value of conservation areas Ujung Kulon National Park based on analysis of travel costs for visiting conservation areas Ujung Kulon National Park.
3) The socio-economic factors that affect farmers' demand of visitors to protected areas Ujung Kulon National Park.
4) The socio-economic factors that affect farmers' willingness to pay for the benefits of the conservation area visitor National Park Ujung Kulon.

1. Review of Literature:

Economic Valuation:

Marx (Suparmoko, 2006) stated that during the natural resources it has not interfered with by human power, the natural resources it does have value. Instead, according to experts of classical economics everything that can be bought and sold certainly have value. In this case the "value" is distinguished by the "price", "price" has always been associated with the amount of dollars to be paid to acquire an item, while the value of the goods is not always associated with the amount of dollars but including such goods for the benefit of society as a whole. On the basis of this thought occurred tendencies making excessive and wasteful of resources. Then Davis and Johnson (1987) classifies value by way of great value judgment or determination made, namely: (a) the market value, the value is determined through market transactions, (b) the value of usability, the value obtained from the use of these resources by individual particular, and (c) social value, the value set by regulation, law, or public representatives. While Pearce (Munasinghe, 1993) made a classification that describes the value of the benefits of the total economic value based on the method or process benefits obtained.

The economic value of the goods or services measured by summing the will to pay of many individuals to the goods or services in question. In turn, the will to pay reflect individual preferences for the goods in question. Valuation is the basis for the idea of sustainable development. It is very important to understand is, what should be done in implementing the economic valuation. Results of the valuation is expressed in terms of money as a way of seeking preference revelation, for example by asking "are people willing to pay?". Furthermore, it is stated that the use of value for money allows comparison between the value of the environment and the value of development (CSERGE, 1994).

Economic valuation, in principle, aims to provide economic value to the resources used in accordance with the real value from the point of view of society. Thus in conducting economic valuation need to know the extent of the bias between the price that goes to the real value that should be set on the resources used. Next is what causes the price. Economics as a tool of economic valuation is the science about making choices. Manufacture of alternative choices that confronted us about the environment is more complex than the making of choices in the context of purely private goods (Folmer & Gabel 2001). The total economic value is economic values contained in a natural resource, both use value and functional value that must be taken into account in formulating management policies so that allocation and alternative use can be determined correctly and on target. The total economic value can be broken down into a set of component parts. The total economic value can also be interpreted as a total economic value of the environmental quality changes (Vercueil, 2000).

Economic Strategy Utilization of Natural Resources:

One of the central themes in the economic valuation of the environment is a natural resource. These resources include air, surface water and ground water, land, natural scenery and so forth. These resources generate three functions: a) produce supporting ecological systems; b) generating a negative input in the production process (eg ground water contaminated by sewage industy); c) comfort is consumed directly in the form of clean air, water for domestic use as well as recreational services on the natural area (Folmer & Gabel 2001). According Vercueil (2000) some of the reasons why the valuation of important economic value to the holder of the policy are:

1) To justify and decide how to allocate public spending in relation to the development of infrastructure and social services, conservation and restoration related to the convenience of the public;

2) Consider publicly owned environmental values and encourage participation and public support for environmental improvement initiatives;

3) To compare the benefits of several different projects or programs;

4) To prioritize restoration and conservation program;

5) To maximize the economic benefit of money paid per unit.

In making its decision, the policy holder will consider many things, including the quality of the environment and its effects on the quality of human life. To compare the costs and economic benefits of the decision they would require the calculation of the economic benefits of investments made in the form of monetary terminology. For some decisions as to ensuring that the countryside or the health and public safety, economic considerations merely preferred. However, in such situations, the policy holder will still require economic analysis as a basis for making policy (Suparmoko, 2006). Conservation area is an area that is very favorable financial terms for government agencies or the public at large when it was developed as a tourist attraction. For example, a typical natural scenery in a conservation area with rare flora and fauna. One strategy to keep endangered species from extinction is to maintain individuals in controlled conditions, under the supervision of a human. This strategy is known as outside habitat).

Demand Visits Destinations:

Nicholson (2005) states that the request is the relationship between the price of certain goods to the consumer requested amount. Demand is the amount of goods or services to be purchased by individuals and were able to be purchased at a certain price and a certain time (Muntasib, 2007). While the public demand for environmental services such as destination the same visit to the demand for goods and services. Demand for the visit destination is the number of recreational opportunities desired by the community or the overall picture of community participation in outreach activities in general can be expected, if the facilities are available and sufficient to meet the desires of the community (Douglas, 2007). Public demand for goods and services is affected by several factors such as the price of goods or services, the environment, consumer tastes, prices of other goods that have the same efficiency and revenue (Vanhove, 2005). If the factors that influence remains while the price of goods and services rose, the amount of demand for environmental goods and services will decrease, and vice versa if the price drops, the demand for goods and services will rise. So the demand for environmental services nature closer one's home will be smaller then the costs incurred in order to enjoy the services of the environment, but on the contrary if a person stay away from locations such nature visits, the greater the costs (Nicholson, 2005) ,

Demand for recreational sites according to (Vanhove, 2005) can generally be divided into two important things, namely:

a) Effective (Actual) Demand.

The number of people who conduct activities as the number of people who travel or visit.

b) Suppressed (Potential) Demand.

Population of people who are unable to travel due to a specific situation (lack of purchasing power or purchasing power or limited vacation time).

Knetsch and Driver (Darusman, 2011) suggests that the demand for recreational sites will be increased in line with population growth and technological advances. Changes in demand for recreational purposes is a result of lifestyle changes, rising standards of living, the addition of free time as a result of work efficiency, as well as the advancement of transportation, all of which change in line with the development of technology.

Offers Visits Destinations:

Offer is the quantity of economic goods offered at all prices that might be achieved at a certain time (Nicholson, 2005). Offers include visits to destinations throughout the destination has to offer to tourists. Offer consists of elements of natural attractions such as the climate, flora and fauna, woods and so on, and the results of human creation such as monuments, houses of worship, and so on which can encourage people to visit. Douglas (2007) suggested that the elements comprising recreation offers availability and accessibility could affect the visit destinations outdoors. Offer a visit destinations characterized by three main characteristic, namely:

1) It is a supply of services. Thus, what is offered is not possible stockpiled and must be used in the product is located.

2) The offer is rigid, meaning that the procurement business for the purpose of the visit would be hard pressed to change the target use outside tourism.

3) Tourism has not yet become the basic human needs so that tourism offerings must compete with the supply of goods and other services.
4) In this case, the law of substitution will be very influential.

Economic Valuation Approach:

Benefits of ecological functions are often not quantified in the overall calculation of the value of the resource. The use of Cost-Benefit Analysis or CBA which is conventionally often unable to answer these problems because conventional CBA concepts often do not incorporate ecological benefits in its analysis. It eventually became the rationale for the birth of the concept of economic valuation, in particular the valuation of non-market (Fauzi, 2006). In general, resource valuation techniques which can not be marketed can be classified into two groups. The first group is a valuation technique that relies on the implicit price where the willingness to pay is revealed through the developed model. This technique is often referred to as a technique that revealed the desire to pay (WTP revealed). Some of the techniques that are included in this group is Travel Cost, Hedonic Pricing, and Random Utility Model.

Socio-economic Factors:

Socio-economic factors that contribute to the level of visits by Brookshire, Ives, and Schulze (Hufschmidt, 2007) include:

1) Work.

Work with regard to the economic status of a person. The better and the prestige of the job held by a person, the better the purchasing power and lifestyle of the individual possessed. In addition, the level of workload faced by someone would affect the patterns and habits of the people for recreation. Increasingly heavy workload, the higher the need for recreation.

2) Revenue.

Income is crucial with regard to the economic activities as well as recreation it needs money earned from income. Economic theory says, where the higher a person's income, the higher the consumption. So if someone higher its income level then they are likely to increase the average frequency of visits to places of recreation. Respondents who have higher incomes allow them to have recreational opportunities higher than the low-income respondents.

3) Savings.

Number of owned savings effect on a person's consumption pattern recreation. The higher savings held by individuals, the more likely owned by the individual to spend it for recreation.

4) Level of Education.

Education shows the level of formal education who've taken someone. Education is provided as a preparatory program before entering a job. The higher the level of education a person then thought, insight and vision will be widened so that they can think better and faster. Higher education will also increase the opportunity to choose and get a better job so that the income would be even greater.

5) Marital Status.

A person's marital status will affect demand and consumption patterns of the recreational needs. People who are married will tend recreation with his family, while the unmarried in general often recreation with friends.

6) The number of dependents.

The number of dependents closely related to travel expenses to be incurred, meaning that the more the number of dependents of visitors will increase travel costs to be incurred. Conversely if the number of dependents less then the costs would be reduced so that it will increase the frequency of visits a person to a place of recreation.

7) Mileage.

Distance shelter visitors to the recreation area is calculated in units of Km. The farther the distance that must be passed by a person to a place of recreation, the greater also travel expenses to be incurred.

8) Travel Time.

Travel Time is closely related to the distance of a residence with a place of recreation. How long does a person have to be taken from their residence to the place of recreation depends on whether or not the condition of the road they travel, vehicles they use and the situation in the affected road is often jammed or not. The longer the time that a person must be taken to achieve one of the recreation area then he is likely to choose a place of recreation that is closer to the travel time more briefly with lower travel costs. Thus, the longer the time to be taken it will reduce the average person's frequency of visits to the recreation area during a certain period.

Perception of Visitors:

Perception of visitors in this study using a concept developed by Kotler and Armstrong (2011) associated with:

1) Selection of Recreation Facilities.

Travelers consider many aspects to visit recreational purposes, one of them with regard to the facilities in recreational areas. TNUK must concentrate in order to be able to build the attraction so that a recreational facility in the province of Banten.

2) Selection of Fame Recreation.

Visitors took the decision to choose one of them in respect of recreation place of recreation fame (brand). Each brand has a unique and distinctive respectively. In this case, the calves can have a number of advantages with respect to the brand. Among TNUK recognized by the global community as one of the natural heritage that is recognized internationally.

3) Election Information Giver.

Visitors are influenced by information providers who provide influence him. Each visitor is different in determining how resources are used. In this case, the information providers with regard to the resources that give effect to the visitor TNUK.

4) Timing Been.

Time visitors choose to visit different. The decision to choose a different visit, in accordance with the recreation when needed for tourists. In this case, the time between the visit to TNUK traveler different from one another.

5) Election Payment Facilities Recreation.

Payment facilities available in this case means that how visitors pay recreation. Ease of payment will allow visitors access to recreation. Selection of recreational facilities considering the payment of the costs incurred as well as the ease of paying to enjoy a variety of things related to TNUK.

2. Theoretical Framework:

Commodity environment as one of the free goods are goods that are physically not measurable quantitatively. Likewise, can not be directly assessed with money. Although it can not be quantified, the item is a commodity that is widely used or exploited people. Such goods are known as non-marketable goods, which is a commodity that does not have a market system, such as natural beauty, the clarity of the water of rivers and lakes, ground water and clean air. Environmental resources are public goods that excessive consumption will occur. Lack of market for environmental goods as a common good cause the absence of a balance mechanism that automatically limits the exploitation. This causes the need for an institution that is able to replace the function of the market. The institution in question is government. With management by the regulatory agency in limiting access to resources can be limited. This can limit the demand and supply in order to maintain the environmental resources can continue to afford to provide benefits. Environmental resources is a provider of goods and services that provide economic benefits (Djajadiningrat, 2007).

Environmental goods may be goods and services that can be used both by humans as consumers and producers. As human consumers can enjoy or consume natural beauty, clean air and water. As a manufacturer, humans can make use of goods and services from the resources for activities such as the ability of water in an industrial waste stream. Djajadiningrat (2007) states that the environment has three functions: the first function as raw material inventory, where households and companies is highly dependent on the natural environment, such as air, water and other necessities such as minerals and energy. The second function is as a container for the waste, which companies and households generate large amounts of waste while stacked in the environment. While the third function as providers of facilities, namely the environment has a number of facilities that are a source of aesthetic including beautiful scenery. Forest resources have intangible benefits of one form of outdoor recreation that play a role in accelerating the pace of economic growth of a country, affects the local economy, and can markedly improve their welfare.

Economically, outdoor recreation is not different from the commodity-wood where the problems arise because of the problem from the beginning there is scarcity (Rahmawati, 2003). Difficulty challenging the visit is the assessment of costs and benefits. As with other forest products utilization of natural recreation requires input of labor, capital and exploitation activities. There are several things that distinguish natural recreation with other forest products. Recreational opportunities do not last long, meaning recreational opportunities that the benefits are not taken now can no longer be taken in the future. In addition, recreational must be sold on the spot means that consumers who have to come to a place of recreation (Fauzi, 2006). Willingness to pay approach is also used to assess the intangible benefits of forest resources that can not be assessed quantitatively by the market mechanism. In the implementation, this approach is amount to estimating demand curve describes the willingness to pay of a group of consumers at different levels of intangible benefits are consumed (Darusman, 2011). In the assessment of the recreational benefits of forest resources, willingness to pay approach is done by estimating the demand curve that illustrates the willingness of visitors to pay the costs incurred need to be able to enjoy some recreational activities.

If economics applied to environmental issues, it acquired a deeper awareness to improve the environment (Djajadiningrat, 2001). Method of travel expenses (travel cost method or TCM), is useful for finding the value of natural areas visit provides a variety of comfort pleasure for recreation, as well as area which are often visited by people for activities such as field trips. Basically assumption is that the value of the environment is manifested in the value of recreational services provided. The direct effect of this assumption is the demand for recreation together with the demand for natural areas. The economic value of recreational use of travel cost method include the cost of transport to go from his home to the object of the visit and the return of the object of the visit to the shelter, and other expenses during the trip in the object of the visit includes documentation, consumption, parking, and other expenses associated with recreational activities for one-day visit. The basic purpose of the travel cost method is to know the value of the usefulness of natural resources attractive for recreation through proxy approach. In other words, the costs incurred to consume services from natural resources are used as a proxy to determine the price of these resources. Hanley and Spash (1993) stated assumptions used in most studies

using the method of travel is that the utility of each consumer to the activity, such as recreation, are separate. Socio-economic factors that contribute to the level of visits by Brookshire, Ives, and Schulze (Hufschmidt, 2007) is the work; income; savings; level of education; marital status; the number of dependents; mileage; traveling time. While the perception of visitors in this study using a concept developed by Kotler and Armstrong (2011: 171) related to the perception of the adequacy of the facility; fame recreational purposes; travel information providers; hour election; payment and recreation facilities.

3. Study Model and Hypothesis:

Based on the description of the framework of research that has been described, the flow of the study are presented in the following figure:
The hypothesis of this study are:
1) The socio-economic factors affect the function of the demand of farmers to the conservation area visitor National Park Ujung Kulon.
2) The socio-economic factors influence the willingness of farmers to pay the benefits of the conservation area visitor National Park Ujung Kulon.

4. Methodology, Finding and Discussion:

Based on the type, this research include descriptive qualitative research and verification. According to Zikmund (2003), descriptive research is research designed to describe characteristics of a population or phenomenon. Descriptive research is research that is designed to outline the characteristics of a population or event. Other opinions expressed by Aaker et. al. (2004) which states: descriptive research is research that usually is designed to provide a summary of some aspects of the environment when the hypotheses are tentative and speculative in nature. Descriptive research is research in general is designed to provide a summary of some aspects of the environment when speculative hypothesis and while naturally. Malhotra (2004) states that: descriptive research is a kind of conclusive research that has the main purpose of describing something. Descriptive research in this study is used to describe the characteristics and perceptions of visitors who come to the region UKNP; and to explain how the economic value TNUK based analysis of travel expenses (travel cost method) during a visit to the region TNUK.

Given the type and nature of the research, the research design was developed through a survey method. Wibisono (2005) states: "The survey is a research technique in which information is collected through the use of questionnaires. The opinion expressed by the depth Zikmund (2003), experience is an explanatory research survey technique in the which individuals who are knowledgeable about a particular research problem are questioned. The survey experience is a technique that is explained from every individual who knows about the problems of research in question. The characteristics of the survey method is the goal can be descriptive and verification, explanatory or confirmatory, data were collected from a sample that has been determined, the study variable data captured by using a specific data collection tools, namely questionnaires (Kerlinger, 1990 and have now, 2000). This study will be conducted through surveys of tourists who visit the conservation area Ujung Kulon National Park. The research was conducted in the period in which enforceability is bound in the methods and types of research are set. With this understanding, this research was developed in a cross-sectional model of development. According to Herman (2006), "a cross-sectional study was often called the study once viewfinder (one snapshot), a collection of research data is carried out at a particular point in time.

Economic value of protected areas national park ujung kulon based travel expense analysis for the conservation area been to Ujung Kulon National Park Travel cost approach is one way that can be used to assess or estimate the economic value of recreational services. This is the basic selection method on real data to obtain the excess of the cost of a visit by a person to enjoy recreational services. Thus, the value of the travel costs comparable to what obtained in actual market conditions. Lieber (2008) states that the demand for outdoor recreation is defined as the number of visitors, who are economically can be interpreted as a list of volume (frequency of visits, day-to-day use) in relation to the price (cost of recreation). In this study, the demand for recreation facilities is the frequency of visits made by visitors to the Conservation Area National Park Ujung Kulon at a certain period, in this case the base was taken during a visit last year. The amount of recreation demand in Conservation Areas Ujung Kulon National Park certainly influenced by several factors. In a study conducted, used ten variables suspected to affect the frequency of visits made to the conservation area National Park Ujung Kulon.

Based on the analysis, it can be said that the Conservation Area Ujung Kulon National Park is a place of recreation that is visited by visitors from the lower middle class. This can be caused by a Conservation Area Ujung Kulon National Park is a tourist place cheap enough so it can be enjoyed by them. The average age of respondents was 30.07 years which is generally a visitor who was married. Respondents who visited a Conservation Area Ujung Kulon National Park has an average mileage of 31.13 km with an average travel time of 1.76 hours. Long travel time can be caused because the majority of respondents came Conservation Area Ujung Kulon National Park in the holidays so congested at some point jammed Bandung. The average number of dependents of the respondents is a person. The sex of the respondents have been discussed in the previous

chapter that the average male sex. Time spent respondents in Conservation Areas Ujung Kulon National Park on average 3.25 hours and the average respondent has to know the location of a Conservation Area National Park Ujung Kulon for 9.50 years.

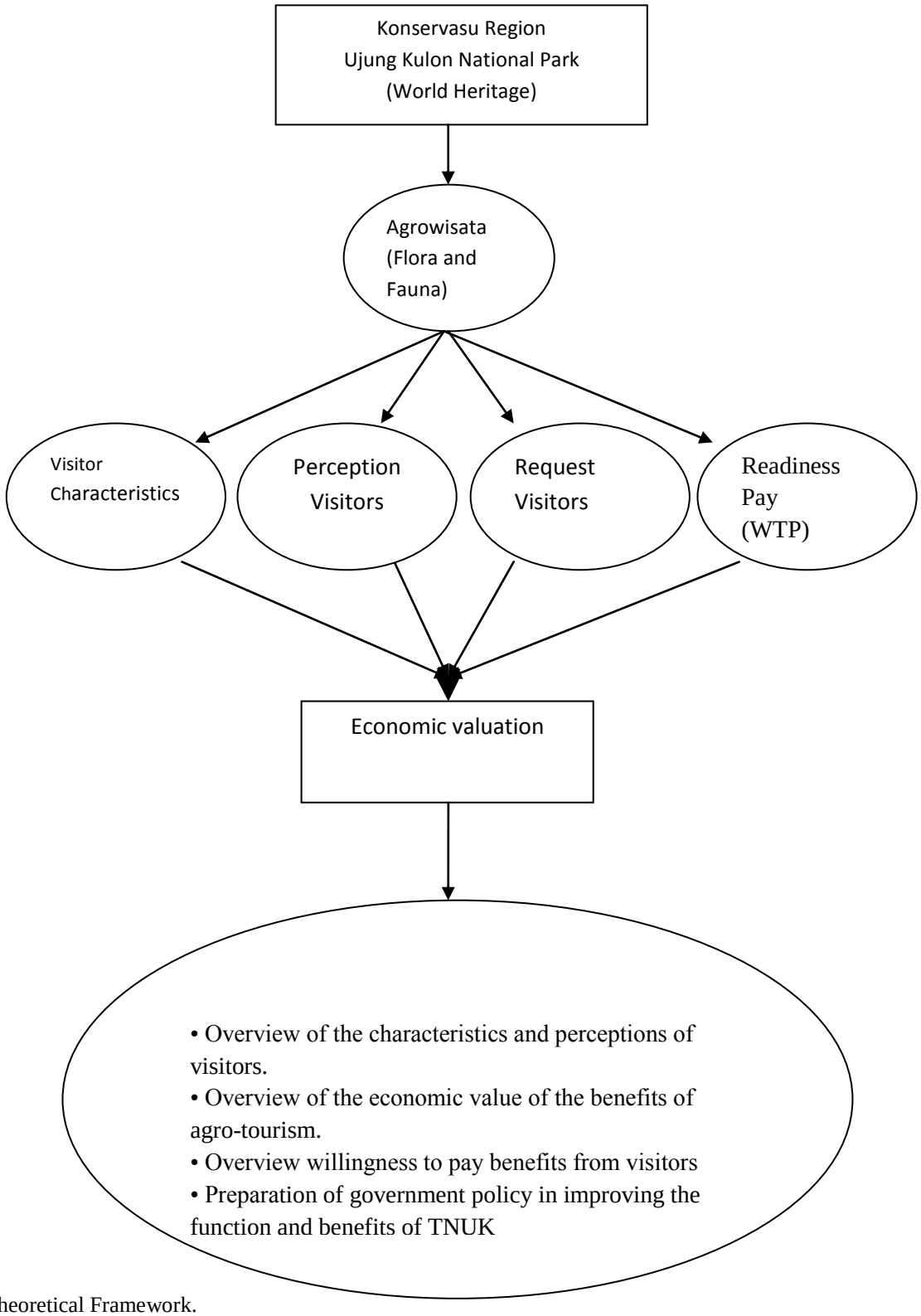

Fig : Theoretical Framework.

5. Conclusion:

After the author held a discussion in the previous chapter, the authors of this chapter will try to draw a

conclusion and give advice based on the description that has the author pointed out in the previous chapter.

1) Based on the overall exposure analysis statistical calculations on descriptive analysis, it can be concluded that the perception of the visitor regarding the completeness of recreational facilities including into either category, perceptions of recreation visitors about fame included into either category, a visitor's perception of the providers of travel information included in either category, visitor's perception of the time been included into either category, and visitor perceptions regarding recreation facilities including a payment into either category.

2) The economic value of recreation is estimated using the method of travel expenses include the cost of transport commute from home to sights and other expenses during the journey and at the tourist attraction include documentation, consumption, parking, and other expenses associated with recreational activities for one day visit.

Based on the calculation result known that the economic value of Rp 249,260.00 per individual visitation and subsequently obtained the location of economic value of Rp 31,935,794,120.00.

3) Based on the overall exposure analysis statistical calculations on regression analysis and hypothesis testing, it can be concluded that socio-economic factors that affect farmers' demand of visitors to protected areas Ujung Kulon National Park, among others, the work factor, factor income, the distance factor and time factor the travel.

Suggestions

Suggestions for the Development of Science:

Based on the research results and conclusions obtained, there are some things that the suggestions for the development of science, among others:

1) This research is the development of agricultural science, especially in relation to the economic value of conservation areas is the goal destination visits. To that end, there should be more research related to the economic value of conservation areas.

2) It should be further research on the development of the agricultural economy that will obtain a more comprehensive model of the relationship between economic development and conservation area economy.

3) Need to develop a research model that focuses more on the development of the economic aspects of agriculture TNUK, because all this research on TNUK of the agricultural economy are still very limited.

Suggestions for TNUK:

Based on the results obtained conclusion, the authors put forward some suggestions as a form of thought for TNUK contribution, namely:

1) TNUK need to develop destinations featured are supported by adequate facilities and infrastructure so that tourists visiting the calves can be increased, not only dominated by mature aged visitors.

2) The economic value of recreation to conservation areas TNUK can be enhanced through the provision of recreational facilities and adequate infrastructure, which is supported by the availability of adequate information and dissemination, so that visitors are interested in visiting TNUK. In addition, it is necessary develop more effective promotional strategy, which encourages visitors to to visit TNUK as one of the important heritage for the world civilization.

Based on eight social characteristics that affect the level of willingness to pay for the benefit of visitors to the conservation area TNUK consisting of factor employment, income, savings, education level, marital status, number of dependents, mileage, and travel time, discovered the existence of factors mileage and travel time becomes obstacles. It is related to the individual infrastructure and modes of transport are still limited, to the development of infrastructure and transportation modes become very urgent.

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