

ECOTOURISM PREFERENCE AND WILLINGNESS TO PAY: A CHOICE EXPERIMENT

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Abstract Using a discrete choice research method, this research aims to determine visitors' preferences and willingness to pay (WTP). This study evaluates the entrance price, restaurant facilities, the quality of the offered information, and the tour price (per person). The selected respondents were tourists who had visited an ecotourism place at least once. The study yielded the highest WTP based on the desire for restaurant availability in the tourism region of Jolotundo. Tourist satisfaction as indicated by preferences and WTP is crucial data for tourism area managers to use in order to better meet visitor expectations.

Keywords: ecotourism, preference, willingness to pay, discrete choice experiment

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INTRODUCTION

Heritage tourism is the tourism business sector with the highest growth rate, and its popularity among travelers is also rising (Kang et al., 2014). Even heritage tourism continues to receive interest and has generated a great deal of literature (Chhabra et al., 2003; Lee et al., 2010; Yeoman et al., 2007). Heritage has become a significant economic draw that can attract hundreds of thousands of people and billions of dollars (economic benefits) for the town (Edson, 2004). The younger generation is also a visitor with an interest in historical tourism, allowing them to examine their present and future perspectives on the management of its development (Boukas, 2012). The younger generation is also a visitor with an interest in historical tourism, allowing them to examine their present and future perspectives on the management of its development (Draper et al., 2012). Therefore, evaluating what

traits are required to satisfy visitors and maintain legacy tourism facilities based on consumer preferences is vital. According to research Mc Kercher (2001), in addition to serving the goals of visitors, supporting features can also serve the requirements of the larger community by enhancing cultural identity knowledge, comprehension, and appreciation.

To address visitors' needs and desires, tourists and locals who can benefit from tourism resources, as effectively as possible. Tourism managers must comprehend visitor preferences for historical tourism qualities, which might connect to various factors. This study aims to investigate the preferences of ecotourism visitors to Jolotundo. In the choice modeling technique, the stated preference model is utilized as a multi-attribute framework that is highly effective for economic evaluation in the heritage tourism sector (Chen, 2016; Draper et al., 2012; Mazzanti, 2003; Tuan & Navrud, 2007).

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Choice modeling is an indirect stated preference method derived from conjoint analysis in which users choose amongst multi-attribute products (Tuan & Navrud, 2007). Because the multi-attribute framework has shown to be particularly beneficial as a theoretical basis for economic assessment in the cultural heritage sector, choice modeling has become attractive (Mazzanti, 2003). Numerous studies have applied the choice modeling technique to diverse topics, including transit assignment (Y. Liu et al., 2010), water services (Kanyoka et al., 2009), environmental valuation (Kanyoka et al., 2009), Parking (Kanyoka et al., 2009), transport service (Bergantino & Bolis, 2008), airport choice (Hess & Polak, 2005). This study contributes to the literature on heritage tourism by using a choice modeling technique based on stated preference models (Alexandros & Jaffry, 2005; Chen, 2016).

Because of its rich historical and cultural qualities, Jolotundo ecotourism has advantages that can be promoted further. Therefore, a unique strategy is required because each type of cultural tourism has its own peculiarities. In this study, it is anticipated that the choice modeling method will be able to assess the preferences of Jolotundo ecotourism visitors regarding service attributes such as entrance ticket prices, restaurant facilities, information, promotions, quality of the information provided, and tour cost (per person). When managers have access to an evaluation of visitor preferences, they should be able to develop or modify the services offered. Thus, legacy tourism has an advantage over other tourist locations. Additionally, tourism management should be able to generate a positive image of high-quality tourist attractions and tourist locations in order to cultivate travelers' loyalty (Prayag & Ryan, 2012). This study seeks to examine the preferences and willingness to pay of ecotourism visitors to Jolotundo.

RESEARCH METHODS

This study's sample consists of all guests of Jolotundo Ecotourism in Trawas, Mojokerto Regency, East Java, Indonesia. While the frame sample consists of a visitor who has visited the site at least once previously, new visitors are not included. Thus, the sample size for this study was 33 visitors who met the minimum statistical sample requirements.

In the meantime, the Discrete Choice Experiment (DCE) model was employed to

determine the preferences of tourists visiting Jolotundo. In the meantime, the Discrete Choice Experiment (DCE) model was employed to determine the preferences of tourists visiting Jolotundo. In each simulated situation for Jolotundo ecotourism visitors, two options describing the conditions of visiting Jolotundo Tourism will be provided to ensure that all respondents select the offered option; therefore, no other opt-out will be provided.

The selection of attributes and levels to identify the preferences of visitors to Jolotundo tourism is based on a comprehensive literature study including the results of various studies related to factors that influence the preferences of visitors to tourist attractions (Kularatne et al., 2021). The attributes and levels used in this study are presented in Table 1, while the choice set options are presented in Table 2.

This study employs a full-factorial design on all characteristics and levels, meaning $2 \times 2 \times 2 \times 2 \times 2 = 64$ possible profiles, which are then created using R software and the D-optimality algorithm with attribute coefficients at zero.

This study employs random utility theory to examine DCE data. Individual utility models associated with preferences for tourism in Jolotundo are evaluated using the following equation.

$$U_n = V_n + \varepsilon_n$$

$$U_n = \alpha + \beta_1 * \text{Price of admission} + \beta_2 * \text{Restaurant facilities} + \beta_3 * \text{Information} + \beta_4 * \text{Promotion} + \beta_5 * \text{Quality of Information} + \beta_6 * \text{Cost of the tour} + \varepsilon_n$$

This study also examined the willingness to pay (WTP) of Jolotundo Tourism visitors, which reveals the monetary value that Jolotundo Tourism visitors place on the various Jolotundo Tourism attributes provided.

Table 1. Discrete Choice Experiment (DCE) Attributes and Levels

No	Service Attributes	Levels of service attributes
1.	Price of admission	IDR10,000 IDR20,000
2.	Restaurant facilities	Indoor Outdoor
3.	Information	Signs and pamphlets Interactive multimedia
4.	Promotion	No 50% discount is available on active days (Monday-Friday) On days of activity, there is a 50% discount (Monday-Friday)
5.	Quality of the information provided	Specialised guides Non-specialised guides
6.	Cost of the tour (per person)	IDR30,000 IDR50,000

Table 2. Choice of Couples Choice Set

No	Attribute	Choice A	Choice B
Question 1			
1.	Price of admission	IDR20,000	IDR10,000
	Restaurant facilities	Indoor	Indoor
	Information	Interactive multimedia	Signs and pamphlets
	Promotion	On days of activity, there is a 50% discount (Monday-Friday)	On days of activity, there is a 50% discount (Monday-Friday)
	Quality of the information provided	Specialised guides	Non-specialised guides
	Cost of the tour (per person)	IDR50,000	IDR50,000
Question 2			
2.	Price of admission	IDR10,000	IDR20,000
	Restaurant facilities	Outdoor	Outdoor
	Information	Signs and pamphlets	Signs and pamphlets
	Promotion	No 50% discount is available on active days (Monday-Friday)	On days of activity, there is a 50% discount (Monday-Friday)
	Quality of the information provided	Specialised guides	Specialised guides
	Cost of the tour (per person)	IDR50,000	IDR50,000
Question 3			
3.	Price of admission	IDR20,000	IDR20,000
	Restaurant facilities	Outdoor	Indoor
	Information	Signs and pamphlets	Interactive multimedia
	Promotion	On days of activity, there is a 50% discount (Monday-Friday)	On days of activity, there is a 50% discount (Monday-Friday)
	Quality of the information provided	Non-specialised guides	Non-specialised guides
	Cost of the tour (per person)	IDR30,000	IDR30,000
Question 4			
4.	Price of admission	IDR20,000	IDR10,000
	Restaurant facilities	Outdoor	Outdoor
	Information	Interactive multimedia	Signs and pamphlets

No	Attribute	Choice A	Choice B
	Promotion	No 50% discount is available on active days (Monday-Friday)	No 50% discount is available on active days (Monday-Friday)
	Quality of the information provided	Specialised guides	Non-specialised guides
	Cost of the tour (per person)	IDR30,000	IDR30,000
Question 5			
5.	Price of admission	IDR10,000	IDR20,000
	Restaurant facilities	Indoor	Outdoor
	Information	Interactive multimedia	Interactive multimedia
	Promotion	No 50% discount is available on active days (Monday-Friday)	No 50% discount is available on active days (Monday-Friday)
	Quality of the information provided	Non-specialised guides	Non-specialised guides
	Cost of the tour (per person)	IDR30,000	IDR30,000
Question 6			
6.	Price of admission	IDR10,000	IDR10,000
	Restaurant facilities	Outdoor	Indoor
	Information	Interactive multimedia	Interactive multimedia
	Promotion	On days of activity, there is a 50% discount (Monday-Friday)	No 50% discount is available on active days (Monday-Friday)
	Quality of the information provided	Non-specialised guides	Specialised guides
	Cost of the tour (per person)	IDR50,000	IDR50,000
Question 7			
7.	Price of admission	IDR10,000	IDR10,000
	Restaurant facilities	Indoor	Outdoor
	Information	Signs and pamphlets	Interactive multimedia
	Promotion	On days of activity, there is a 50% discount (Monday-Friday)	On days of activity, there is a 50% discount (Monday-Friday)
	Quality of the information provided	Specialised guides	Specialised guides
	Cost of the tour (per person)	IDR30,000	IDR30,000
Question 8			
8.	Price of admission	IDR20,000	IDR20,000
	Restaurant facilities	Indoor	Indoor
	Information	Signs and pamphlets	Signs and pamphlets
	Promotion	No 50% discount is available on active days (Monday-Friday)	No 50% discount is available on active days (Monday-Friday)
	Quality of the information provided	Non-specialised guides	Specialised guides
	Cost of the tour (per person)	IDR50,000	IDR30,000

RESULTS AND DISCUSSION

A Summary of Respondents

There were a total of 33 respondents to this survey, and the sample was evenly split between males (24.2%) and women (75.8%). In addition, 42.4% of respondents were between the ages of 16 and 20, 18.2% were older than 35 years of age, 15.2% were between the ages of 21 and 25 years of age, and 9.0% were between the ages of 31 and 35. This may reflect the fact that the majority of tourists to Jolotundo are young. In the education group,

54.5% of respondents had a university degree, 36.4% had a high school degree, and 9.1% had a junior high school degree. The majority of respondents, 69.7%, are unmarried, while 30.3% are married. The majority of respondents have visited Jolotundo Ecotourism at least once (48.5%). For all other responders, 27.3% had visited Jolotundo Ecotourism between two and three times. 15.2% of respondents visited Jolotundo ecotourism more than five times, while 9.1% visited between four and five times. The majority of respondents have visited Jolotundo ecotourism on multiple occasions.

Table 3. Description of the respondents

Characteristics of Respondents	Frequency	Percentage (%)
Age (years old)		
16-20	14	42.4
21-25	5	15.2
26-30	5	15.2
31-35	3	9.1
> 35	6	18.2
Gender		
Male	8	24.2
Female	25	75.8
Education Level		
University	18	54.5
Senior High School	12	36.4
Junior High School	3	9.1
Marital Status		
Married	10	30.3
Unmarried	23	69.7
Number of Visits to Jolotundo Tourism		
1 time	16	48.5
2-3 times	9	27.3
4-5 times	3	9.1
> 5 times	5	15.2

Jolotundo Ecotourism Visitor Preferences

Jolotundo, a tourist site in Trawas, Mojokerto, is located on the slopes of Mount Penanggungan. This is because the Jolotundo tourism object is a local tourist area, in addition to the limited availability of public transit to tourist destinations. On the other hand, tourist managers continue to employ a suboptimal marketing strategy (Yuniarsih, 2017). Department of Tourism, Youth and Sports, the tourism management organization at the Jolotundo site, continues to make improvements and also developments at the Jolotundo site on an annual basis, however the most recent big improvement and development occurred in 2008. The Jolotundo site is a cultural heritage, therefore adding or altering the function of attractions is deemed impossible; consequently, there is room for improvement in terms of amenities and services. On the Jolotundo site, there are rest spots, gazebos, restrooms, places to stay, community stalls positioned around the site, and communication services. Age-related deterioration of the Jolotundo site's facilities

necessitates the addition of new amenities to boost visitor happiness. The Jolotundo site is open 24 hours a day because tourists come not only to admire the site's beauty, but also for religious rites. The absence of tourism promotion activities for tourism objects at the Jolotundo site also results in less tourist visits compared to other tourist sites in Mojokerto Regency's various subdistricts (Tamara, 2018).

Theoretically, the lack of development and administration of tourist attractions results in a lack of enthusiasm among tourists to visit these locations. On the other hand, mistakes in determining the preferences of visitors may result in off-target management. Thus, preference analysis is a crucial starting point for formulating the strategy for developing tourist destinations. The preferences of Jolotundo tourism visitors are categorized by a number of characteristics, as shown in Table 4.

This study's customer preference analysis employs six criteria, with each attribute having two levels. For each attribute, there is a level that is used

as a control (the level on this attribute is considered to have a value of 0) to compare with other levels on the same attribute in order to determine the preferences of tourism visitors to Jolotundo for each option for a given attribute.

Table 4 demonstrates that the p-value for the ASC is below than the 90% significance level, at 4.86e-08. This indicates that respondents likely to select or not select the options provided in the

questionnaire. In contrast, the ASC p-value is less than the significant level, indicating that the majority of the factors employed influence the preferences of tourism visitors to Jolotundo, Trawas, and Mojokerto. Four factors determine the reaction pattern of tourists to Jolotundo: admission fee (-0.6499), restaurant facilities (0.3457), information quality (-0.7702), and cost of the trip (per person) (-0.5755).

Table 4. Main Effects Model (n = 33) on Visitor Preferences at Jolotundo Ecotourism

Attributes	Level	Coef.	exp(coef)	se(coef)	z	p-value
	ASC	2.2541	9.5272	0.4131	5.456	4.86e-08*
Price of admission	IDR20,000			(Controlled)*		
	IDR10,000	-0.6499	0.5221	0.2581	-2.518	0.01180*
Restaurant facilities	Indoor			(Controlled)*		
	Outdoor	0.3457	1.4130	0.1967	1.757	0.07886*
Information	Interactive multimedia			(Controlled)*		
	Signs and pamphlets	0.1017	1.1071	0.1955	0.520	0.60282
Promotion	On days of activity, there is a 50% discount (Monday-Friday)			(Controlled)*		
	No 50% discount is available on active days (Monday-Friday)	-0.3007	0.7403	0.2834	-1.061	0.28870
Quality of the information provided	Specialised guides			(Controlled)*		
	Non-specialised guides	-0.7702	0.4629	0.2690	-2.863	0.11419*
Cost of the tour (per person)	IDR30,000			(Controlled)*		
	IDR50,000	-0.5755	0.5624	0.2736	-2.103	0.03543*

Rho-squared = 0.1503385

Adjusted rho-squared = 0.1262033

Akaike information criterion (AIC) = 506.8609

Bayesian information criterion (BIC) = 531.8925

Number of coefficients = 7

Log likelihood at start = -290.0336

Log likelihood at convergence = -246.4304

Notes:

*: Significant to $\alpha = 10\%$

ASC: Alternative Specific Constant

Price of admission has a negative sign coefficient, suggesting that it has a lower value than the control attribute (-0.64990), indicating that Jolotundo ecotourism visitors prefer the Rp. 20,000-, entrance ticket price. Pricing strategy has a crucial role in offering value to consumers, creating product image, and influencing customer purchasing decisions. This criterion also applies to efforts to increase tourist visitor satisfaction by considering the price of admission tickets. This indicates that establishing acceptable ticket pricing will boost visitor pleasure (Wardhana, 2021). Numerous studies have emphasized the need of focusing on affordable pricing in order to increase consumer

satisfaction (Han, H., Lee, K.-S., Chua, B.-L., Lee, S., & Kim, 2019; Konuk, 2019; Z. Liu et al., 2022; Song, M., Lee, W. S., & Moon, 2019).

The coefficient for restaurant facilities is positive, significant, and greater than the value of the control attribute ($0.3457 > 0$), showing that visitors to Jolotundo prefer the availability of accommodations and restaurant facilities, especially outside ones. This is due to the fact that the facilities available at tourist destinations may affect satisfaction and tourism selection decisions. Low housing facilities at tourist destinations will negatively effect visitors' tourism experiences (Kularatne et al., 2021).

The quality of the offered information exhibits a negative sign coefficient, suggesting that it has a lower value than the control attribute (-0.77020), indicating that tourists visiting Jolotundo prefer to have a personal tour guide. This indicates that visitors expect more detailed information regarding Jolotundo tourism, given that this category of tourism is rooted on history and religion. The significance of information on existing tourist attractions might improve visitor pleasure and heighten awareness of these attractions (Kularatne et al., 2021).

The cost of the trip (per person) has a negative sign coefficient, suggesting that it has a lower value than the control attribute (-0.57550), demonstrating that tourists in Jolotundo prefer the additional cost of the tour at a cheaper price. This is because tourists have paid an admission fee prior to entering the tourist area.

Willingness to pay for Jolotundo ecotourism

Willingness to pay (WTP) indicates the predicted value that tourists are willing to pay for Jolotundo, Trawas, and Mojokerto tourist attractions based on their preferred level or product. Table 5 details WTP tourists to Jolotundo ecotourism trips.

The biggest WTP value for tourists to Jolotundo tourism is the presence of restaurant facilities. These data indicate that the availability of restaurants in the

Jolotundo ecotourism region is the preference of the majority of tourists. This is due to the fact that improved restaurant facilities in tourist locations would increase visitor satisfaction. According to Yuniarsih (2017), catering is one of the industries supporting tourism in Jolotundo. Thus, the Jolotundo region and its environs are able to construct eateries with village characteristics that serve traditional dishes such as the Trawas region's renowned maize rice.

Still included in the Involvement phase is the Jolotundo tourism destination cycle (involvement). This phase describes how to increase the number of tourist visits through the intervention or initiative of a subset of locals who participate in the provision of tourist-oriented facilities. High levels of contact between visitors and the local community are still required, and it is hoped that the community will begin to alter its social patterns in response to economic developments. This is where Jolotundo's declaration began to attract an increasing number of tourists, as indicated by the enormous number of visitors. It is intended that the community and the local government can go to the next level by collaborating with investors who can be recruited to improve the development of local destinations, specifically the Jolotundo Temple in Trawas Mojokerto (Yuniarsih, 2017).

Table 5. Willingness to Pay (WTP) Visitors to Jolotundo Ecotourism, Trawas, Mojokerto

Attributes	Level	MWTP	50%	50%
Price of admission	IDR20,000	(Controlled)*		
	IDR10,000	-1.0000	-1.0000	-1.0000
Restaurant facilities	Indoor	(Controlled)*		
	Outdoor	0.5320	0.5293	0.5293
Information	Interactive multimedia	(Controlled)*		
	Signs and pamphlets	0.1565	0.1534	0.1534
Promotion	On days of activity, there is a 50% discount (Monday-Friday)	(Controlled)*		
	No 50% discount is available on active days (Monday-Friday)	-0.4327	-0.4657	-0.4657
Quality of the information provided	Specialised guides	(Controlled)*		
	Non-specialised guides	-1.1851	-1.1781	-1.1781
Cost of the tour (per person)	IDR30,000	(Controlled)*		
	IDR50,000	-0.8856	-0.8680	-0.8680

Notes: The Krinsky and Robb method

MWTP: Marginal Willingness to Pay

CONCLUSION

The choices of Jolotundo tourism visitors are determined by four factors, including admission ticket pricing, restaurant facilities, the quality of the offered information, and the cost of the tour (per person). In contrast, the greatest willingness to pay (WTP) value is exhibited for the provision of restaurant facilities in the Jolotundo tourism region. Visitor satisfaction, which is shown in preferences and WTP, has been proved to be crucial information for tourism area managers in order to improve in accordance with visitor expectations. Jolotundo Ecotourism is a tourist attraction that demands more attention because this tourism object has enormous potential for development, hence preventing the extinction of historical heritage tourism items. The Jolotundo ecotourism object, which is located in a single location, can contain a large number of existing tourist destinations, such as religious tourism, cultural tourism, nature reserve tourism, and educational tourism. As a result of its placement on the slopes of a mountain, it is hoped that the relevant authorities and locals would begin to manage this tourist destination with greater care. The Forestry Service, the Tourism Office, and the Nature Reserve Development Section are collaborating to create Jolotundo tourism assets so that they are worldwide recognized. And it can be argued that the report by Jolotundo is still in the involvement stage. Where this phase is characterized by an increase in the number of tourist visits as a result of the initiative of some local residents who participate in the provision of various tourism-oriented services.

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