

Willingness to Pay for Improving the Quality of Pasir Putih Beach Tourism Objects in Manokwari Regency

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Sirfefa, I., Wurarah, R. N., Elungan, O. O. (2023). Willingness to Pay for Improving the Quality of Pasir Putih Beach Tourism Objects in Manokwari Regency. *Journal of International Conference Proceedings*, 6(5), 168-178.

DOI:

<https://doi.org/10.32535/jicp.v6i5.2724>

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Published by JICP



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Received: 11 September 2023

Accepted: 14 October 2023

Published: 13 November 2023

ABSTRACT

This study examines tourists' willingness to pay (WTP) related to efforts to develop and improve the environmental quality of Pasir Putih Beach. A sample of 100 respondents found that their overall willingness to contribute amounted to IDR 13,100,000, with an average individual willing to contribute IDR 131,000. Further analysis revealed that income and education factors positively and significantly influence WTP. This indicates that individuals with higher income and education tend to contribute more to the sustainability of the tourist attraction. However, perception factors related to facilities and cleanliness and the distance of residence from the tourist attraction did not show a significant influence. Most respondents prefer to pay Rp 100,000 to Rp 300,000, while no one is willing to contribute in the Rp 400,000 - 500,000 range. These results indicate the urgency for managers and local governments to consider infrastructure and facility improvements at Pasir Putih Beach as a strategy to increase WTP and financial support from tourists.

Keywords: Development, Education Level, Income, Tourism, Willingness to Pay (WTP)

INTRODUCTION

One of the industries that contributed significantly to economic growth is tourism. Acknowledging that tourism is one of the leading services to develop one's country economy (Tanihatu, Tahalele, Simarmata, Saptanno, & Sutiksno, 2021). Tourism plays an important role to stimulating investment in new infrastructure and competition (Putri, Zamheri, Ridho, Paisal, & Africano, 2022). According to the Ministry of Tourism and Creative Economy, the contribution of tourism to GDP 2022 has increased from 2.4 percent in 2021 to 3.6 percent, and the value of foreign exchange of tourists increased from 0.52 billion US dollars in 2021 to 4.26 billion US dollars, in 2022 of US \$4.26 billion. The workforce in 2021 was 21.26 million people, and in 2022, 22.89 million people, while the creative economy's added value has grown from Rp 1.191 trillion in 2021. Manokwari district, which is in West Papua Province, has much tourist potential.

The leading destination is White Sandy Beach, which is famous for its natural beauty and can help the economic growth of Manokwari district. The white sandy beach is about 5 km from the city center and can be reached by two or four-wheeled vehicles in about fifteen to twenty minutes. The beaches with Pasir Putih and small waves are very comfortable for swimming. These Pasir Putih beach tours not only have attractive beaches, but they also have something unique. A freshwater spring connects directly to the sea as you head to the east end of the coast. This place has a lot of large coral rocks that are interesting to photograph.

The tourism concept should be adapted to the travelers' preferences, characterized by increased visitors. Therefore, sustainable tourism management can be implemented while in natural sustainability and local wisdom around the tourist sites. The potential of tourism involving local communities can significantly contribute to the region's development and improve the community's standard of living. In 2018, Manokwari District received 182 foreign tourists and 21,331 domestic tourists, 21,513. February has the highest number of visitors yearly because the Gospel first arrived in Papua.

A tourist attraction becomes attractive when it has an interest that distinguishes it from the others. One way to increase the number of people visiting tourist attractions is to manage them well. Pasir Putih Beach tourist attractions are managed through adequate facilities and the comfort of visitors to maintain the number of tourists who visit during the holidays. One of the most famous tourist destinations in Manokwari district is Pasir Putih Beach, which has much potential to flourish. However, the increasing number of visitors makes the sustainability and quality of the coastal environment a challenge for the region. To improve the quality of such tourist sites, it is necessary to involve various parties that must work together, especially in improving the quality of the coastal environment. Pasir Putih beach tourism is one of the most popular tourist destinations among tourists. For some people, white sandy beaches have a high value, and they are willing to pay a higher price to enjoy that experience.

One of the famous tourist destinations in Manokwari District is Pasir Putih Beach, which has value in enjoying the comfort and the potential to thrive. To improve the quality of such tourist sites, it is necessary to involve various parties that must work together, especially in improving the quality of the coastal environment. Weaver, D. B. (2006) defines "success" in coastal tourism by combining factors such as high visits, positive tourism perceptions, sustainable practices, and economic contributions to local communities and economic and environmental balance.

The Manokwari district government has gradually built tourist facilities, including two- and four-wheel parking areas, a show building, a mini cafe, and food around the white sandy beach. Besides, there are also supports for swimming or diving needs for visitors. Although the Pasir Putih beach is included in the list of tourist attractions of the government of the district of Manokwari, the management of this tourist attraction involves the people around it.

The main focus of this study is the development of Pasir Putih Beach as a tourist destination in Manokwari district. The focus is on quality improvements that can be measured through the value of services obtained by local communities. This study's fundamental question is: how significant is this coastal tourism's contribution to the community? The answer to this question will not only provide new insights into the economic value of White Sandy Coast but will also be an essential basis for formulating strategic policies. It aims to optimize the potential of this beach, not only as a tourist icon but also as a sustainable local economic driver in the Manokwari district.

LITERATURE REVIEW

According to research conducted by Prideaux (2000) and Koens, Postma, and Papp (2018), three key factors significantly contribute to the success of a coastal tourist destination, namely natural beauty, adequate infrastructure and accessibility, and sustainability practices. The first factor, the beauty of nature, is the main magnet that attracts tourists. Successful beach destinations typically feature clear waters, delicate and soft sand, and stunning and unique geographical features, creating an impressive visual experience for visitors.

High-quality infrastructure and easy accessibility also play an essential role. Convenient transportation, accommodation that meets standards, and well-maintained tourist facilities make it easier for tourists to access the site and increase their satisfaction during the visit. The availability of these facilities indicates the destination's commitment to the comfort and safety of its visitors. Finally, sustainability practices are an essential factor in the long-term success of coastal tourist destinations. Goals that successfully integrate economic growth with environmental conservation contribute to local well-being and attract environmentally conscious market segments, forming a sustainable positive image.

According to Christie et al. (2007), WTP can be used in the tourism industry to determine how much visitors are willing to pay to get better facilities. In this case, the WTP is used to calculate the economic value of the quality improvement of the tourist attraction. Kandel et al. (2016) highlighted an interesting financial perspective concerning the matter consumers give to goods and services. The "capability to pay" concept reflects monetary value and the sacrifices consumers voluntarily make to acquire something. It is an important indicator that reflects how much a person's desire and commitment to a product or service is.

This idea has gained significant relevance in relation to coastal tourism. Tourist destinations and other environmental commodities are valued using the Contingent Valuation approach (CVM) survey approach. The value that guests place on the beach trip experience can be strongly inferred from "the willingness to pay" in this instance. For instance, the cost of the ticket or any other additional charge represents the value that guests believe the beach gives in terms of quality, originality, and experience rather than just being an admission charge.

When pricing entry tickets or additional fees for Pasir Putih beach tours, this idea should be taken into consideration. Accurate pricing is important, but so is knowing what guests want and satisfying them. It assists tour operators in modifying their offerings to meet the expectations of tourists while upholding a balance between economic expansion and environmental sustainability. Therefore, the idea of “will to pay” serves as a strategic instrument for managing and growing coastal tourism locations as well as a tool for assessing economic worth. The “willingness to pay” of consumers is influenced by variables like production, consumer income, and the caliber of goods and services (Kahneman et al., 1990). According to a study conducted by Smith (2006) consumers’ “willingness to pay” would rise as their income increased.

Consumers’ age can also influence their “willingness to pay”. Hensher, Rose, and Greene (2012) found that people’s productivity and financial capacity can be influenced by their age. Consequently, the likelihood that a person will pay to go to a beach with white sand may depend on their age. The increased disposable income and greater availability of free time among younger generations may make them more eager to spend. In consumer protection, the idea of “will pay” helps prevent detrimental corporate practices or monopolistic tendencies, which is great for consumers’ health and happiness. Individuals who have a strong desire to devote a considerable percentage of their financial resources to a specific product or service are more likely to choose high-quality offers. They are less likely to choose goods or services that are seen as inadequate in relation to the value they provide.

According to Ehmer, Heymann, Just, Fuchs-Sobolew, and Walter (2008), the tourism industry encountered numerous obstacles in previous periods. According to Buckley (2011), tourist attractions have the potential to enhance various aspects of quality, such as natural resource management, environmental planning, and the provision of improved facilities. In the context of White Sandy Beach in the Manokwari District, enhancements in quality might encompass several aspects such as upgraded infrastructure, enhanced tourist services, and improved waste management. Furthermore, extant literature has demonstrated that enhancing the caliber of tourist attractions has the potential to augment visitation rates and generate higher levels of tourist-generated revenue (Grilli, Tyllianakis, Luisetti, Ferrini, & Turner, 2021). Murphy, Pritchard, and Smith (2000) assert that tourism significantly contributes to the economic development of a certain area. Nevertheless, it is imperative that its growth incorporates considerations for environmental sustainability. According to a study conducted by Widiyanti et al. (2017), tourist locations have the potential to enhance visitor numbers and generate more revenue by enhancing their overall quality.

One way to determine how much people are willing to pay for a facility or service is willingness to pay (WTP). To improve the quality of the tourist attraction, the WTP measurement can provide an overview of the potential revenue that can be earned. Therefore, local governments need to know how much will be paid by the people so that they can allocate resources appropriately (Hermawan, 2016). In addition, visitors’ contribution to the destination maintenance or ticket price may be based on understanding the WTP (Shaari et al., 2022).

According to Carson and Mitchell (1993), WTP is the highest amount a customer can pay for a particular good or service. In situations like this, the WTP community will be counted to determine the amount they will pay to improve the quality of the White Sandy Beach tourist attractions. Income, education, and quality perception are some of the components of the WTP, according to research conducted by Hanley, Colombo, Kriström, and Watson (2009). In the context of Pasir Putih Coast, these elements will be examined to determine their impact on the WTP community. Furthermore, research by

Carson and Mitchell (1993) suggests that contingent assessment methods can measure WTP. This research will use this method to measure the WTP of a community against the improvement in the quality of the Pasir Putih Coast. Spash (2006) study also shows that it is influenced by environmental values such as hygiene and natural beauty. Therefore, this study will measure WTP-zero values.

When we talk about the value visitors give to a tourist destination, the concept of 'willingness to pay' (WTP) or willingness to pay plays an important role. This concept is not just about how much money a person willingly spends; it describes their appreciation for a travel experience. Research by Habaora, Riwukore, and Yustini (2006) revealed something fundamental: attractions, facilities, and amenities offered by a tourist attraction play a significant role in determining the level of satisfaction of visitors. It's about providing something visually attractive or physically enjoyable and creating a comfortable environment that meets visitors' needs.

Interestingly, research by Fauziah and Aritonang (2023) adds a new perspective to this discussion. They found that tourists' perceptions of infrastructure facilities also played a role in determining their level of satisfaction. It shows that the value given by visitors to a place is based not only on what is physically offered but also on how they perceive and experience those aspects. Thus, the WTP becomes more than just an economic indicator; it reflects how a tourist destination succeeds or fails in providing a valuable and satisfying experience. For tour operators, this means that to increase the value of a goal; they must focus not only on improving the physical quality of attractions and facilities but also on how those elements are perceived and appreciated by visitors. It's about creating a cohesive and comprehensive overall experience, where each aspect complements each other to maximize visitors' satisfaction.

RESEARCH METHOD

This research applies a quantitative approach; the data collection tool is a questionnaire. The tourists who visited the Pasir Putih Coast in Manokwari district were a random sampling study with 100 respondents. The study was conducted using a quantitative approach through a survey method of visitors of the Pasir Putih Coast over 17 years of age as a sample study.

Data was collected through a questionnaire on the perception of the quality of Pasir Putih Coast through the WTP visitors. The influence of independent variables—income, education, perception, and distance—on dependent variables (WTP) through linear regression analysis approaches. In addition, the t-test is used to test the role of the independent variable against the WTP by visitors regarding how much they are willing to pay to improve the quality of the tourist site. Income, education, perception, and distance are independent variables that are supposed to affect the dependent variable (WTP value) in this analysis. Here's the regression order:

Structural Model $WTP = \beta_0 + \beta_1 INC_i + \beta_2 Edu_i + \beta_3 Per_i + \beta_4 Dis_i + e_i$

Description:

| | |
|---------------------------|--------------------------------|
| WTP | = Willingness to pay (Rp) |
| β_0 | = Intercept |
| β_1, \dots, β_4 | = Regression coefficient |
| Inc | = Income |
| Edu | = Education |
| Per | = Perception |
| Dis | = Distance |
| i | = 1st respondent (i=1,2,...,n) |
| e | = Standard Error |

RESULTS

Analysis of data shows that of 100 respondents who are willing to pay for repairs and management of tourist attractions, the number of respondents with a total of 74 people are prepared to spend as much as Rp 100,000, respondents total of 21 people are ready to pay in the amount of Rp 200,000, respondents in the total of 5 people are disposed to payment in the size of Rp 300,000, and of the 100 replies no one is willing to gain the maximum value set as high as Rp 400,000 - 500,000. So, the administrators and the government should pay more attention to developing and improving the quality of the environment by improving the facilities and facilities at the tourist attractions to increase the value of WTP Pasir Putih Beach.

On average, they are willing to pay an extra Rp10,000 per visit. Income, the level of education, is a very influential component of the WTP. The study results show that most participants are willing to pay more than 10% of the current ticket price to improve the quality of the tourist attractions of White Sandy Beach in Manokwari district. These results show that the people in the tourist area appreciate the quality improvement and are willing to pay more. It aligns with the economic theory that customers will be ready to pay more for better goods or services (Varian, 2014).

Besides, respondents who positively perceive the quality of the coast also tend to have a higher WTP. Visitors are more likely to appreciate the White Sandy Beach quality than the locals, as the WTP of visitors tends to be higher than that of locals. This suggests a difference in WTP between visitors and residents. The result of the analysis with the double linear regression approach is shown in the following table:

Table 1. Regression Results

| Variable | Unstandardized Coefficient B | T Calculated | Sig. | Conclusion |
|--|-------------------------------------|---------------------|-------------|-------------------|
| Income | 0,528 | 6,150 | 0,000 | significant |
| Education | 0,216 | 2,307 | 0,023 | significant |
| Perception | 0,137 | 1,633 | 0,106 | not significant |
| Distance | 0,099 | 0,942 | 0,349 | not significant |
| constanta = -0,526 | | | | |
| $R^2 = 0,439$ ($p < .01$) | | | | |
| F calc. = 20,376 significant = 0,01 | | | | |

Table 1 shows that each coefficient in the regression equation can be interpreted as follows: The constant value in Table 2 is -0,526, indicating that when the variables Income, Education, Perception, and Distance are equal to zero, then the variable WTP is negative. This suggests that the WTP value depends on the four variables, meaning

visitors must be available to assess the beach tourist destination. The regression coefficient for the income variable is 0.528, which means that if there is an increase in the revenue variable by 1%, then it will raise the WTP by 0.528. The regression coefficient for educational variables is 0.216, which means if there are increases in the education variable of 1%, then there will be a rise in the WTP by 0.216. The regression coefficient value for the perception variable was 0.137; if there has been an increase in the perceptive variable by 1%, then there will be an increase of the WTP by 0.137.

The regression equation in Table 2 can be interpreted for each coefficient through the p-value value ($p < .01$), which of the four variables can be said that only income and education significantly influence the WTP, whereas perception and distance are not significant. These conditions indicate that changes in income levels and education can dramatically improve the WTP of visitors. Changes in visitors' perception of the quality of White Sandy Beach and the distance visitors to the beach tourist attractions can increase WTP visitors but not significantly. So, respondents with higher income and education tend to have a higher WTP.

The determination coefficient value of 43.9% can explain the WTP visitor, with the role of income and the dominant level of education. This suggests that other potential variables still influence the visitors' WTP, which should be considered when regulating the coastal tourism industry. Policymakers focusing solely on income and education levels will need to pay attention to opportunities to enhance the WTP through other means, such as improving the quality of experience or promoting the importance of biodiversity conservation.

DISCUSSION

The findings of this study indicate that tourists exhibit a significant inclination towards enhancing the overall quality of White Sandy Beach. Furthermore, it is worth noting that both income considerations and education levels exert a substantial influence on the willingness to pay (WTP). This implies that those with greater financial resources and better levels of education exhibit a greater propensity to incur bigger expenses. In contrast, travelers who are geographically distant from White Sandy Beach and possess a preconceived notion of white sandy beaches have a moderate inclination to invest in enhancements of superior quality, albeit not to a substantial extent.

Furthermore, the findings of this study have several important implications. First, the results show that the public appreciates the improvement in the quality of the tourist attraction and is willing to pay more for it. Therefore, improved quality of a tourist object can be an effective strategy to increase tourist revenue. Second, the research also suggests that factors such as income and education, which influence the WTP, suggest that improving the quality of tourist objects should consider demographic characteristics and visitor behavior. However, this research has some limitations. First, this research focuses only on the tourist objects of White Sandy Beach in Manokwari District. Therefore, the results may not apply to other tourist objects. Second, this study uses a CVM method with some criticism, such as hypothetical and strategic bias. (Arrow et al., 1993).

The quality of Pasir Putih Beach is expected to increase tourist visits and revenue in the region. Wurarah, Jacob, Suslinawati, and Purbaningsih (2022) explained that efforts were made to promote tourism but should be oriented toward signing the environmental balance. The public's willingness to pay indicates that they want improvements and improvements to the facilities at White Sandy Beach. However, there is a need for transparency and accountability in using the funds obtained. (Panjinegara, 2023).

Improving the quality of Pasir Putih Beach is expected to increase tourist visits and revenue in the region. The public's willingness to pay indicates that they want improvements and upgrades to the facilities on White Sandy Beach. In addition, the local government can ensure that the improvement in the quality of the tourist objects is genuinely in line with the expectations and needs of visitors to Puspita and Ismail (2023). Thus, the positive impact of improved quality can be optimally perceived by the public and tourists (Mulyani, Kholifah, Saputro, Witarsana, & Wurarah, 2022). The results of this study are consistent with previous research that showed that the level of income, education, and perception of quality affects the WTP Diez-Gutierrez and Babri (2022) (Lebouc, Jauncy, Ramesh, Ramessur, & Jeetoo, 2023).

The WTP difference between visitors and locals can be explained by the fact that visitors value the quality of Pasir Putih Beach more because they see it as part of their tour experience. Meanwhile, locals-only know the beach as part of the neighborhood and are unwilling to pay more for quality improvements. The research results show that the development of attractions, amenities, and accessibility in Manokwari Pasir Putih Coast can improve the WTP visitors and the satisfaction of visitors.

The public is willing to pay to improve the quality of Pasir Putih Beach in Manokwari District. Therefore, governments and stakeholders need to consider the advice and input of the public in efforts to develop and manage this tourist object. (Handayani, Rahayu, Irianto, Sundari, & Widadie, 2023). Transparency and accountability in using the funds earned must be a priority so that people feel involved and benefit from improving the quality. On the other hand, an understanding of the willingness of the public to pay is also a benchmark for the government in setting the ticket price policy and allocating funds for the development of destinations.

According to this study, people are willing to pay to improve the quality of the Pasir Putih Beach in Manokwari. Their level of income, education level, perception of the quality of the coast, and the distance to the sights influence their WTP level. Therefore, these things must be considered when planning to improve the quality of White Sandy Beach. Recreation, especially those related to natural resources such as beaches, plays a vital role in enhancing the well-being of communities. The public's desire to pay for the repairs proves their value. Besides, it is also necessary to consider the WTP differences between visitors and locals. An effective strategy may involve improving the quality funded by visitors through increased ticket prices, while residents may be given discounts or subsidies.

This research shows that improving the attractions, facilities, and accessibility of Manokwari Pasir Putih Coast can improve the WTP and visitors' satisfaction. Therefore, the government and tourist attraction managers of Manokwari Pasir Putih Beach must improve adequate infrastructure and facilities and carry out effective promotion and marketing to attract more visitors. Increasing these elements can significantly impact the Pasir Putih Coast of Manokwari. The coast's beauty, the development of local cultural events, or the addition of unique recreational activities are some ways to enhance the attractions. Increasing facilities could mean increasing accommodation facilities, expanding food and beverage options, or adding shopping facilities. Improving accessibility can include ensuring proper information and alarm systems or improving coastal transportation.

CONCLUSION

Most respondents prefer to pay Rp 100,000 to Rp 300,000, while no one is willing to contribute in the Rp 400,000 - 500,000 range. The majority of respondents are eager to set aside their money for the development and improvement of the environmental quality of the Pasir Putih beach tourist attraction, with a total willingness to pay (WTP) visitors of Rp 13,100,000 for the development and enhancement of the quality of Pasir Putih Beach tourism attraction. This shows that the higher the level of income of visitors, the higher the willingness to pay for the services of the environment of the tourist destination, and a higher level of education will raise the readiness to pay more for the benefit of the tourist environment. The income level strongly affects a person in terms of the will to pay as the income of the visitors will be willing to spend more in helping the development and improvement of the quality of the Tourist Objects environment.

The visitor's perception and distance to the tourist site are not significantly influenced by the WTP, which is due to the level of tourist satisfaction with the facilities, amenities, as well as the safety and hygiene of the attractions are still insufficient compared to other tourist sites visited, so to raise the value of WTP needs development and improvement of the quality of the environment.

LIMITATION

This study was conducted on beach tourists in Manokwari and could not be interpreted on other sites due to different beach touristic characteristics. Further research is needed to test these results on other tourist attractions using other WTP measurement methods by exploring other factors that can influence WTP, such as the cultural and environmental value of the tourist objects and the availability of attractions.

ACKNOWLEDGMENT

Thank you to the local government, particularly the Tourism Department of Manokwari district, who has given instructions on the research carried out in one of the Pasir Putih beach tourist destinations and colleagues who have spent time collecting data.

DECLARATION OF CONFLICTING INTERESTS

The data in this article is part of our research conducted with colleagues as mentor students and has been approved and agreed to be developed and submitted at the 23rd UNCEN International Conference of Economics of Business (23 UNICEB) seminar, which will be published in the International Journal.

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