

CHAPTER V

CONCLUSION AND IMPLICATIONS

A. Conclusion

Based on the results of data analysis and discussion regarding the effect of travel cost and socio-economic factors on the number of visits to Serulingmas Wildlife Recreation Park (TRMS), it can be concluded that:

1. Travel cost and distance of residence are proven to have a negative and significant effect on the number of tourist visits to TRMS. The higher the travel cost incurred by tourists and the farther the distance from their residence to the tourism site, the lower the frequency of visits tends to be. This indicates that accessibility is the main factor influencing tourists' decisions to visit TRMS. The variables of gender, income, visiting experience, and age are not proven to have a significant effect on the number of visits. This finding shows that the decision to visit TRMS is not determined by tourists' demographic characteristics, but rather by ease of access and the relatively low costs required to visit. The results also show that TRMS is an inclusive tourism site that can be accessed by various age groups and income levels, without segmentation based on gender. TRMS functions more as a routine recreational space for the surrounding community rather than as a long-distance tourist destination.
2. Based on calculations using the Individual Travel Cost Method (ITCM), the travel cost coefficient is -6.64557 , indicating the sensitivity of the number of visits to changes in travel cost. The average consumer surplus per

individual per year is Rp1,329,081.00, and the consumer surplus per individual per visit is Rp1,121.59. With a total of 177,701 visitors to TRMS in 2024, the estimated total economic value of TRMS is Rp199,307,192.70 per year. This economic value demonstrates that TRMS provides tangible economic benefits to the community and has significant potential to be further developed as a sustainable conservation, education, and family-based tourism destination.

B. Implications

Based on the research conclusions, several practical implications can be applied by the management of TRMS and the local government in efforts to increase the number of tourist visits and maximize the resulting economic value.

1. Improving Accessibility as the Main Priority

Since travel cost and distance have been proven to significantly affect the number of visits, efforts to increase visitation should focus on improving accessibility to TRMS. This can be achieved by increasing public transportation access, adding directional signs, and providing clear route information through digital media. The easier the access to TRMS, the greater the opportunity for tourists to make repeat visits.

2. Strengthening the Role of TRMS as a Routine Recreational Site for the Local Community

The research results indicate that TRMS functions more as a routine recreational space for the surrounding community. Therefore, management strategies can be directed toward programs that encourage repeat visits, such

as subscription tickets, family packages, or periodic educational programs for schools around Banjarnegara.

3. Maintaining an Affordable Pricing Strategy

Since income does not significantly affect visitation, this indicates that affordability is a key attraction. Therefore, management should maintain affordable ticket pricing policies so that TRMS remains accessible to all segments of society.

4. Developing Facilities that Support Family and Educational Tourism

TRMS has been shown to attract various age groups without gender segmentation. As a result, facility development should continue to focus on the concept of family and educational tourism, such as adding animal education attractions, children's play areas, and comfortable green open spaces.

5. Utilizing the Economic Value as a Basis for Development Policy

The considerable estimated economic value of TRMS indicates that this tourism site makes a tangible contribution to the local economy. The local government can use the results of this research as a basis for formulating tourism development policies, budget allocation, and promotion of conservation- and education-based tourism.

6. Promotional Strategies Targeting Surrounding Areas

Since the majority of visitors come from within a distance of less than 30 km, promotional efforts can be focused on areas around

Banjarnegara to increase local visitation intensity rather than targeting long-distance tourists.

These implications indicate that increasing the number of visits to TRMS can be more effectively achieved through improving accessibility, maintaining affordability, and strengthening the role of TRMS as a family and educational tourism destination for the surrounding community.

C. Research Limitations

The researcher acknowledges that this study has several limitations and is not entirely ideal. Some of the limitations experienced during the research process include the following:

1. During the data collection process, some of the information provided by respondents may not have fully reflected their actual answers. This may occur because each respondent has different thoughts, perceptions, and levels of understanding, as well as other factors such as the level of honesty when completing the questionnaire.