



Economic Valuation of Beach Tourism Objects in Tulungagung Regency with Individual Travel Cost Method (ITCM) Approach
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ABSTRACT

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The strategic location of the beach is on the Southern Route (JLS) in Tulungagung Regency, Gemah Beach has the appeal of being a beach with good infrastructure access. Infrastructure support, adequate public facilities, and natural scenery that are presented have an attraction for visitors. Many visitors to Gemah Beach come in groups. The research data was obtained by filling out a questionnaire for visitors to Gemah Beach in Tulungagung Regency who visited in April 2023. This made researchers interested in identifying the economic valuation of the Gemah Beach tourist attraction. The method used to determine economic valuation is the Individual Travel Cost Method (ITCM) approach. By calculating travel costs or travel costs, it will be known the costs incurred by visitors to come to tourist sites. Travel costs incurred are the total cost from the location of residence to the tourist location, which includes the cost of entrance tickets, parking fees, consumption costs, accommodation/lodging costs if any, and souvenir costs if any. Through multiple linear regression, researchers also measure the social factors of individuals who visit Gemah Beach. Social factors that can affect the level of individual visits to Gemah Beach are the distance from the house to tourist sites and the duration of individual visits. The closer the distance between the visitor's house and the tourist attraction will increase the number of individual visits to the Gemah Beach tourist attraction. And the longer the duration of the visit, the more frequently individuals will make visits to Gemah Beach attractions. Meanwhile, the consumer surplus value is IDR 1,356,340 per individual in 1 year. The integral value for finding consumer surplus ranges from IDR 20,000 to IDR 750,000 per individual/visit in one year.

Keywords: Beach Tourism,
Economic Valuation, ITCM, Travel
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Introduction

Natural tourist attraction is a natural potential that comes from natural beauty (Armadinata & Pharmawati, 2019a; Gravitiani, 2010a). Areas that have tourist attractions always get their own attraction by visitors. Tourist attractions are always a favorite place to visit and become an object that reflects an area. Visitors tend to visit different places over a period of time (Arninda & Gravitiani, 2021). Several other factors that influence visitors' decisions to visit tourist attractions, namely the availability of facilities, travel distance, travel time, and travel costs (Cetin et al., 2021; He & Poe, 2021; Lee & So, 2022; Zulpikar et al., 2017).

One of the sectors that can contribute the highest PAD (Regional Original Revenue) in Tulungagung Regency is the many beach tourism objects. PAD is regional income that comes from the activities of a region (Gravitiani, 2010). Through Law of the Republic of Indonesia No. 1 of 2022, PAD is obtained from local taxes, local levies, the results of the management of regional assets and others. The benefits of PAD can be utilized indirectly, starting from the development of infrastructure to tourist attractions and the construction of public facilities that support the existence of tourist attractions in an area.

According to Ismayanti (2010) Tourism has unique characteristics and is different from other activities; including: 1) the tourism industry has a blend of intangible and tangible in its activities; these characteristics result in tourism products that cannot be carried or even felt by others. Tourists must feel for themselves how to enjoy a tour; 2) inseparable nature; tourism will require interaction from tourists to service providers. Exchanging information becomes mandatory in every tourism activity. Making it inseparable between consumers and sellers; 3) fickleness; the nature of tourism services quickly evaporates. So that innovation is needed to maintain tourism products in an area; 4) diversity; the tourism industry is very difficult to standardize. So unique and very varied from a variety of cultures make tourism a dynamic thing; 5) fragile; tourism is a fragile product. Without changes every day, tourism will be destroyed slowly. Tourism sustainability efforts are needed in its planning; 6) seasonal; because it is dynamic, tourism also has a certain time in its activities; 7) no man; tourists cannot be controlled for their arrival. So that the emergence of the desire to attend a tourist spot is not based on orders.

The growth of tourist attractions in a multiplier manner can drive the economy of the community around the tourist attraction (Ajo et al., 2021; Ni Made Dwi S Yuniartini, 2016; Uswatun Hasanah & Rahman, 2020). This is measured by the presence of informal sector workers around beach attractions. Starting from an increase in transactional sales of food, drinks, snacks, lodging, shopping for souvenirs and souvenirs to be able to create new employment models.

The environment has an important role for tourism areas, especially nature tourism (Gravitiani, 2010; Hadi, 2015). Sustainable policies need to be pursued to maintain the sustainability of the environment against the impacts caused. Arninda & Gravitiani, (2021) the condition of a beautiful, well-maintained beach will provide a sense of comfort for beachgoers. However, the beach environment that is not maintained can be damaged. A damaged environment can cause a decrease in attractiveness for visitors. Beach pollution occurs one of them with beach visitors who participate in polluting the beach environment (Ajo et al., 2021; Rifki Khoirudin & Uswatun Khasanah, 2018). Visitor activities that do not pay attention to garbage or waste can pollute the environment, causing a loss of security and beauty. Excessive exploitation of local residents or irresponsible tourism managers will affect environmental damage.

He & Poe (2021) A study was conducted to look at economic valuation through the travel cost method in order to estimate the future value of environmental policies. Regional mapping was used to look at the cost of traveling to fishing destinations. The study focused on Australia's Gold Coast, which is the most popular beach in Australia, using the travel cost method approach. Beach tourism that has beauty must be maintained through effective beach management policies to prevent erosion and storms (F. Zhang et al., 2015).

Recreational activities utilize green open spaces for both urban and rural recreation (Cetin et al., 2021). One of the purposes of people traveling is to release fatigue, breathe fresh

air and visit places that have a natural green open landscape (Setiyani et al., 2017; Yulian et al., 2011). Juutinen et al., (2022) explained the structure of visitors looking at the quality of the environment. In his research, environmental characteristics are measured by the benefits of tourist attractions.

Tulungagung Regency is one of the regions in East Java Province. It is located in the south which is directly adjacent to the Indian Ocean or often called the south coast (BPS, 2020). The area recorded by BPS is 1,055.65 km². Topographically, Tulungagung Regency consists of 3 regions. The western part is a mountainous area directly adjacent to the Wilis Mountains and Nganjuk Regency. The central part is lowland. The southern part is a series of kidul mountains directly adjacent to the southern coast. These conditions make this area has a natural tourist attraction in the form of beaches.

Image 1. Research Location Gemah Beach Tulungagung Regency



The southern part of Tulungagung Regency has a coastline that is owned by this area reaching approximately 61,470 km (Tim Website DKP, 2018). The coastal area passes through several sub-districts with beach potential such as Molang and Dlolo in Pucanglaban sub-district, Sine in Kalidawir sub-district, Ngelo or Ngalur, Gerangan, and Brumbun in Tanggunggunung sub-district, Popoh, Sidem, Klatak, Bayem, Niyama, and Midodaren in Besuki sub-district, Gemah and Nglarap in Keboireng sub-district. Almost all sub-districts that are directly adjacent to the Indian Ocean have the potential for beach tourism objects (BPS, 2020). Gemah Beach is a favorite spot visited by tourists. Visitor considerations and assumptions related to road access from the city center to the location of Gemah Beach are 37km long. With the duration of travel time for one hour. The trip goes to the south of the city with good views and passes through the Southern Cross Line (JLS). The JLS project is a national strategic project that aims to connect the southern region of East Java. Starting from Pacitan Regency to Banyuwangi Regency, where the construction of this project is very strategic for Tulungagung Regency (Tulungagung, 2020). The positive impact of the construction of JLS is that visitors' access to the beach location becomes easier, but there is a negative impact that JLS along the coast makes competition between beach tourism managers both in Tulungagung Regency and Trenggalek Regency.

Researchers want to know the value of the environment that is utilized as a tourist attraction of Gemah Beach in Tulungagung Regency. The method used by calculating the

individual travel cost method (ITCM) is expected to describe the calculation of costs incurred by individuals to go to tourist attractions (Ajo et al., 2021; Fajar et al., 2021; Y. Zhang et al., 2022). The advantage of the individual travel cost method (ITCM) is that it can see the visitor's assessment of the cost of traveling to tourist sites (Cetin et al., 2021; He & Poe, 2021; Tsania & Fadjar, 2019).

The costs incurred are calculated from the costs incurred by visitors from their place of residence to their destination plus the ticket fees charged by the beach manager (Garrod & Willis, 1999). Disclosing economic value through individual travel expenses can illustrate the valuation of goods and services by natural resources and the existing environment (Mandela et al., 2021). It is important to assess economic valuation, because natural resources and the environment play an important role in welfare and can be a control role to prevent damage to tourist attractions (Khoirudin & Khasanah, 2018; Mandela et al., 2021; Zulpikar et al., 2017). By research Fajar et al., (2021) research using the ITCM method can describe the socio-economic characteristics of visitors as measured by age, income, occupation and education. This study aims to identify the economic valuation of Tulungagung Regency Gemah Beach tourism object based on the ITCM method which is seen quantitatively. In addition, this research will describe the typology of visitors, which can later be used as a basis for the development and management of tourism for the better.

Research Methods

This economic valuation research focuses on the Gemah beach tourist attraction in Tulungagung Regency, East Java. The method used is quantitative survey method (Hadi, 2015; Panjaitan et al., 2019). The survey method is used to collect information from a research sample (Sugiyono, 2018; Widarjono, 2016). This method is used to find data through questionnaires distributed within one month, namely April 2023. The research time coincided on a holiday. So that many visitors come to the tourist attraction of Gemah Beach.

The data used is through primary data obtained from filling out respondents' questionnaires and secondary data obtained through access to government websites, BPS, journals, and reports that support the research. In filling out the questionnaire, researchers collected brief personal data on visitors. Through descriptive analysis to describe visitor characteristics (Armadinata & Pharmawati, 2019b). The questionnaire list starts from respondent information, distance from home to the tourist attraction, travel time, length of time visiting, individual costs incurred (entrance ticket fees, parking fees, consumption costs, accommodation / lodging costs if any, souvenir costs if any). The dependent variable uses the level of visitation in the last year. The following is an operational definition of the variables used by researchers to describe the research model.

Table 1. Operational Definition of Variables

No	Variables	Indicators	Measurements	Source of Previous Research
1	Individual visitation rate	Total individual visits to Gemah Beach over a period of one year	1 = 1-time 2 = 2-time 3 = 3-time 4 = >3-time	(Arifin & Priyono, 2021; Tsania & Fadjar, 2019; Zulpikar et al., 2017)
2	Individual travel cost	Entrance fee, parking fee, food fee, accommodation/lodging fee (if any), souvenir fee (if any)	IDR/visit	(Arifin & Priyono, 2021; Tsania & Fadjar, 2019; Zulpikar et al., 2017)
3	Distance	Total distance from home to tourist attraction location	1 = < 25 km 2 = 20-50 km 3 = 50-100 km	(Arifin & Priyono, 2021; Zulpikar et al., 2017)

No	Variables	Indicators	Measurements	Source of Previous Research
4	Visit duration	Estimation of the total time visited	4 = > 100 km In hours	(Gravitiani, 2010b; Tsania & Fadjar, 2019; Zulpikar et al., 2017)
5	Traveling time	Total time to travel from individual location to Gemah Beach location	In hours	(Gravitiani, 2010b; Tsania & Fadjar, 2019)
6	Individual income	Total income of individuals in one month	1 = < 2.000.000 2 = 2.000.000 – 4.000.000 3 = > 4.000.000	(Arifin & Priyono, 2021; Armadinata & Pharmawati, 2019a; Gravitiani, 2010b; Rifki Khoirudin & Uswatun Khasanah, 2018; Zulpikar et al., 2017)
7	Individual age	Individual's current age	1 = 15-25 years of age 2 = 26 - 60 years of age 3 = > 60 years of age	(Arifin & Priyono, 2021; Armadinata & Pharmawati, 2019a; Fajar et al., 2021; Rifki Khoirudin & Uswatun Khasanah, 2018)

Data source processed from previous research

The sample used is according to the formula of Watson et al, (1993) in (Gravitiani, 2010)

$$n = \frac{4 Z_{\frac{1}{2}\alpha} p (1 - p)}{(\omega)^2}$$

With n is the sample; $Z_{\frac{1}{2}\alpha}$ is the confidence coefficient with 1.96; p is the proportion of success expected 95%; q is the residual proportion (1-p) which is 5%; ω is the amount of tolerance error with an L+R value of 10%. Respondent data that needs to be collected is at least 73 visitors. Sample calculation as follows:

$$n = \frac{4 (1,96)^2 (0,95) (0,05)}{(2 * 0,05)^2}$$

$$n = \frac{0,729904}{0,01}$$

$$n = 73 \text{ people}$$

Data analysis is with quantitative descriptive method. Sugiyono, (2018) descriptive methods are used to describe the research conditions. Quantitative methods used with SPSS analysis tools with multiple linear regression analysis with the following mathematical equations:

$$TKI = f (Bi, Ji, Di, Ti, Pi, PTi, Ui)$$

$$TKI = \alpha + \beta_1 Bi + \beta_2 Ji + \beta_3 Di + \beta_4 Ti + \beta_5 Pi + \beta_6 PTi + \beta_7 Ui + e$$

Where is

TKI = Level of individual visits to attractions

Bi = Individual costs to attractions

Ji = Distance from home to attractions

Di = Visiting duration

Ti = Travel time to attractions

Pi = Individual's monthly income

PTi = Individual's last education

Ui = Individual's age

In addition to descriptive analysis, researchers looked at the individual travel cost method (ITCM) analysis. Where ITCM is used to calculate the level of individual visits in a certain period (Gravitiani, 2010b). TCM is calculated using the consumer surplus enjoyed by visitors, with the formulation according to Hadi (2015) which is:

$$Dx = Qx = a + bPx$$

The above calculation needs to be adjusted by means of integral calculation. Integral formula by setting the trip cost limit and trip carrying limit as follows:

$$SK = \int_{p0}^{p1} f(a - bPx) dPx$$

Where SK is consumer surplus; P1 is the upper limit of travel cost; P0 is the lower limit of travel cost; and Px is the demand function of tourist attraction.

Results and Discussion

1. Results

Identification of visitors to Gemah Beach who became research respondents was seen through gender, age, latest education, occupation, income, origin, frequency of visits.

The results of the identification, respondents are still many visitors under the age of 25, which is included in the age of adolescence to young adulthood. With an average education level answering others, namely having graduated from Bachelor (S1) as many as 57 people. The income of the respondents answered a balance but the most by choosing <2,000,000 as many as 33 respondents. The total number of individual visits to Gemah Beach in one year is at most 1x. The following is the classification of research respondents:

Table 2: Identification of Respondents

	Criteria	Total
Gender	Male	29
	Female	44
	Total	73
Age	15 - 25 years of age	58
	26 - 60 years of age	15
	> 60 years of age	0
	Total	73
Education	Elementary School	0
	Junior High School	2
	High School	14
	and others	57
	Total	73
Job	Student	22
	Self-employed/Farmer	8
	Civil Servant/Private	21
	Employee	
	Housewife	3
	and others	19
	Total	73
Income	< 2.000.000	33
	2.000.000 - 4.000.000	19
	> 4.000.000	21
	Total	73
	1 kali	37

	Criteria	Total
Total	2 kali	16
individual	3 kali	6
visits	> 3 kali	14
	Total	73

Data source processed by the author

Furthermore, regression testing is carried out using the OLS method and classical assumption testing to determine the data so that it is not biased. The classic assumption test in research using cross section data is carried out with autocorrelation test, heteroscedasticity test, and multicollinearity test (Ajo et al., 2021; Fajar et al., 2021; Widarjono, 2016). The autocorrelation test is carried out using the durbin-watson (DW) test value. The autocorrelation test is considered to pass with a value of $dU < DW < 4-dU$. The results of the autocorrelation test in this study are said to pass autocorrelation. The heteroscedasticity test is declared to pass with a significance value $> 5\%$. The results of this study are said to pass the heteroscedasticity test. Multicollinearity test to test the relationship between independent variables in the regression model variables. The results are said to pass heteroscedasticity when the independent variable has a VIF value < 10 .

The results of classical assumption testing in this study are that it passes all classical assumption tests. The results of classical assumption test data processing are as follows:

Table 3. Classical Assumption Test Results

Autocorrelations			
Durbin-Watson (DW)	dU	4-dU	Description dU<DW<4-dU
1.084	1.8350	2.1650	Autocorrelation passed
Heteroscedasticity			
Dependent variables	Sig	Description Sig > 5%	
Ui	.890	Passed heteroscedasticity test	
Pti	.954		
Pi	.154		
Ji	.938		
Ti	.188		
Di	.072		
Bi	.075		
Multicollinearity			
Dependent variables	VIF	Description VIF < 10	
Ui	1.587	Passed multicollinearity test	
PTi	1.076		
Pi	1.097		
Ji	1.603		
Ti	1.129		
Di	1.200		
Bi	1.331		

Data source processed by the author

Through classical assumption testing that has passed, the research data can be continued using multiple linear regression tests, hypothesis testing (t test and F test), and the coefficient of determination test. The multiple linear regression test results are as follows:

Table 4. Linear Regression Test Results

Dependent variables	Coef	t stats	sig	Description
Ui	.069	.250	.803	No effect
PTi	-.565	-1.355	.180	No effect
Pi	-.057	-.421	.675	No effect
Ji	-.472	-2.861	.006	Effect
Ti	.011	.114	.910	No effect
Di	.515	3.114	.003	Effect
Bi	-.078	-.908	.367	No effect
Const	1.936			
R squared	0.215			
F hitung	2.539			
F stat	.023			

Data source processed by the author

The linear regression equation is

$$TKI = 1,936 - 0,078Bi - 0,472Ji + 0,515Di + 0,11Ti - 0,057Pi - 0,565PTi + 0,069Ui + e$$

The coefficient of determination test results are useful for knowing the variation of the independent variables in the research model illustrated in table 4. The r square value is 0.215. This means that 21.5% of the variation in independent variables including individual costs, distance, duration, travel time, income, education and age can describe the number of respondents' visits to Gemah Beach. The remaining 78.5% is explained by other variables that are not used by researchers at this time.

Hypothesis testing is presented into 2 tests, namely the t test (partially) and the F test (simultaneously). Simultaneously seen from table 4 on the value of f stat (0.023) < alpha 5% (0.05) means that the independent variables simultaneously affect the number of visitor visits to Gemah beach. Partial test (t test) of the seven social economic variables selected in this study, as many as two variables have an influence, namely the variable distance of individual homes (Ji) and the duration of individual visits (Di).

The regression coefficient of the distance variable (Ji) is -0.472 which shows that the variable of house distance has a significant effect (sig 0.006 < 5%) on the number of individual visits to Gemah Beach. When the distance increases by 1 level, it causes a decrease in the number of visits by 0.472%, assuming other variables are constant. By Shelvatis et al (2017) a person will consider the distance for a place to travel. The perception of individuals to choose beach tourist attractions on Mansiman Island is also influenced by the distance of residence (Ajo et al., 2021). The closer distance from home to tourist sites is increasingly being considered by individuals to visit these tourist attractions (Ajo et al., 2021; Arifin & Priyono, 2021; Diswandi & Saptutyningsih, 2019; Hadi, 2015). In contrast to the level of visitation of Owabong tourist sites, which shows that visitors come in groups from outside the Barlingmascakeb Region, so distance is not a factor that reduces the level of visitation.

The coefficient of the visit duration variable (Di) of 0.515 shows that the visit duration variable has an effect (sig 0.003 < 5%) on the level of individual visits to Gemah Beach. This means that when the visit duration increases by 1 level, it will increase the level of individual visits by 0.515%, assuming other variables remain constant. The longer the duration of visiting makes individuals interested in coming back to Gemah Beach. According to research Shelvatis et al. (2017) which shows that the longer the duration of the visit will increase the level of visitation. In line with cultural tourism visitors at Sonobudoyo Museum Yogyakarta, it shows that the duration of visits affects the number of visits (Pramono & Saptutyningsih, 2023).

Visitors feel satisfied with visiting tourist sites so that in the future they plan to visit these tourist attractions.

Some variable results that do not affect the variables of age, education, income, travel time and travel costs on the level of individual visits. Contrary to research Ajo et al., (2021) that age has an influence on the number of tourist attraction visits on Mansiman Island, the increasing age encourages someone to reduce tourist attraction visits. Arifin & Priyono (2021) stated that the age variable did not discourage individuals from visiting Owabong. When viewed from the characteristics of visitors at Gemah Beach, it is not only specialized for certain ages. So that the probability of the age variable does not affect the level of individual visits.

The factors of individual education, income, travel time and cost have no influence on the level of individual visits to Gemah Beach. Contrary to research Khoirudin & Khasanah (2018) and Zulpikar et al. (2017) where the travel cost variable affects the level of tourist visits. Consideration of visitors to Batu Karas Beach, Pangandaran Regency looks at the costs incurred, if the cheaper the travel costs and the distance is not far away, the number of visits will increase. This is slightly different from the characteristics of visitors at Gemah Beach, it can be seen from the crowds of individual visits to Gemah Beach occur during holidays. When holidays are widely used by individuals to do recreation together. The perception of visitors when visiting together the travel time and travel costs incurred will not be felt. Because the travel time will feel faster, supported by the accessibility to the location of Gemah Beach which passes through the Southern Cross Line (JLS). Travel costs made by visitors together will feel lighter in cost. Visits to Gemah Beach during holidays are mostly done in groups so that they do not consider the factors of travel costs, education, income and travel time to the location of Gemah Beach.

2. Economic Valuation of Tourism Objects

The economic valuation value of the Gemah Beach tourist attraction results in the following equation:

$$Dx = 1,936 - 0,078Px$$

The above equation serves to look at consumer surplus. Consumer surplus is calculated by determining the upper limit and lower limit of the integral. Determination of the upper limit of individual travel costs is IDR 750,000 and the lower limit of individual travel costs is IDR 20,000. The upper and lower limits of travel costs are obtained from the results of respondents filling in the field. Consumer surplus uses integral notation as follows:

$$SK = \int_{20000}^{750000} (1,936 - 0,078Px)Px$$

From the results of consumer surplus calculated from the integral consumer surplus of visitors to Gemah Beach, it is known that the value of consumer surplus per individual in one year is IDR 1,356,340. The economic valuation calculation shows that the average individual visit to Gemah Beach is 1.93 times a year. The consumer surplus value is Rp 702,218.58 per individual per visit. The actual cost required by individuals to visit Gemah Beach is calculated from the average total travel costs of Rp 197,958.9.

So that the average value of individual actual costs is lower than the value of consumer surplus every time they visit Gemah Beach. This makes visitors get environmental service benefits that are greater than the costs incurred.

Research by Fajar et al., (2021) mentions the lowest cost or lower limit of the integral as the minimum cost that visitors are willing to pay when visiting a tourist attraction. In his research, consumers get consumer surplus and get environmental service benefits. This is judged by the economic value that individuals spend lower than the travel costs incurred by individuals to access a tourist attraction.

According to Fauzi (2010) the use of natural resources must be utilized both economically and non-economically which is assessed from direct and indirect assessments. Economic assessment is assessed from the method of individual travel costs to visit a location. Individuals in accessing tourist sites have limitations. One of them is the visitor's perception of the travel costs that will be incurred. Several researchers over a period of time have studied several tourist sites in many regions in Indonesia. Terry et al., (2020) reviewing the tourist attraction of Kereng Pier in Palangkaraya City, Armadinata & Pharmawati, (2019) looking at Sawarna Beach tourism valuation. Lebak Regency, Ajo et al., (2021) assessing the tourist attraction of Mansiman Island, Manokwari Regency. As well as several writers from abroad such as Lee & So, (2022) in Korea, F. Zhang et al., (2015) assessing the Gols Coast in Australia. With the results of the study, domestic visitors who have a closer home distance to tourist sites do not spend a lot of travel costs to access tourist sites (Czajkowski et al., 2019; Terry et al., 2020). Travel costs of visitors who come from Tulungagung Regency do not incur travel costs to go to Gemah Beach tourism more than 1% of visitors' income. The tourist experience is not only assessed by how beautiful the tourist location is, but also the preference for access to the tourist location is also a consideration (He & Poe, 2021)

Conclusion

Through the determinants of economic valuation using the individual travel cost method (ITCM) approach at the Gemah Beach tourist attraction, the results show that there are two variables that have an influence on the level of individual visits to Gemah Beach. Namely the distance variable and the duration of the visit. While the variables of age, education, income, travel time, and travel costs do not determine individuals visiting Gemah Beach. This can be seen from the characteristics of visitors who make group visits with coworkers or family.

The calculation of economic value at Gemah Beach using the individual travel cost method (ITCM) approach amounted to Rp 1,356,340 per year. The average individual visiting Gemah Beach in a year is 1.92 times or an average of 2 visits in one year.

The strategic location of Gemah Beach, supported by the Southern Crossing Line (JLS) which passes through Tulungagung Regency, makes Gemah Beach has its own attraction to be used as a beach tourism location. It is hoped that stakeholders managing Gemah tourist attractions can pay more attention to entrance fees, parking fees and public facilities that are adequate for the development of Gemah Beach such as toilet facilities, bathing places, souvenirs / souvenirs, parking lots so that tourists become more comfortable traveling at a cost that has been paid by individuals. Because if there is no management or management of coastal tourist sites supported by infrastructure that will cause visitors to choose other coastal tourist sites.

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