

# **Economic Valuation of Sustainable Tourism in Raja Ampat: A Study Utilizing the Travel Cost Method**

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## **Abstract**

This study aims to analyse the effect of tourist arrivals on sustainable tourism in Raja Ampat. The research employs the Travel Cost Method (TCM) alongside Structural Modeling. In this context, TCM serves to quantify the expenditures incurred by tourists in accessing attractions in Raja Ampat while also investigating the correlation between these costs and visitation frequency. The structural model is applied to evaluate the influence of environmental management policies on tourists' choices regarding more sustainable travel destinations.

The research conducted with 76 respondents, who are tourists in Raja Ampat, indicates that effective environmental management policies can enhance tourists' awareness of the significance of environmental conservation and encourage them to opt for more sustainable travel destinations. This study provides policy recommendations for the sustainable management of tourism in Raja Ampat.

**Keywords:** Sustainable Tourism, Raja Ampat, Travel Cost Method, Tourists' Awareness, Environmental conservation