

## Economic Valuation of Bubohu Religious Tourism Village in Gorontalo District

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#### ABSTRACT

The development of industrial tourism at local level directly opens up employment in tourism areas which can be managed and utilised by local communities. Bubohu religious tourism village is one of the tourism villages having a good potential economy, however there still are identified poverty issues in the village. This research calculates the value of potential economic and multiplier effect value of religious tourism village Bubohu by identifying the amount of visitor expenditure, business unit income, expenditure of business units and labour expenditure in this village. The research results obtained the average value of Willingness to Pay (WTP) indicating the expenditure of individual tourists visiting amounted to Rp 395.555/person. Then the estimated economic valuation of Bubohu religious tourism village which is based on tourist expenditure amounted Rp 7.512.391.111. Furthermore, economic value will increase along with tourists coming to visit Bubohu religious tourism. The multiplier effect analysis results acquired that Keynesian Income Multiplier value is 1,25, and Ratio Income Multiplier type 1 is 1,45 as well as Ratio Income Multiplier type 2 is 1,87. The results indicated that the existing tourism activities at Bubohu religious tourism village have a good economic impact on the local communities.

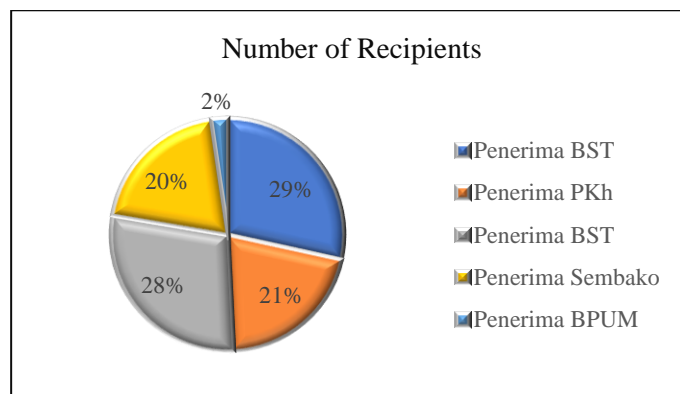
**Keywords:** Multiplier Effect, Tourism Village, Valuation Economy, Willingness to Pay

## INTRODUCTION

Indonesia has tourism potential, especially natural tourism in forests, mountains, seas, rivers, and other areas. Tourism is one of the important economic sectors in Indonesia. The transformation of economic development is centered with the increase of tourism foreign exchange value (Putri et al., 2022). Various natural beauty, culture, and original Indonesian ancestral heritage are added values that need to be upheld (Soetopo, 2011). In accordance with Law No.9/1990 on tourism, the government has realized the importance of tourism as a sector that can improve the standard of living of the Indonesian people in general and the standard of living of people in the environment or tourist destinations in particular (Zulfikar, 2012 in Chairunisalda, 2012). Gorontalo province, among the Indonesian provinces, stands out as a promising and distinctive tourist destination, drawing visitors with its diverse range of attractions encompassing natural, culinary, religious, and cultural tourism. Gorontalo province is known as the city of Serambi Madinah, certainly has one of the superior tours in the religious field which was initiated in a village located in Gorontalo regency, Gorontalo province.

Bubohu Religious Tourism Village is one of the tourist village destinations inaugurated since 2004 by offering a blend of Islamic cultural, natural, and historical scenery. The village that holds the charm of religious, natural, and cultural tourism has three tourist destinations, namely Bubohu Nature Park, Dulanga Beach, and the Bubohu Golden Walima Mosque. The main attraction of Bubohu Religious Tourism Village is the cultural tradition of "Walima" which is held at the Walima Emas Bubohu Mosque every celebration of the Prophet's maulid on 12 Rabiul Awal of the Hijri year. This combination of Islamic religious, natural, and historical cultural attractions makes Bongo village special and one of the target villages for tourism development based on the Regional Regulation (PERDA) of Gorontalo province number 2 of 2014 concerning the Regional Tourism Development Master Plan (RIPPDA) of Gorontalo province (Yumanraya, 2014 in Astuti et al., 2019). Bubohu Religious Tourism Village of Gorontalo regency is directly managed by a tourism awareness group (Pokwardis), which makes economic activities in this tourist village directly involve the local community. Not in line with the potential and economic activities that exist; in fact, the welfare of the community in the Bubohu religious tourism village is still low. This is supported by the community receiving assistance provided by the government through the family hope program (PKH), non-cash food assistance (BPNT), Micro Business Recipient Assistance (BPUM), Temporary Cash Assistance (BST), and basic food assistance which still dominates.

**Figure 1.1. Number of Beneficiaries in Bongo Village**



In principle, the provision of the assistance program is part of the poverty alleviation program. According to Sukmana (2018), it is comprehended in context that community-based tourism serves as a crucial economic endeavor, capable of addressing various developmental challenges when appropriately nurtured. These challenges encompass poverty reduction, local economic development, fostering peace and community harmony, as well as the sustainable management of natural resources and the environment. In the realm of initiatives aimed at alleviating poverty, community-based tourism emerges as an ideal alternative strategy.

The development of the tourism industry at the local level such as the construction of restaurants or eateries, small businesses and other tourism services directly opens up jobs in the area that can be managed and utilize local community labor. If this happens, tourism activities in leading tourist attractions in Gorontalo province will provide a favorable multiplier effect for the regional economy and the welfare of the local community. For this reason, it is necessary to know whether the existence of the Bubohu Religious Tourism Village has an impact on the economy of the bongo village and the need for an assessment of the Bubohu Religious Village tourism object which is basically also very important because the tourism village has great potential as a source of local revenue (PAD). Bambang and Dafri (2015) argued that in the management of Bubohu Religious Tourism Village, the manager did not calculate the amount of tourism benefits received by the community. This makes it difficult to analyze the certainty of the high or low economic impact received by the community from the existence of tourism activities in the religious tourism village of Bongo. For this reason, an assessment of the Bubohu Religious Tourism Village is needed in the form of an economic value assessment. Through research entitled **"Economic Valuation of Bubohu Religious Tourism Village at Gorontalo District"** can provide a quantitative value of the benefits or potential provided by natural resources and the environment to tourism actors and can show whether the existence of bubohu religious tourism has an impact on the local economy.

## LITERATURE REVIEW

### Tourism

According to Pendit (2003), tourism is everything related to tourism, including entrepreneurs of tourist objects, tourist attractions and businesses related to tourism. Tourism sector is a service sector that contributes significantly to the increase of country's economy (Tanihatu, 2021). Tourism according to Law No. 24/1979 is defined as "everything related to the organization of tourism, namely the overall activities of the business world and society aimed at capturing the needs of travel and stopover tourists". The definition of tourism itself is never the same among all experts. It's just that basically tourism is a trip with the aim of entertaining and carried out outside of daily activities carried out to provide benefits that are permanent or temporary.

### Village Tourism

Desa Wisata is an area or rural area that has a special attraction that can become a tourist destination. In a tourist village, the community preserves its traditional customs and culture. Supporting activities like agriculture, gardening, and traditional food practices further enhance the vibrancy of the tourist village. Beyond these aspects, the presence of original and well-preserved environmental factors is a crucial element for the existence of a tourist village, as emphasized by Zakaria and Suprihardjo (2014).

Village tourism is a form of tourism development that emphasizes the contribution of rural communities and the preservation of the rural environment. Tourist villages have tourism products that have cultural value and have strong traditional characteristics (Dewi et al., 2013).

### **Economic Potential in Tourism**

Tourism plays a pivotal role in economic development by fostering growth in the national economic sector. This influence extends to the stimulation of new industries associated with tourism services, such as transportation and accommodation businesses (including hotels, motels, and tourist lodges). Additionally, tourism contributes to the expansion of markets for local tourism goods and the creation of new employment opportunities across various sectors, including hotels, travel agencies, government offices dedicated to tourism, translators, handicraft and souvenir industries, and other retail establishments. Moreover, tourism aids in the development of remote areas, particularly when such areas possess attractive tourism features (Wahab, 2003). Yoeti (2008) argued that tourism is a profitable form of export, especially for the national economy of a country.

### **Economic Valuation**

Economic valuation is a process involving the assignment of quantitative value to goods and services generated by natural resources and the environment. This valuation considers both market value and non-market value. Economic valuation is an attempt to provide quantitative value to goods and services produced by natural resources and the environment regardless of whether market value is available for these goods and services. According to Hufschmidt et al. (1987), the methods of assessing the economic benefits (environmental costs) of natural resources and the environment are basically divided into two major groups, namely based on market-oriented approaches and survey-oriented approaches or hypothetical assessments.

### **Benefits and Impacts of Tourism**

The tourism sector is a sector that plays an important role in the process of balanced economic development and has a positive effect on other sectors. Managing tourism well can have benefits and impacts for the government and society. The increase in the tourism industry pockets the number of tourists visiting the area or country and the existence of balanced economic growth to other sectors, for example, available lodging, restaurants, and offers in tour packages or transportation. This cannot be separated from government and community support. According to (Belinda, 2013 in Putra et al., 2017) that the economic impact of tourism activities or various economic activities can include three categories, namely direct impact (direct), indirect impact (indirect), and further impact (induced). Direct impacts are generated from direct tourist spending, such as spending on restaurants, lodging, local transportation and others. Furthermore, business units that receive direct impacts will require inputs (raw materials and labor) from other sectors, and this will cause indirect impacts. Furthermore, if the sector absorbs local labor, the expenditure of local labor will cause further impacts in the tourist location.

## **RESEARCH METHOD**

This study took place in Bubohu Religious Tourism Village, situated in Bongo village, Batudaa Pantai district, Gorontalo regency, Gorontalo province. Bubohu Religious Tourism Village comprises three tourist destinations: the Golden Walima Mosque, Bubohu Nature Park, and Dulanga Beach.

This research uses descriptive quantitative research method in the form of numbers used to explain systematically and accurately about the value of economic benefits obtained from Bubohu Religious Tourism Village and the impact of Bubohu Religious Tourism Village on the standard of living of the Bongo village community. The methods employed for data collection included observation, interviews, surveys, and documentation.

The population in this study are tourists, business units and local labor in Bongo village. For the tourist population using the Accidental Sampling, sampling technique which obtained 45 tourist respondents. Meanwhile, the population of business units amounted to 88 business units consisting of 84 typical food MSME units, and 4 handicraft MSME units (source; Pokdarwis Bongo village). Determination of samples for business unit respondents and labor using purposive sampling techniques using the Slovin formula which obtained 50 respondents.

This research uses 2 research methods, namely the willingness to pay method to calculate the value of economic potential in the Bubohu Religious Tourism Village and the multiplier effect method to calculate the impact of the Bubohu Religious Tourism Village on the local community's economy.

#### **Willingness to Pay Method (Willingness to Pay)**

Measuring the WTP value using the stated preference method. According to Aryanti et al. (2020), the stated preference method measures the respondent's willingness to pay by asking how much the respondent is willing to pay and assessing the respondent's attitude towards a particular situation can be known by providing a statement that can be assessed by the respondent through ranking, ranking or choice.

$$MWTP = \frac{1}{N} + \sum_{i=1}^n WTP_i \dots\dots\dots$$

Where:

MWTP = Average the means willingness to pay

n = Sample size

WTPI = The maximum willingness to pay value of respondent

#### **Estimating the Average Value of WTP (Calculating Average WTP)**

Determining the average WTP value relies on both mean and median values. This average can be computed using the subsequent formula:

$$EWTP = \frac{\sum_{i=1}^n w_i}{n}$$

Where:

EWTP = Estimated average WTP value

Wi = WTP value to i

n = Sample size

i = 1st respondent willing to pay (1, 2, ....., n)

#### **Summing Data (Aggregating Data)**

Data summation is a process where the middle value of the offer is convexed to the total population in question. After estimating the middle value of WTP, the WTP value can be estimated using the formula:

$$TWTP = \sum_{i=1}^n WTP_i \left( \frac{n_i}{N} \right)$$

Where:

TWTP = Total WTP

WTP<sub>i</sub> = WTP of the *i*th sample individual

N<sub>i</sub> = Sample who are willing to pay

n = Sample size

p = Population

### Multiplier Effect

As stated by Vanhove (2005) and cited in Dristasto and Anggraeni (2013), when assessing the economic impact of tourism activities on the local economy, two types of multipliers come into play. First, the Keynesian Local Income Multiplier is a metric that reflects the extent to which visitor spending contributes to the augmentation of the local income within the community. Second, the Income Multiplier Ratio, which is a value that indicates how much the direct impact of visitor spending impacts the local economy. This multiplier measures both indirect and induced impacts. It can be systematically formulated as follows.

$$\begin{aligned}\text{Keynesian Income Multiplier} &= \frac{D+N+U}{D+U} \\ \text{Income Multiplier Ratio, Type I} &= \frac{D}{D+U} \\ \text{Income Multiplier Ratio, Type II} &= \frac{D+N+U}{D}\end{aligned}$$

Where:

E : Additional expenditure of visitors to Bubohu Religious Tourism Village (Rupiah)

D : Local revenue earned directly from visitors to Bubohu Religious Tourism Village (Rupiah)

N : Local income obtained indirectly from visitors to Bubohu Religious Tourism Village (Rupiah)

U : Induced local income from visitors to Bubohu Religious Tourism Village (Rupiah)

The criteria for the values of the Keynesian Local Income Multiplier, Ratio Income Multiplier Type I, and Ratio Income Multiplier Type II are as follows. First, if these values are less than or equal to zero ( $\leq 0$ ), the tourist location has not managed to generate an economic impact on its tourism activities. Second, if the values fall between zero and one ( $0 < x < 1$ ), the tourist site still exhibits a low economic impact, signifying a limited influence. Third, if these values are equal to or greater than one ( $\geq 1$ ), the tourist location has successfully generated an economic impact on tourism activities.

## RESULTS

### Overview of the Research Location

Bongo village is administratively part of Batudaa Pantai sub-district, Gorontalo regency, Gorontalo province. The journey from the center of Gorontalo city to Bongo village takes  $\pm 30$  minutes by using four wheels and two wheels. The people of Bongo village have high customs and culture based on Islamic teachings as a reference in social life. Bongo village community is a society that is thick with Islamic values and has a religious atmosphere. Bubohu religious tourism village has natural attractions of hills, beaches and some historical relics. So that it is utilized with 3 tourist destinations namely; Golden Walima Mosque, Nature Park and Dulanga Beach. From year to year this village has developed, the combination of the attractiveness of Islamic religious culture, nature, and history makes this tourist village has the attraction of tourists. Bubohu religious tourism village is a tour that is summarized into 3 tourism potentials, namely natural tourism potential, cultural tourism potential and artificial tourism potential.

### Estimated Economic Value of Bubohu Religious Tourism Village

The stages in calculating the economic value of Bubohu Religious Tourism Village are as follows. First, calculating the willingness to pay of each tourist by taking into account the weight of each aspect assessed. Based on the survey results, the value of respondents' willingness to pay for each aspect related to Bubohu Religious Tourism Village can be seen in the previous point. Second, classify the WTP value of each sample within a certain value range.

**Table 1. Categorizing WTP Values**

| Range (Rp)          | Frequency (F) | Center Value (Xt) |
|---------------------|---------------|-------------------|
| 100.000 - 200.000   | 6             | 150.000           |
| 200,001 - 300.000   | 13            | 250.000           |
| 300,001 - 400.000   | 7             | 350.000           |
| 400,001 - 500.000   | 7             | 450.000           |
| 500,001 - 600.000   | 7             | 550.000           |
| 600,001 - 700,00    | 3             | 800.000           |
| 700,001 - 800.000   | 0             | 750.000           |
| 800,001 - 900.000   | 1             | 850.000           |
| 900,001 - 1.000.000 | 1             | 950.000           |
| <b>Total</b>        | 45            |                   |

*Source: Research data (processed).*

Calculating the average WTP value of each tourist. The results of the questionnaire filled in by respondents, willingness to pay (WTP) in visiting Bubohu Religious Tourism Village are as follows:

**Table 2. Calculating the Average WTP**

| Range (Rp)          | Frequency (F) | Center Value (Xt) | F*Xt      |
|---------------------|---------------|-------------------|-----------|
| 100,000 - 200.000   | 6             | 150000            | 900.000   |
| 200,001 - 300.000   | 13            | 250000            | 3.250.000 |
| 300,001 - 400.000   | 7             | 350000            | 2.450.000 |
| 400,001 - 500.000   | 7             | 450000            | 3.150.000 |
| 500,001 - 600.000   | 7             | 550000            | 3.850.000 |
| 600,001 - 700,00    | 3             | 800000            | 2.400.000 |
| 700,001 - 800.000   | 0             | 750000            | 0         |
| 800,001 - 900.000   | 1             | 850000            | 850.000   |
| 900,001 - 1.000.000 | 1             | 950000            | 950.000   |
| <b>Total</b>        |               |                   | 1.780.000 |
| <b>Average</b>      |               |                   | 395.555   |

*Source: Research data (processed).*

From the table above, it can be concluded that most respondents who visit Bubohu Religious Tourism Village spend around Rp 200,000 – Rp 300,000 to travel to Bubohu Religious Tourism Village. Then based on the calculation results in the table above, the average cost incurred by respondents to enjoy the beauty of Bubohu Religious Tourism Village is Rp 395,555 / person.

Projecting the economic value of Bubohu Religious Tourism Village based on data on the number of tourist visits per year. Data on the number of tourist visits to Bubohu Religious Tourism Village for 1 year. Data on the number of tourist visits to the Religious Tourism Village in the third quarter of 2022 amounted to 18,992 (source: Gorontalo Regency Tourism Office). Based on the number of visitors in Bubohu Religious Tourism Village in 2022, the economic value valuation of Bubohu Religious Tourism Village can be calculated as follows.

**Table 3. Value of Economic Valuation**

| Range (Rp)          | Frek<br>—<br>(F) | Center<br>Value<br>(Xt) | Economic Assessment 2019 |                             |
|---------------------|------------------|-------------------------|--------------------------|-----------------------------|
|                     |                  |                         | Estimated<br>Visitors    | Estimated<br>Economic Value |
| 100,000 - 200.000   | 6                | 150000                  | 2.532                    | 379.840.000                 |
| 200,001 - 300.000   | 13               | 250000                  | 5.487                    | 1.371.644.444               |
| 300,001 - 400.000   | 7                | 350000                  | 2.954                    | 1.034.008.889               |
| 400,001 - 500.000   | 7                | 450000                  | 2.954                    | 1.329.440.000               |
| 500,001 - 600.000   | 7                | 550000                  | 2.954                    | 1.624.871.111               |
| 600,001 - 700,00    | 3                | 800000                  | 1.267                    | 1.012.906.667               |
| 700,001 - 800.000   | 0                | 750000                  | 0                        | 0                           |
| 800,001 - 900.000   | 1                | 850000                  | 422                      | 358.737.777,8               |
| 900,001 - 1.000.000 | 1                | 950000                  | 422                      | 400.942.222,2               |
| <b>Total</b>        | 45               |                         | 18.992                   | 7.512.391.111               |

Source: Research data (processed).

Based on the calculation table above, which is calculated based on the formula for calculating WTP value, it can be seen that the estimated valuation of the economic potential of Bubohu Religious Tourism Village is Rp 7,512,391,111. This value shows the benefits obtained from the costs incurred by tourists.

### **Economic Impact of Bubohu Religious Tourism Village**

#### ***Direct Economic Impact (Direct Impact)***

The direct economic impact of tourism activities in Bubohu Religious Tourism Village comes from economic activities or economic transactions carried out between tourists and communities who are business actors around the tourist location.



**Table 4. Expenditure of Visitors to Bubohu Religious Tourism Village**

| Total Visitor Expenditure          | Amount (Rp)       |
|------------------------------------|-------------------|
| Bubohu Nature Park Entrance Ticket | 405.000           |
| Dulanga Beach Entrance Ticket      | 495.000           |
| Pigeon Feed Cost                   | 435.000           |
| Gazebo Cost                        | 2.275.000         |
| Parking Fee                        | 188.000           |
| Toilet Fee                         | 132.000           |
| Ole-ole specialty food             | 3.200.000         |
| Ole-ole handicraft                 | 3.350.000         |
| <b>Total</b>                       | <b>10.480.000</b> |
| <b>Average visitor expenditure</b> | <b>232.889</b>    |

*Source: Research data (processed).*

Based on the results of the distribution of questionnaires filled in by 45 respondents in this case visitors to the Bubohu Religious Tourism Village, the total expenditure of visiting tourists amounted to Rp 10,480,000 with an average visitor each time visiting will spend Rp 232,889 / person. The costs incurred during this tour are given directly to the community who are business actors around the tour.

***Indirect Economic Impact (Indirect Impact)***

Indirect economic impacts come from business unit expenditures in the form of operational costs such as capital expenditures or raw material costs and labor salary costs. With the existence of Bubohu Religious Tourism Village, it can absorb local labor around, thus causing an indirect impact. Indirect economic impact is seen from the average expenditure of business units in Bubohu Religious Tourism Village and total labor income.

**Table 5. Total Business Unit Costs**

| Business Type                           | Total | Labor Wage(a) | Capital Expenditure(b) | Operating Cost (c) |
|---|-------|---------------|------------------------|--------------------|
| Food stalls                             | 11    | 9.600.000     | 7.750.500              | 2.250.000          |
| UMKM specialty food                     | 13    | 15.200.000    | 12.950.000             | 4.000.000          |
| Small stalls                            | 7     | 3.400.000     | 14.700.000             | 3.650.000          |
| Parking lot                             | 2     | 2.400.000     | 100.000                | 50.000             |
| Tourism manager                         | 1     | 7.500.000     | 500.000                | 2.000.000          |
| Lodging                                 | 1     | 2.000.000     | 4.000.000              | 1.500.000          |
| Amount                                  |       | 30.500.000    | 32.250.000             | 11.200.000         |
| <b>Total Indirect Impact (A+B+C)</b>    |       |               |                        | <b>73.950.000</b>  |
| <b>Average Expenditure/Business/Day</b> |       |               |                        | <b>70.428</b>      |

Based on the data obtained, the indirect impact obtained from the calculation of business unit expenditures in the form of labor wages, capital expenditures, and operational costs is IDR 73,950,000. If averaged, the cost incurred by each business unit in 1 day is IDR 70,428.

### ***Included Economic Impact***

Induction impact is an economic impact based on the total expenditure of local labor working in business units located in Bubohu Religious Tourism Village. Local labor is a party that indirectly affects the economic impact of the Bubohu Religious Tourism Village. To obtain further economic impact calculations, it is calculated based on the expenditure of food needs, children's school fees, labor transportation costs to work locations, and electricity costs for workers. This research has distributed questionnaires to local workers in Bubohu Religious Tourism Village, and obtained the following results and calculations:

**Table 6. Total Labor Expenditure**

| <b>Total</b>                      | <b>Food Needs</b> | <b>Cost Children's School</b> | <b>Electricity Cost</b> | <b>Transportation Costs</b> | <b>Amount (Rp)</b> |
|-----------------------------------|-------------------|-------------------------------|-------------------------|-----------------------------|--------------------|
| Tourism manager                   | 1.050.000         | 300.000                       | 250.000                 | 0                           | 3.350.000          |
| Food stalls                       | 2.200.000         | 200.000                       | 300.000                 | 150.000                     | 7.150.000          |
| Small stalls                      | 250.000           | 0                             | 100.000                 | 100.000                     | 950.000            |
| UMKM specialty food               | 2.550.000         | 900.000                       | 650.000                 | 350.000                     | 9.700.000          |
| Lodging                           | 2.500.000         | 250.000                       | 250.000                 | 0                           | 7.000.000          |
| Parking lot                       | 500.000           | 150.000                       | 100.000                 | 0                           | 1.550.000          |
| <b>Total</b>                      |                   |                               |                         |                             | <b>29.700.000</b>  |
| <b>Average Spending/Labor/Day</b> |                   |                               |                         |                             | <b>66.000</b>      |

*Source: Research data (processed).*

From the table presented, it can be seen that the total expenditure of local labor in the Bubohu Religious Tourism Village business unit is Rp 29,700,000. If averaged, the expenditure of each worker in one day is IDR 66,000.

### **Multiplier Effect**

The economic impact of the Bubohu Religious Tourism Village on the bongo village community can be measured using the *multiplier effect* value. Based on the results of the above analysis, the amount of visitor expenditure, business unit income, business unit expenditure, and labor expenditure are obtained.

**Table 7. Multiplier Effect Value**

| <b>Multiplier Effect</b>       | <b>Value</b> |
|--------------------------------|--------------|
| Keynesian Income Multiplier    | 1,25         |
| Income Multiplier Ratio Type 1 | 1,45         |
| Income Multiplier Ratio Type 2 | 1,87         |

*Source: Research Data (processed).*

Based on the table above, it can be seen that in determining the magnitude of the economic impact in Bubohu Religious Tourism Village, the achieved Keynesian Multiplier Effect is 1.25, indicating that every additional one rupiah spent by tourists directly contributes 1.25 rupiah to the local community's economy. Additionally, the Ratio Income Multiplier Type 1 is determined to be 1.45, suggesting that a one rupiah increase in business unit revenue results in a 1.45 rupee increase in both business owners' income and labor wages. Moreover, the Ratio Income Multiplier Type 2 is calculated at 1.87, meaning that a one rupiah increase in business unit revenue leads to a 1.87 rupiah increase in income for business unit owners, labor, and local labor consumption expenditures. To assess the economic impact of Bubohu Religious Tourism Village,

these values provide a basis for classification according to specific criteria. As stated by Meta (2001) and referenced in Wolok (2016), when the values of Keynesian Local Income Multiplier, Ratio Income Multiplier Type I, and Ratio Income Multiplier Type II are equal to or exceed one ( $\geq 1$ ), it signifies that the tourist location has successfully generated an economic impact through tourism activities.

## **DISCUSSION**

In this study, the results obtained state that the value of economic potential is created because tourists who come to visit the Bubohu Religious Tourism Village spend money to enjoy the facilities in the tour. Based on the results of research that has been carried out through distributing questionnaires, it is known that the average value of respondents' Willingness to Pay (WTP) of Rp 395,555 / person includes transportation accommodation, lodging, tourist entrance fees, shopping for ole-ole / typical foods, and other facilities on the tour. The enormous economic potential of Bubohu Religious Tourism Village has not been maximally developed. Government intervention is still needed by making policies in preserving the existing culture in tourism so that the existing culture is maintained and not extinct in the face of the times or the future.

Improving the quality of tourist facilities in Bubohu Religious Tourism Village is very important in order to increase the economic value of the tour. If the potential in this tourism is not maintained and developed properly, it will have a negative impact on the Bubohu Religious Tourism Village. Based on research conducted by Ilaria Rodella et al. (2020) which says that economic value depends on tourism management and available facilities. Tourism managers and the community must further explore the form of tourism development and the needs of tourists so that tourism remains a force to be used as an economic field by the surrounding community.

Based on the economic impact assessment conducted in this study, the results indicate that Bubohu Religious Tourism Village has a good impact on the local economy, this statement is based on the results of the multiplier effect calculations carried out in the previous chapter. The income earned for 1 month by business unit respondents and workers is only enough to meet the needs of life (food, education, transportation and electricity) per month so that they do not have excess to save or buy other needs. For this reason, an increase in income is still needed by business units and workers by improving the quality of products marketed and the need to improve the quality of human resources.

## **CONCLUSION**

This study shows that Bubohu Religious Tourism Village has economic potential created by the economic activities of tourists who come to visit the tourism village. The average value of Willingness to Pay (WTP) which shows the individual expenditure of tourists in visiting is Rp 395,555 / person. Then the estimated economic valuation of Bubohu Religious Tourism Village based on visitor expenditure amounted to Rp 7,512,391,111. This economic value will increase along with the increase in tourists who come to visit Bubohu Religious Tourism Village. Improving the quality of tourist facilities in the Bubohu Religious Tourism Village is very important in order to increase the economic value of the tour. The lack of lodging facilities, namely lodging, will cause difficulties in tourism development, for this reason it is hoped that this will be a concern for several interested parties in the Bubohu Religious Tourism Village It is also important to analyze the factors that influence demand in more structured resource management and planning based on the objectives of welfare, and profitability.

Based on the results of the multiplier effect analysis, the results showed that tourism activities in Bubohu Religious Tourism Village had a good economic impact on the local community. The economic impact obtained from tourism activities is direct impact, indirect impact and further impact as measured by the multiplier effect value. Money circulation occurs in the Bubohu Religious Tourism Village between tourists, business units and labor which has a good impact on the community's economy.

Based on the research results that have been concluded above, the researcher hopes that the economic valuation value obtained in this study is expected to be a consideration for the Gorontalo district government in making policies and to analyze the economy of Bongo village. Related to the lack of tourism facilities available in the tourist village, it is expected to be a concern for the local government, village government and tourism management to add tourism facilities in Bubohu Religious Tourism Village, such as building lodging inns and providing special tourist transportation that connects between 3 tourist destinations (Walima Emas Mosque, Bubohu Nature Tourism Park, and Dulanga Beach) with the aim of making it easier for visitors to reach Bubohu Religious Tourism Village in one time to make it easier and more efficient. This will affect the estimation of economic value. Regarding maintaining and preserving culture, tourism managers should form and provide team guides so that visitors can add insight by explaining to every visitor who comes about historical heritage, walima culture cultivated by the community, langga dance which is a typical Gorontalo dance and even make routine performances of langga dance to be presented to visiting tourists. This can also increase the attractiveness of tourists to visit. The need to increase insight or upgrade soft/hard skills for business actors in the Bubohu Religious Tourism Village facilitated by the regional government in the form of trainings and the local government is expected to provide assistance for more modern production equipment in an effort to improve the quality of Bongo village MSME products.

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