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# Multiplier Effect of Riam Bidadari Tourism Village on Economic Growth in Tabalong Regency, South Kalimantan

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**Abstract---***One of the problems faced by all regions in Indonesia is how to create high economic growth and reduce inequality. Tourism villages are considered capable of overcoming this problem. Tabalong Regency as a leading district must be able to capture the potential and opportunities with the presence of IKN in East Kalimantan as an area that directly borders. The agricultural and beauty potential that is owned in almost all sub-districts in Tabalong is an opportunity to increase people's welfare through the synergy of tourism and agriculture through agriedutourism. This study aims to analyze the multiplier effect of Riam Bidadari Tourism Village on the economic growth of Tabalong Regency. Data collection techniques in the form of observation and structured interviews with questionnaires. Data were processed descriptively using descriptive Keynesian multiplier analysis to identify the multiplier effect in Riam Bidadari Tourism Village, Tabalong Regency. The results of the study showed that the Keynesian Local Income Multiplier value in the Riam Bidadari Tourism Village was 3.78, the Type I Income Multiplier Ratio value was 1.08, and the Type II Income Multiplier Ratio value was 1.17. This shows that the presence of a tourist village makes a significant contribution for economic growth in Tabalong Regency through direct impacts, indirect impacts, and induced impacts. They hope that there will be special attention from the Tabalong Regency Government to further enhance the existence of the Riam Bidadari Tourism Village given its strategic position, as an area bordering the IKN (national capital).*

**Keywords---***agricultural, economic growth, multiplier effect, Tabalong regency, tourism village.*

## Introduction

In recent years, the central and regional governments in Indonesia have increasingly aggressively increased the tourism sector, especially for regions and areas that have the potential for beauty and uniqueness that other regions do not have. The government's attention to the tourism sector cannot be separated from the enormous role of tourism, not only for the region but also with its multiplier effect on society. The tourism industry is the largest non-oil and gas foreign exchange earner in the world. Besides that, tourism contributes to reducing poverty rates (Cecchi et al., 2009).

One of the areas in South Kalimantan province which is very close to the new national capital (IKN) is Tabalong Regency. As the leading district in South Kalimantan in relation to IKN, this district has many other advantages apart from tourism potential because of its natural tourism potential, such as agriculture, plantations, fisheries, animal husbandry but with its geographical conditions. The natural tourism potential in this region will continue to be packaged better, especially in relation to welcoming the presence of IKN in East Kalimantan. The opportunities for the tourism sector in Tabalong Regency are very promising. For this reason, it is necessary to organize tourist attractions so that they can generate income and revenue for Tabalong Regency. The tourism sector has a multiplier effect that supports the tourism sector. If the tourism sector develops well, it will be able to revive other industries such as the hotel industry, restaurant industry, craft industry, transportation and other industries involving the public interest (hospitality) (Byrnes & Dollery, 2002).

The tourist village in Tabalong Regency that attracts the attention of the residents of Tabalong and its surroundings is the Riam Bidadari Tourism Village in Lumbang Village. The tourist village is under the guidance of the Indonesian Ministry of Tourism and Creative Economy in the 2023 Indonesian Tourism Village award. Even though it is relatively new, this tourist village has received quite a lot of attention in Tabalong Regency. The location of this tourist village is in the leading sub-district. The Riam Bidadari tourist village also offers the potential for a river cascade with very beautiful natural views and there are palm sugar making activities. The concept of an agro-tourism-based tourist village offers visitors different tourist attractions. Visitors gain new knowledge that they cannot find anywhere else. This is the main attraction of this tourist village so that it can be developed as one of the main tourism attractions in Tabalong Regency. On the basis of this, the researchers analyzed the multiplier effect of the Riam Bidadari Tourism Village on the local community (Budiarti & Muflikhati, 2013; Hadi, 2012).

## Research Method

The scope of the research is to analyze the Multiplier Effect of Riam Bidadari Tourism Village on the local economy. The research uses Keynesian Local Income Multiplier and Ratio Income Multiplier analysis by interviewing visitors, tourism actors and deep interviews (Kurniati, 2015; Priyanto et al., 2018). Data collection techniques used observation and interview methods with questionnaires conducted with visitors, tourism actors, related parties such as the Tabalong district Tourism Office, Riam Bidadari tourist village management and Pokdarwis. The population includes all visitors, business people and workers in the two Riam Bidadari tourist villages. Samples were taken accidentally for processing visitors, while for business actors and workers, sampling was carried out proportionally with an error of 10%. To see the multiplier impact, use the Keynesian Local Income Multiplier, which is a value that shows how much visitor spending has an impact on increasing local community income, and the Ratio Income Multiplier, which is a value that shows how much the direct impact felt from visitor spending has an impact on the overall local economy. The formula is as follows:

$$\begin{aligned} \text{Keynesian Income Multiplier} &= \frac{D + N + U}{E} \\ \text{Rasio Income Multiplier, Tipe 1} &= \frac{D + N}{D} \\ \text{Rasio Income Multiplier, Tipe 2} &= \frac{D + N + U}{D} \end{aligned}$$

Information:

E: visitor expenditure (Rupiah)

D: local income obtained directly from E (Rupiah)

N: local income obtained indirectly from E (Rupiah)

U: local income obtained induced from E (Rupiah).

This research is descriptive research so that the data analysis technique uses descriptive statistical analysis. The data presentation in this descriptive statistical analysis uses descriptions, pictures and maps (Sabahan & Darmansyah, 2016; Yoeti, 1985).

## Result

### *The Multiplier Effect of Tourism Villages on the Economic Growth of the Tabalong Region*

In general, direct economic benefits from tourism activities are closely related to visitor or tourist expenditure. Tourists spend a certain amount of money to meet demand for products and services at tourist locations and this generates income for local communities. The development of tourism facilities and infrastructure carried out by managers and the government can directly create income, jobs and tax revenues in an area. The economic impact of tourism activities is generally measured by the total expenditure of tourists at a tourist location. This data can be estimated from the total number of visiting days or the average expenditure per day of tourists. Measurement of the economic impact is also carried out through the amount of tourist expenditure received by local communities, the level of employment opportunities generated and the distribution of economic benefits. In tourism activities, not all tourist expenditure for traveling reaches tourist locations. Some transactions occur outside tourist locations, which in an economic context is called economic leakage.



Figure 1. Riam Bidadari

### *Direct Economic Impact*

Direct impact is the benefit felt by the community in the form of income received by the initial recipients of tourist expenditure. When visitors spend a certain amount of money to request products and services at the local level, it will ultimately generate income for local people who work in that location. Likewise, the government's efforts to complete facilities and infrastructure at tourist attractions ultimately aim to create income, job opportunities and tax revenues for the region. Total expenditure is estimated for one visit expenditure. This is calculated from the total expenditure for consumption purposes, entrance tickets, parking, and others. The proportion of tourist expenditure per visit in tourist villages can be seen in the following table.

Table 1  
Perceptions of Tourist Expenditures

cost	Average expenditure (IDR)	Percentage (%)
Expenditures outside tourist areas		
Travel cost	64400	0,450145039
Leakage	64400	
Expenditures in tourist areas		
Consumption	40000	0,279593192
Entrance ticket	10666	0,074553525
Documentation		

Souvenir		
Rent tools	9666	0,067563695
Parking	18333	0,12814455
Toilet		
On-site production	78.665,00	
Average expenditure/visit (Rp/day/person)	143.065,00	

The largest percentage of tourists' expenditure is in the aspect of travel costs at 45% or IDR 64,400 and the smallest expenditure is in the aspect of toilet rental at 6.7% or IDR 9,666. The data shows that the total direct income at the tourist village location is 43% or IDR 78,665 of the total expenditure of IDR 143,065. There are economic leakages (leakages) of 45%. Consumption is the biggest aspect of income for the 2 tourist villages so it needs to be developed. The problem that is a major concern for tourists, business people and workers is the lack of tourism supporting facilities and infrastructure such as toilets, prayer rooms and maintenance of existing facilities. Some facilities that cannot be used make visitors uncomfortable, which can indirectly reduce the attractiveness of the location (Prince & Ioannides, 2017; Yang et al., 2021).

#### *Indirect Economic Impact*

The community optimizes opportunities by creating several business units in tourist villages. The business units created are generally informal, small scale, and only busy on weekends and holidays, but can meet the needs of tourists. The business units created in this tourist area include food stalls, tent rentals, cooking utensils, and cleaning fees for those staying overnight. Indirect economic impact (indirect impact) can be calculated from the proportion of expenditure that has an impact on the tourist location while other expenditure is leakages. The indirect economic impact of the two tourist villages is in the component of purchasing raw materials followed by daily food needs and equipment maintenance costs. Meanwhile, leakages are found in operational cost components, credit returns to banks, and local transportation. The highest percentage of indirect income (Table 2) is in the raw material purchase component of 67.05% or IDR 315,454, while the lowest percentage is in the equipment maintenance cost component of 9.56% or IDR 45,000. Total indirect income is 91.58% of the total expenditure of business actors, while 8.4% is leakages consisting of operational costs, local transportation, levies and taxes.

Table 2  
Purchase of Raw Materials

Purchase of Raw Materials Component	total	Percentage (%)
Employee Wages		
Purchase of raw materials	315.454	67,05
Equipment maintenance costs	45.000	9,56
Operating costs	18.051	3,83
Return of credit to Bank		
Daily food requirements	70.454	14,97
Local transportation	11.012	2,34
Levies and taxes	10.500	2,23

Data shows that the largest proportion of expenditure is in the component of purchasing raw materials. This is because the food sold is ready-to-eat instant food such as pop noodles, Indomie which must be purchased from outside. Meanwhile, regarding employee wages, it is zero percent because in running the business they do not employ workers. The business is run directly by the business actor. Food stall income depends on the number of tourist visits who carry out eating activities at the available food stalls, so creativity is needed for food stall entrepreneurs to maintain tourist loyalty. Business actors also hope that there will be tourism events held in the two tourist villages so that they can increase the number of tourists (Wulandari et al., 2016; Astuti et al., 2022).

### *Economic Impact of Induction*

Induced economic impacts are economic impacts other than direct and indirect economic impacts. This impact is a further impact of the income obtained by local workers from the business units where they work. This impact comes from the daily expenses of local workers at a tourist location. There is no secondary impact from labor because business actors do not have employees to run their business (Incera & Fernández, 2015; Kim et al., 2010).

### *Multiplier Effect Analysis*

The economic impact of tourist spending that occurs in the tourist area of the Riam Bidadari tourist village can be measured using the multiplier effect value of the money flow that occurs. According to Marine Ecotourism for the Atlantic Area in Belinda (2013), there are two multiplier values based on measuring the economic impact of tourism activities at the local level, namely: (1) Keynesian Local Income Multiplier which shows how much tourist spending has an impact on increasing local community income and (2) Ratio Income Multiplier which shows how much direct impact is felt from tourist spending which has a direct impact on the overall local economy. The multiplier value measures direct, indirect, and induced impacts. This Keynesian Multiplier value analysis is the best multiplier that describes the overall impact of increased tourist spending on the local economy (Marine Ecotourism for the Atlantic Area in Belinda, 2013).

Income multiplier generally measures additional income in the economy as a result of increased tourist spending. The results of the research show that the Keynesian Local Income Multiplier value in the Riam Bidadari tourist village (Table 4) is 3.78, which means that an increase in tourist expenditure of IDR 10,000 will have an impact on increasing local community income by IDR 378,000. Type I Ratio Income Multiplier value in the Riam Bidadari tourist village of 1.08, meaning that an increase of Rp. 10,000.00 in business unit income from tourist expenditure will result in an increase of Rp. 10,800 in total community income which includes direct and indirect impacts (in the form of income of business unit owners and local workers). The Type II Income Multiplier Ratio value in the Riam Bidadari tourist village is 1.17, meaning that an increase of IDR 10,000.00 in tourist spending will result in an increase of IDR 11,700 in total community income which includes direct, indirect and induced impacts (in the form of business unit owner income, energy income local employment, and expenditure on consumption at the local level). More clearly can be seen in the following table:

Table 3  
Keynesian Income Multiplier

No	Criteria	Value	Description
1	Keynesian Income Multiplier	3,78	The economic impact that occurs has a large economic impact on tourism activities because the Keynesian income multiplier value obtained is greater than 1 ( $\geq 1$ )
2	Ratio Income Multiplier Tipe I	1,08	The economic impact is said to have had an impact which is large because of the Ratio Income Multiplier Type I and
3	Ratio Income Multiplier Tipe II	1,17	Type II Income Multiplier Ratio is greater or equal to one ( $\geq 1$ )

Source: reprocessed data

Activities in the Riam Bidadari tourist village also contribute to the welfare of the local community as shown by the income multiplier value. The government's role is very much needed in developing tourism facilities and infrastructure that can increase the economic impact felt by local communities. It is also hoped that the local government can organize tourism events in this tourist village so that it can increase the number of tourists (Duque-Acevedo et al., 2020; Schaller, 1993).

### *Economic Leakage*

Tourist economic shortages are found in the travel cost component because these transactions occur outside the tourist area. Travel costs are mostly the cost of fuel for the vehicle used to get to Watu Dodol beach. Tourist expenditure on Watu Dodol beach was IDR 69,467.00 but direct spending from this expenditure was IDR 41,300.00 due to an economic leak of 40.55% or IDR 28,167.00 for travel costs (Arrow et al., 1995; Brock & Taylor, 2005).

## Conclusion

In general, the assessment of tourists, business actors and workers regarding the condition of tourist attractions is in the medium and good ratings except for the management aspect of tourist attractions. Tourists and business actors at this tourist attraction really hope that there will be special attention from the local government to overcome management problems and it is hoped that many tourism events will be held in the tourist village. The Riam Bidadari tourist attraction has a real economic impact on the surrounding community. The economic impacts provided are direct, indirect and induced impacts. The Keynesian Local Income Multiplier value in the Riam Bidadari tourist village is 3.78, the Ratio Income Multiplier Type I value is 1.08, and the Ratio Income Multiplier Type II value is 1.17.

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