

# Valuasi ekonomi wisata budaya studi atas museum Majapahit di Kawasan Situs Trowulan Mojokerto = Economic valuation of cultural tourism a study of majapahit museum in Trowulan Sites Mojokerto Regency

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## Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini bertujuan untuk mengestimasi nilai ekonomi wisata budaya Museum Majapahit dan menganalisis faktor-faktor yang mempengaruhi jumlah kunjungan ke Museum Majapahit. Penilaian ekonomi terhadap Museum Majapahit ini menggunakan data primer hasil survei terhadap 181 pengunjung dengan menggunakan metode pendekatan Travel Cost Method (TCM) untuk mengestimasi willingness to pay (WTP) dan valuasi ekonomi. Dengan menggunakan metode regresi Ordinary Least Square (OLS) dan Poisson Regression (PR), hasil penelitian ini menunjukkan bahwa nilai ekonomi wisata budaya Museum Majapahit mempunyai potensi nilai sebesar Rp. 92.045.361,- (pada OLS) dan Rp. 174.943.226,- (pada PR) apabila WTP pengunjung yaitu Rp. 2.046,18,- (pada OLS) dan Rp. 3.889,01,- (pada PR). Namun, tiket masuk yang diterapkan saat ini adalah Rp. 5.000,-, sehingga, WTP berada dibawah tarif resmi. Faktor-faktor yang mempengaruhi kunjungan wisatawan adalah biaya perjalanan, zona, dan lokasi substitusi. Rekomendasi yang diberikan sebaiknya untuk beberapa tahun ke depan tiket masuk museum tidak dinaikkan.

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<b>ABSTRACT</b><br>

This study aims to estimate the economic value of cultural tourism of Majapahit Museum, and analyze factors that influencing visitor's number of Majapahit Museum. The economic valuation uses primary data from 181 respondents, and applies The Travel Cost Method (TCM) to estimate willingness to pay (WTP) and economic valuation. By using Ordinary Least Square regression (OLS) and Poisson Regression (PR), the results estimates the economic value between 92,045 million rupiah (in OLS) and 174,9 million rupiah (in PR) per year, where the entrance fee in accordance with the visitor's WTP is 2.046,18 rupiah (in OLS) and 3.889,01 rupiah (in PR). The value of visitor's WTP is under 5 thousands rupiah which the entrance fee applied at this time. Factors affecting number of visits include the cost of travel, zone, and substitution. The recommendation given for local government in the next few years the museum entrance fee should not raised.;This study aims to estimate the economic value of cultural tourism of Majapahit Museum, and analyze factors that influencing visitor's number of Majapahit Museum. The economic valuation uses primary data from 181 respondents, and applies The Travel Cost Method (TCM) to estimate willingness to pay (WTP) and economic valuation. By using Ordinary Least Square regression (OLS) and Poisson Regression (PR), the results estimates the economic value between 92,045 million rupiah (in OLS) and 174,9 million rupiah (in PR) per year, where the entrance fee in accordance with the visitor's WTP is 2.046,18 rupiah (in OLS) and 3.889,01 rupiah (in PR). The value of visitor's WTP is under 5 thousands rupiah which the entrance fee applied at this time. Factors affecting number of visits include the cost of travel, zone, and substitution. The recommendation given for local government in the next few years the

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