

ABSTRACT

This research aims at analyzing the forms and the measurement of the impact of externalities and measuring the coefficient value of multiplier effects from the economic impacts after it was designated as a tourism village. The research subject is the people involved in Wukirsari Tourism Village. In this research, the samples are 134 respondents selected by using purposive sampling method. The analysis tools used are descriptive statistics and multiplier effect.

The research results show that the externalities have a positive impact on the economic aspect, socio-cultural aspect, and physical aspect to the existence of Wukirsari Tourism Village. In addition, there is a quite high multiplier effect on economic impacts toward the local community income of the tourists' expenses which is 1.73.

Keywords: Tourism Village, Externalities, Multiplier Effect.