



STRENGTHENING ATTRIBUTES OF LOCAL TOURISM PRODUCTS TO THE EXCELLENCE VALUE OF NATIONAL TOURISM DESTINATION OBJECTS BONGO VILLAGE GORONTALO

Muchtar Ahmad, Djoko L. Radji

Faculty of Economics, State University of Gorontalo

Email:

Article history:	Abstract:
<p>Received: 26th June 2022 Accepted: 26th July 2022 Published: 6th September 2022</p>	<p>This research is entitled "Strengthening Local Tourism Product Attributes Towards National Tourism Destinations Bongo Village, Batudaa Beach District, Gorontalo Regency. The purpose of the study was to determine the Strengthening of Local Tourism Product Attributes Towards the National Tourism Destination of Bongo Village. The research method used is a qualitative research method with a descriptive approach and a triangulation model. The results showed that $t_{count} = 7,363 > t_{table} = 1,989$. The test results based on empirical data state rejection of H_0 or in other words accept H_1. The results of hypothesis testing have a significant effect of the attributes of local tourism products on the superiority value of the destination object. Other elements such as the tourist attraction of Bongo Village Gorontalo according to visitor responses are in the attractive category, the tourist facilities of Bongo Village are in the inadequate category, while the accessibility of the Bongo Village tourist attraction is in the quite available category. Management management (attractions, facilities and accessibility) will have a positive impact on the trust value of visitors to the Bongo Village tourist attraction. If it is improved again, it will be better to present attractions that will provide increased customer value. Facilities have an impact on customer value, meaning that the better the provision of facilities, the greater the customer value. And accessibility also has an impact on customer value, meaning that the better the provision of accessibility will provide increased customer value, so that it will increase the economic income of the community, especially the manager of the Bongo Village tourist attraction. With the superiority value, the increase in visitors obtained from the relatively better value of benefits, but seen from the category both the value of benefits and the value of sacrifices are included in the good category, it becomes the capital that determines the superiority of the religious tourism attraction of Bongo Village.</p>

Keywords: Product Attributes, Local Tourism, Tourism Destination Excellence

INTRODUCTION

The implementation of PSBB to PPKM by the government has had many positive impacts, namely suppressing the spread of COVID-19, and causing negative impacts on local and foreign communities by reducing the mobility of people to travel and the lack of tourist destinations until the closure of tourist destinations. Of course, this makes the tourism sector experience a significant decline, not even only in the tourism sector but in several other sectors such as the transportation sector, the craft industry, hotels and restaurants, accommodation for providing food and beverages, and other services due to the multiplier effect of the tourism sector. The hit in the tourism sector is evidenced by the development of the number of activities and visits by domestic and foreign tourists to various tourist destinations which tend to decrease significantly.

The Ministry of Cooperatives stated that as many as 1,785 cooperatives and 163,713 micro, small and medium enterprises were affected by the pandemic due to the COVID 19 virus (Antara in Rosita, 2020). The most affected business actors are the food and beverage business and the production service business which experience distribution barriers, thereby reducing the stock of goods during the PSBB policy (Rosita, 2020). One of the business units that produce food, beverages and services is the tourism sector. The pressure of the COVID-19 pandemic that influenced the emergence of the above policies also caused a fall in the tourism sector. With the call to stay at home and work from home, limiting human mobility to travel so that in this phase the most easily estimated impact is the impact on decreasing the number of tourists traveling during the COVID-19 pandemic.

Knowledge that comes from industry (extradisciplinary) seems to color higher education in tourism. This is very meaningful in developing tourism education for the community. This color is very thick, it can be seen from the use of work competencies as a reference in preparing the curriculum and learning process. On the other hand, the need to develop tourism, manage tourist destinations, and innovate tourism products requires academic (not vocational)-based resources. From higher education in Indonesia, it seems that no one has focused on it. Therefore, along with the development of sustainable tourism, the needs of human resources need to be met.

Tourism products are a very important strategy used to pamper visitors in this case providing high value so that visitors become fanatics or loyal to tourist objects. The existence of the value contained in tourism products offered to visitors, requires a two-way exchange of information between the tourism business and visitors so that they can find out information, both things they like, suggestions and criticisms for better tourism development in the future.

Batudaa Pantai Subdistrict, which is known as the center of Religious Tourism and is included in the National Tourism Icon in 2021. The Religious Tourism Village is very strategically located because it is close to other tourist attractions and can be reached within 20 minutes. In addition, this village saves the natural attractions of hills, beaches, and some historical relics. The tourist objects that are close to the Bongo Tourism Village include the Two Thousand Stairs located in the Bay of Gorontalo City, precisely in Pohe Village, Hulonthalangi District, Gorontalo City. The combination of the attractiveness of Islamic religious culture, nature and history makes Bongo Village special and one of the target villages for tourism development based on the Gorontalo Province Regional Regulation Number 2 of 2014 concerning the Regional Tourism Development Master Plan of Gorontalo Province.

Preliminary observations show that some tourism destinations in Batudaa Bantai sub-district do not yet have product attributes, such as improving service quality, carrying capacity of facilities, rides that are an attraction, the lack of availability of leisure facilities for visitors, the absence of professional tour guides for foreign tourists, contribution of objects has not resulted in added value of Village or Regional Income Increase. So of course this will have a significant impact on any decrease in visits, while from the aspect of the potential for increasing tourists it is in the activity of entering the celebration of the Prophet Muhammad SAW's birthday which is routinely carried out by the community.

For this reason, the development and progress of the tourism industry requires a commitment for tourism managers to carry out integrated activities including: attractive tourist attractions/objects, promotion of tourist attractions, smooth transportation, ease of immigration and bureaucracy, reliable tour guides, offers of goods and services. services with quality and reasonable prices, comfortable, clean and healthy environmental conditions.

The tourist attraction in Bongo Village, Batudaa Pantai District, Gorontalo Regency has great potential to be developed into a mainstay tourist attraction both at the Regency and Gorontalo Province levels. Meanwhile, in the aspect of tourism development, knowledge and skills of the community in the field of tourism in an effort to utilize natural resources are still lacking. In general, the obstacles faced in the development of village tourism areas are 1). Limited human resources. Tourism management communities who master science and are trained in planning and managing the use of tourist objects are not yet available. 2) The perception of some people is less about the coastal environment that is free from household debris. 3) Institutional. Human resources (HR) managers are still limited to the management group and are not yet professional.

Thus, the data described shows that the motivation of tourists visiting tourist objects is due to natural attractions, while the length of stay and tourist expenditures depend on the availability of facilities and accessibility in meeting their needs during their visit at the tourist attraction. In terms of tourism products consisting of attractions, facilities, and accessibility components, they must become a single unit to provide services to tourists in meeting the needs and desires of tourists, so as to achieve the objectives of tourism activities, namely, the number of visits, length of stay, and tourist expenditures.

LITERATURE REVIEW

1. Tourism Concept

According to Law No. 10 concerning Tourism, tourist objects and attractions are everything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits. Nawawi (2020) describes tourism (tourism) as a social, cultural and economic phenomenon which is defined as the movement of people outside the state or place of residence for personal or business (professional) purposes, and the majority are based on motives for recreation. People who carry out tourism activities are called tourists (or tourists, both resident and non-residents) who carry out tourism-related activities, some of which can be measured through tourism expenditures. McIntosh and Gupta (in Ahmad 2021) try to express that tourism is a combination of symptoms and relationships that arise from the interaction of tourists, businesses, host governments and host communities in the process of attracting and serving tourists and other visitors. Leiper further (in Wahyuni 2021) revealed that tourism activities consist of several main components, namely: first, tourists are actors in tourism activities. Traveling becomes a human experience to enjoy, anticipate and remind the times in life. Second, the element of geography, where the movement of tourists takes place in three geographic areas, namely: 1) The area of origin of tourists, where tourists carry out daily activities, such as work, study, sleep, and other basic needs. Routine is a driving force to motivate someone to travel. From the area of origin of tourists, one can search for information about objects and tourist attractions of interest, make reservations and leave for the destination.

According to the World Tourism Organization (WTO) developing indicators for sustainable tourism development or development which are evidence of its commitment to support Agenda 21, as a continuation of the preparation of

Agenda 21. Indicators that can be used to measure the level of sustainability of a tourist destination are: a) Welfare (well being)) host community, b) Protected cultural assets, c) Community participation, d) Health and safety insurance, e) Economic benefits, f) Protection of natural assets, g) Management of scarce natural resources, h) Impact limitation and, i) Development planning and control

Thus the concept of tourism focuses more on how to create a pleasant atmosphere and visitors can be as comfortable as possible to be able to stay for a moment to enjoy the beauty of tourist objects according to their own wishes or based on their experiences.

2. Tourism as an Industry

Buchari Alma (2010: 342), argues that the tourism industry is a collection of various companies that jointly produce goods and services that are needed by tourists in particular and travelers in general, during their journey. A collection of various companies that are intended include: Travel agents, tourist transportation, hotels and other accommodations, catering, trading bars and restaurants, tour operators, and so on. All these companies complement each other so that it is an industry of its own which the results are purchased by tourists in the form of packages.

According to the Government Regulation of the Republic of Indonesia No. 24/1979, regarding the submission of part of the affairs of Government Regulations in the tourism sector to Level I Regions are as follows:

- Tourist objects are the embodiment of human creation, way of life, arts and culture, as well as the history of the nation and natural conditions that have a tourist attraction for tourists to visit.
- Tourist attractions are all things created by humans in the form of cultural presentations such as dances, folk arts, traditional ceremonies, and others. '

From the above understanding, it will be clear that learning from the services or products it produces or the services that tourists expect when they are on their way. With this goal, it will be seen the stages where consumers (tourists) require certain services. This approach assumes that the products of the tourism industry are all services provided by various companies, since a tourist leaves his residence, arrives at his destination, until he returns to his place of origin.

3. Tourism Products

Middleton (in Oka Yoeti; 2011: 4-5), suggests that there are three components of the tourism industry products which are closely related to each other, namely:

- a. Accessibilities of the tourist destination, namely everything that can make it easy for tourists to come to visit a tourist destination (DTW). Included in this group are:
 - *Infrastruktur : Aairport, Seaport, Railways, Highway, Roads, Bridges.*
 - *Transportations: Airline, Coach Bus, Taxis dan Tourist Buses.*
 - *Government regulation: Transportation Regulation, Routes Operated, and Visa Regulation.*
 - *Operational Procedure: Tarif Regulation, Frequencies of Services and Price Changed.*
- b. Facilities of the tourist destinations. If the accessibility function makes it easy to visit, then in terms of 'facilities' its function is to meet the needs of tourists during their temporary stay in the visited DTW. Included in this group are:
 - *Accommodation units: Hotels, Motels, Apartment, Villas, Campingsite, Caravan Parks.*
 - *Restaurants, Bars & café: Ranging From Fastfood Through To Luxury Restaurants.*
 - *Transportations at the destination: Taxis, Coaches, Car Rental, Cycle Hire.*
 - *Sports and activities: Skiing, Golfing, Sailing, Fishing, Hunting, etc.*
 - *Others facilities: Handicraft, Arts, Souvenirs, Guiding Course.*
 - *Retail outlets: Local Travel Agent, Film and Camera Supplies, Drug Stores, etc.*
 - *Other services: Hairdressing, Tourist Information Center, Tourist Police, etc.*
- c. Tourist Attractions, namely everything that becomes an attraction why tourists are interested in coming to visit a tourist destination (DTW). Included in this group are:
 - *Natural Attractions: Lanscape, Seascape, Beaches, Climate, and other Geographical Features of The Destinations.*
 - *Culture Attractions: History and Folklore, Religion, Art, Theatre, Entertainments and Museums, Special Events, Festivals and Pegeants.*
 - *Social Attractions: The Way of Life of The Resident Populations, Languages, and Opportunities for Social Encounters.*
 - *Built Attractions: Buildings, Historic and Modern Archi-tecture, Monuments, Parks, Gardens, Marinas, Ski Slopes, Industrial Archelogy, Visitor Attractions, Golf Couses, Special Shops and Themed Retail Areas.*

There are several technical requirements in determining a tourist destination or tourism object that can be developed, namely (Pitana, 2009):

1) The existence of various tourist objects and tourist attractions (site and event attractions).

- Site attractions, are things that are owned by a tourist object since the object already exists, or the attraction of a tourist object along with the existence of the tourism object.
- Event attractions, are attractions made by humans.

2) Accessibility, namely the ease of reaching tourist objects.

- 3) Amenity, namely the availability of facilities in tourism objects.
- 4) Organization (Tourist Organization), namely the existence of an institution or agency that manages tourism objects so that they are maintained. (Big Indonesian Dictionary (Depdikbud; 1995; 628)

Thus, basically a product/service is a complex set of satisfaction values. The value of a product/service is determined by the buyer based on the benefits to be received. For this reason, tourism products are overall services both in the components of attractions/tourism objects, facilities, and accessibility that are obtained and felt or enjoyed by tourists since he left his place of residence, to the tourist destination he has chosen and returns to his home where he originally departed. For this reason, in the interest of this research, the researcher is guided by the opinion of Oka Yoeti, Gamal Suwanto and Kotler, namely that tourism products consist of 3 (three) components, namely attractions/tourism objects, facilities, and transportation/accessibility.

RESEARCH METHODS

The research was conducted using descriptive verification method, the aim is to present a structured, factual and accurate picture, as well as to examine the relationship between variables to be analyzed statistically to draw a conclusion. This type of research is classified into descriptive research and verification research. Furthermore, to obtain research data, survey methods will be used consisting of primary data surveys and secondary data surveys. Primary data survey is intended to obtain data from the first source while secondary data is intended to obtain documentation data. Primary data were obtained from customers who had used filigree Muslim fashion products, while secondary data was obtained by examining data obtained from the administration and publications that have been published by related industries.

In testing the theory of Product Attributes with sub-variables, among others, Quality (Durability, Uniqueness, Neatness, & Comfort), Brand (Attractiveness, Clarity, Guarantee), Packaging (Practicality and Protection), Design (Attractiveness, Clarity) and Label (Clarity of Identity) and excellence (Competitive price, management ability, profit, position and strategy object).

In this study, the researchers set a confidence level of 100% and a precision value of 10%. The level of accuracy/trust desired often depends on the sources of funds, time and available manpower. The greater the error rate, the smaller the number of samples needed and vice versa, the smaller the error rate, the greater the number of sample members needed as a data source. (Sugiyono, 2017)

DISCUSSION

1) Regression Analysis Test Results

After the simultaneous testing procedure H0 is rejected, and it is concluded that there is an effect, then regression testing is carried out to see the significance (significance) of the effect of the attribute variable of local tourism products on the superiority value of the destination object.

The test statistic used is the t-test, where tcount can be calculated using the following formula:

$$t_1 = \frac{0,545}{\sqrt{\frac{(1-0,712) \times 1,578}{86-2-1}}} = 7,363$$

Determination of test results (acceptance or rejection of H0) can be done by comparing tcount with ttable. Conditions for rejecting Ho if tcount is greater than t table or if the significance value (p-value) is smaller than the study (0.05). The value of t_{table} on the error rate (α = 0.05 and degrees of freedom 86-2-1 = 83 for the two-party test is 1.989.

The results of the statistical calculation of the t test (tcount) can be seen in the following table:

Table ; Effect Hypothesis Test

Hypothesis	Path Coefficient	t _{count}	t _{table}	Statistical Conclusion
Effect of X on Y	0.545	7.363	1,989	H ₀ is rejected there is a significant effect

The results of hypothesis testing to see the partial effect can be described as follows:

Hypothesis Testing: The Influence of Local Tourism Product Attributes (X) on the Excellence Value of Destination Objects (Y)

The effect of local tourism product attributes (X) on the value of destination object excellence (Y) is indicated by the path coefficient p_{YX} of 0.545 with t_{count} of 7.363.

Hypothesis:

- H₀ : p_{YX1} = 0 There is no influence of the variable attribute of local tourism products to the superiority value of the destination object.

$H_1 : \rho_{YX1} \neq 0$ There is an influence of the attribute variable of local tourism products on the superiority value of the destination object.

Obtained $t_{count} = 7,363 > t_{table} = 1,989$. The test results based on empirical data state rejection of H_0 or in other words accept H_1 . It is concluded that the results of hypothesis testing have a significant influence on the attributes of local tourism products to the superiority value of the destination object.

2) Impact of Product Attributes for Bongo Village Tourism

Tourism Product attributes in general have an impact on the choice of each tourist to make a decision to visit or not. Each respondent or tourist gave a different response to the reasons for visiting the Bongo Village tourist attraction, some tourists argued that with so many unique choices in one tourist attraction, it would be an important reason for tourists to visit, so that tourists can enjoy them, because of the services and facilities provided. owned is considered very good. Tourism product attributes are an integrated product arrangement, consisting of tourist attractions, tourist attractions, transportation, facilities where each element is perceived by each company and offered separately (Yoeti, 2016). Good or bad Tourism Product Attributes make the center of attention for tourists in determining visits. Visiting decisions are the stages of how prospective tourists are able to decide which tourist destinations to visit. In this study, the attributes of Bongo Village Tourism Products can be stated as good, so this will be able to provide positive considerations in various stages of tourists in deciding which tourist destinations to visit.

The decision of tourists to visit a tourist attraction has several stages in deciding to visit a product object offered by a region. The tour manager or tour company must have a price set offered, this is to differentiate the products sold by the tourist attraction from competing tourism products. Some of the effects can come from the factors of Tourism Product Attributes, Pricing and Accessibility.

In tourism marketing, the manager must provide a set of prices offered, this is to provide interest for tourists at a price set by the tour manager. The determination of Bongo Village tourism prices is a factor in making decisions to visit tourist objects owned by Bongo Village tourism. The results of this study indicate that pricing has its own impact on every consumer of tourist visitors in Bongo Village, Gorontalo Regency.

Accessibility is the amount that is issued to get the goods or services received. Accessibility in accordance with the benefits and pricing will increase the interest of tourists to visit the attractions offered by the manager. Therefore, the results of this study indicate that accessibility has a specific influence on the decision of tourists to visit tourist objects in Bongo Village, Gorontalo Regency.

To support Internet accessibility, it provides a lot of convenience in communicating with many people and in a short time. The message conveyed is not only in the form of a written message but can be in the form of photos and videos. One of the media that is often used to interact using the internet is social media. Traveling as the second priority of Indonesians is apparently also influenced by social media. Not a few tourists are looking for travel ideas through Facebook, Twitter, Instagram and other social networks. 65% of travelers search for travel ideas through social search. 52% of Facebook users are strongly influenced by the photos of their friends on their Facebook network to determine tourist attractions. 33% of Travelers changed their original plans after seeing the photos.

To support the tourism development of Bongo Village, Gorontalo Regency, there are several elements of tourism village promotion strategies that need to be considered for tourism development such as the promotion mix, target visitors, promotional objectives, promotional budget, message design, media used, message sources, and feedback (feedback). Managers of tourism objects, both government and internally, Bongo tourism villages still have several weaknesses, including not having an intensively integrated Bongo tourism village promotion program that has an impact on the community. Therefore, the promotion mix element that can be used as a medium in the development of bongo village tourism after being designated as a religious tourism village by the Ministry of Tourism, such as exhibitions (exhibitions), personal selling, events, public relations, sales promotion (merchandise), websites, publications via television , and promotion through word of mouth.

3) Bongo Village Local Tourism Strategy

Tourism is included as a sector of life, which plays an important role in the economic development of people around the world, as we can see there has been an increase in the economic welfare of people in the world who are getting better and more advanced. The progress and importance of ensuring the welfare of the community is getting higher and making tourism a fundamental part of human needs or lifestyle, which moves millions of people to get to know other cultures and areas of the world. Because they want to know a lot of culture and nature, it affects the decision to visit tourist attractions by people who make tourism a necessity. Gorontalo Regency as one of the most densely populated regencies in Gorontalo Province has a natural charm and religious culture and has become one of the regencies designated as tourist visiting districts by the Ministry of National Tourism and established Bongo Village as one of the leading villages today. Gorontalo Province with a geography consisting of hills and mountains makes tourism in this area always create the latest tourist attraction locations, such as from beach tourism, nature tourism, religious tourism, cultural tourism and so on.

Bongo Village is a miracle of transforming a remote village, an isolated poor area into a charming self-sufficient village. This village is flanked by a large karst hill commonly called a sleeping mountain and the blue expanse of Tomini Bay. Access to Bongo Village is not difficult since there has been repair of a paved road that snakes between the

limestone ridges and the seashore. It can be reached within 20 minutes from the center of Gorontalo City by various means of vehicles, or those who like a challenge can use a community boat while looking at Gorontalo's beautiful body from the Tomini sea. Rosyid (2016).

Listening to the concept of a tourist village as a rural area with unique physical characteristics and the socio-cultural life of the local community as an attraction to become a tourist destination (Utami et al., 2019). Meanwhile, the Ministry of Culture and Tourism (2018) describes a tourist village as a village that has an attraction in the form of the physical uniqueness of the rural environment, as well as the socio-cultural life of traditional communities. Important components in a tourist village include, First, Accommodation, which is a residential building occupied by the owner and partly rented out so as to provide opportunities for tourists to interact with the daily life of the owner; Second, attractions, are the daily lives of residents and the physical setting of village locations where tourists can participate actively such as dancing, festivals, competitions, and other special things; Third, activities, such as learning something, climbing, diving,; Fourth, facilities such as institutions, souvenirs, cafes, restaurants, tour operators, gift shops, money changers, tourist information centers, and others; Fifth, accessibility, such as road access to the Tourism Village and the availability of communication.

Tourism villages were formed to empower the community to act as actors in an effort to increase readiness and concern in addressing tourism potential in their area, as well as to have readiness opportunities to obtain benefits that can be developed from tourism activities in order to increase local revenue and provide guarantees for the welfare of the community.

The development of tourist villages through community empowerment in Bongo Village goes through a three-stage process, namely the first stage of awareness, the second stage of capacity building, and the third stage of power provision (Andayani, 2017). The first stage is the awareness stage. At this stage, it is necessary to strengthen through socialization of the design of tourism potential mediums in rural communities. The implementation of socialization is carried out in an organized manner involving village community leaders, so that community understanding is born from the community's proposal itself as part of a mutual agreement to make the village a national tourist destination village. So far, it appears that in the process of strengthening socialization, there are still people who tend to reject and accept, so this must be done continuously by strengthening togetherness and shared vision.

Religious Tourism Village by the Provincial Government, Bubohu traditional village is a village area that provides natural boarding schools for students to study Islam. Visiting this traditional village, we will be greeted with an arrangement of wooden fossils that are neatly lined up at the village entrance. One of the icons of Bubohu Village is Wambohe, a typical Gorontalo hut that stands so neatly in the pesantren environment. Not far from Bongo Tourism Village, there is a very distinctive mosque. The name of this mosque is Walima Emas which was just built in 2008. The specialty of this mosque is the gold-plated dome. The location of the mosque which is on a hill is the main attraction. This height allows visitors to gaze at Tomini Bay. The view that is presented is amazing. The combination of Islamic nuances and the beauty of nature, is truly enchanting. To develop other tourism potentials that are developed and extracted from the daily life activities of residents and packaged in the form of edu-tourism and attractions including attractions, processing home industries, making traditional foods, watching the walima festival, and seeing firsthand the daily activities of residents. This attraction is offered to tourists in the form of packages or other according to tourist requests.

The second stage is the capacity building stage. The role of the government as one of the tourism stakeholders has contributed to supporting the existence of a tourist village. The government and the community actually have the same responsibility in tourism development. The role of the government in inviting, inspiring, and supporting the community has been maximized, this is indicated by the involvement of the village government in all activities that are realized in the form of good cooperation between the government and the community (Saryani, 2013). In addition to the role of the government in Bongo Village, which contributes to increasing literacy and readiness of human resources through guidance, counseling, and training in the field of tourism as well as to community groups who have handicraft businesses in tourism object areas. The government in the development of educational tourism villages which is an activity to build villages through the development of tourism village packages based on educational products. The educational product in question also implements the superior model of higher education. Educational tour package products are implemented for school students around the village, and tourists. Therefore, it is necessary to strengthen local products through guidance, counseling and training to tourism-aware groups and the community to improve their skills. The list of training or technical guidance that has been attended by the bongo village tourism awareness group includes the management of tourism object management (Masjid Walima Emas, Pesantren Bubohu, Dulanga Beach) by strengthening digital marketing.

4) The Unique Advantages of National Destinations

Bongo religious tourism village is a tourist village located in Gorontalo Province. The management of this tourist village requires a people-based management. People-based tourism in the concept of Community Based Tourism (CBT), which is of concern to the community as tourism actors and at the same time as tourists who have a very large role in growing and developing tourism objects which are later expected to encourage domestic and foreign tourists to visit visited Bongo village (Andri and Suharto, 2013).

According to Rangkuti (2014), competitive advantage is a competitive strategy against something that is designed to be exploited by an organization. The success of a strategy that has been determined is largely determined

by how much the level of conformity of the strategy with changes in the environment, competitors, and organizational situation.

The current superiority value, is the increase in visitors obtained from the relatively better value of benefits, but seen from the category, both the value of benefits and the value of sacrifice are included in the good category to be a determinant of the superiority of the religious tourism attraction of Bongo Village. This value shows that the Bongo Village Tourism Object has a superior uniqueness from the tourist attraction owned by Gorontalo Province, so that it is included as a religious village set by the Indonesian Ministry of Tourism in 2021. However, it remains a special concern for the manager of visitor responses that are felt directly need to be kept in balance. including the value of consumer sacrifice, meaning that the value felt by visitors from the tourist attraction visited should provide added value which becomes the capital of satisfaction for tourists.

Thus the value of a tourist attraction is determined by tourists based on the benefits to be received. For this reason, tourism products are overall services, both in the components of attractions, facilities and accessibility that are obtained and felt or enjoyed by tourists since he left his place of residence, arrived at the tourist destination he had chosen and returned to his home where he originally departed.

The results of this study indicate that education or knowledge of Bongo Village tourism object managers needs to be educated about elegant tourist characters such as from the aspect of attractions, facilities and accessibility, because this will be an added value for visitors and can raise the image of Bongo Village tourism objects, Gorontalo Regency. This means that the attraction, facilities and accessibility variables are an interrelated unit to provide visitor value and the image of a tourist attraction, if the attraction (attraction) of a tourist attraction is attractive, but facilities and accessibility are inadequate it will have an impact on the value felt by each visitor, and also have an impact on the image of the tourist attraction itself.

CONCLUSION

The results of the analysis and discussion on Strengthening Attributes of Local Tourism Products Towards National Tourism Destinations Bongo Village, Gorontalo Regency based on data from a survey of 81 visitors to the Botutonuo beach tourism object, the following conclusions are obtained:

1. The results showed that $t_{count} = 7,363 > t_{table} = 1,989$. The test results based on empirical data state rejection of H_0 or in other words accept H_1 . The results of hypothesis testing have a significant effect of the attributes of local tourism products on the superiority value of the destination object.
2. Attractions Bongo Village tourism objects, Gorontalo Regency according to visitor responses are in the attractive category, Bongo Village tourist attraction facilities are in the inadequate category, while the accessibility of Bongo Village attractions is in the quite available category.
3. Management management (attractions, facilities and accessibility) will have a positive impact on the trust value of visitors to the Bongo Village tourist attraction. If it is improved again, it will be better to present attractions that will provide increased customer value. Facilities have an impact on customer value, meaning that the better the provision of facilities, the greater the customer value. And accessibility also has an impact on customer value, meaning that the better the provision of accessibility will provide increased customer value, so that it will increase the economic income of the community, especially the manager of the Bongo Village tourist attraction.
4. The value of the advantages of increasing visitors obtained from the value of benefits is relatively better, but seen from the category both the value of benefits and the value of sacrifices are included in the good category, it becomes the capital determining the superiority of the religious tourism attraction of Bongo Village.

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