

ABSTRACT

This study aims to analyze what factors influence the demand for international tourism. The tourism demand is measured by using the number of foreign tourist arrivals on the Island of the Gods, Bali. Increasing the tourism sektor will increase economic growth, both locally and nationally. In addition to economic growth, Bali tourism can also improve people's welfare by creating job opportunities.

This research was conducted using a panel data research method using the Seemingly Unrelated Residual (SUR) approach. The data used in this study is secondary data from BPS Bali and the World Bank. The variables used are the number of foreign tourist visits as the dependent variable and the independent variables are income per capita, tourism prices and trade value from the 5 countries from which foreign tourists visited Bali Province the most in the 2010-2019 period.

The results of this study indicate that the three independent variables have a positive and significant effect. This means that the increasing income per capita, tourism prices and trade value will increase the number of foreign tourist visits to Bali Province.

Keywords: tourism demand, tourist visits, income per capita, tourism prices, trade value