ABSTRACT

Many countries in the ASEAN region have made tourism a priority for their economic development, therefore tourism competitiveness is an important thing to improve. Although the number of foreign tourist visits to the 7 ASEAN countries has increased in recent years, the growth rate of tourist arrivals tends to decrease. Meanwhile, several ASEAN countries also still have a low tourism competitiveness index. The purpose of this study was to analyze the influence of the tourism competitiveness of ASEAN countries as measured by 12 Travel and Tourism Competitiveness Index (TTCI) indicators on the number of foreign tourist visits to 7 ASEAN countries.

This study used the Ordinary Least Square (OLS) panel data regression analysis tool with the Common Effect Model (CEM) via EVIEWS 12 software. The research data was obtained from the World Economic Forum (WEF) and ASEAN stats. The timeframe for this research is from 2008 to 2019.

The results of the study found that simultaneously, all 12 TTCI competitiveness indicators influence on the number of foreign tourist visits to the 7 ASEAN countries. While partially, there are five variables that have a significant influence in this study, namely; natural resources, tourism service infrastructure, safety and security, IT readiness, and prioritization of travel & tourism.

Keywords : tourism, competitiveness, the number of foreign tourists, Travel & Tourism Competitiveness Index, ASEAN