

ABSTRACT

The tourism sector plays a crucial role in increasing Regional Original Revenue (PAD) through the growth of tourist arrivals and the strengthening of supporting infrastructure. This study aims to analyze the influence of population size, GDP per capita, number of tourist visits, number of tourist attractions, number of hotel rooms, and number of restaurants on the Regional Original Revenue of regencies/municipalities in the Special Region of Yogyakarta Province during the period 2013–2023.

This research employs a quantitative approach using panel data regression analysis. A logarithmic transformation is applied to the model to interpret the elasticity of relationships among variables and to address potential heteroscedasticity issues. Secondary data were analyzed using EViews 10 software through descriptive and regression analysis techniques. The study includes a total of 55 observations.

The results show that population size, GDP per capita, number of tourist visits, number of tourist attractions, and number of restaurants have a significant effect on PAD. However, the number of hotel rooms does not have a significant impact due to the mismatch between the supply and demand for hotel rooms. These findings indicate that tourism sector growth is not solely dependent on the number of tourists, but also on the availability of infrastructure and the duration of tourist stays. Therefore, tourism development policies in the Special Region of Yogyakarta should focus on enhancing population productivity, improving the quality of tourist attractions, providing adequate accommodations, and strengthening the culinary sector to optimize the contribution of tourism to Regional Original Revenue.

Keywords: Regional Original Revenue, Population Size, GDP per Capita, Number of Tourists, Number of Tourist Attractions, Number of Hotel Rooms, Number of Restaurants, Tourism.