

ABSTRACT

High potential in tourism is still underutilized to increase revenue (PAD) Central Java. Factors thought to influence the reception area of the tourism industry in Central Java are the number of tourists, GDP, investment in the tourist industry and the number of tourist attraction. The purpose of this study was to, analyze the influence of the number of tourists, GDP, investment and number of sights to the reception area of the tourism industry in Central Java.

The independent variables used in this study is the number of tourists, GDP, investment and the amount of tourism and the dependent variable is the reception area of the tourism industry. The data used in this research is the data the number of tourists, GDP, investment, number of sights and reception areas of the tourism industry in the 35 counties and cities in Central Java. The data used is secondary data. The analysis technique used is multiple linear regression.

According to analysis done can be seen that the number of tourists and GDP positive effect on the tourism sector of the reception area while the number of tourism and investment in the tourism industry does not affect the reception area of the tourism sector. multiple linear regression test showed that both regression models to be used to predict the reception area of the tourism sector. While the reception area of the tourism sector can be explained by the independent variable is the amount of tourism, the number of tourists, investment in the tourism industry and the GDP of 51.8%.

Key words: Area reception, the number of tourists, GDP, investment, number of tourist attraction.