

ABSTRACT

The tourism industry sectors as one sector that was also reliable for the reception area, the Kudus District Government are required to explore and manage the potential of tourism held in an effort to obtain funding through the new breakthroughs in efforts to finance local expenditure. From period 1997-2011 being known that rate of tourism sector acceptance in Kudus Distric during the latest fifteen years always increase, however the percentage of realization the acceptance of tourism sector has been always fluctuated from the determined target, so it needs to be analyzed some factors that influence the acceptance of tourism sector in Kudus District.

This study aimed to analyze the influence of the variable Number of Tourist Arrivals, Tousrist Attractions, and a per capita income of the Tourism Sector in the Kudus District Government. The type of data this study is secondary data in chronological order (time series). The used to analyze in this study is multiple linear regression with the income area of the Tourism Sector as the dependent variable and three independents variables wich are a variable number of tourists arrival, tourism attraction, and income per capita.

The results is that data are normally distributed and there is no obtained a discrepancy. Based on the test results of the regression coefficients simultaneously (test F) obtained the F value = 62.145 with significance of F for 0.000. By using a significance level = 0.05 was obtained value of F table value = 3,587. Then the F test 62,145 > F table 3,587, or the significance of F of 0.000 indicates less than 0.05 so it can be concluded that the three independent variables in the number of tourists, the number of attractions of tourism, and income percapita affect domestic income from tourism sector in Kudus City accepted. Partially, the number of tourist, the number of attraction of tourism variable, and variable income percapita have a significant effect. The most dominant value is of the three variable is the number of tourism arrival variable with T-calculated value is 4.082 and probability of significance value is 0.002.

Key Words: *Kudus District, Domestic Income of Tourism Sector, The Number of Tourist, The Number of Attractions of Tourism, and Income Per Capita*