

ABSTRACT

Tourism is the country's third- largest foreign exchange earner after oil and textiles. It is one of support in the development of tourism activities to be an important industry. In global rankings, the tourism industry is now an important industry as the largest contributor in the international trade of goods and services in addition to exporting. Jepara regency has potential has yet to be optimized until now, the potential for tourism. Jepara regency is one of the few areas that have become a tourist attraction and one of the tourist destinations in Central Java Province. That intersect with the existence of Jepara Java Sea make this district has a natural charm beautiful beaches. In this regard it can be seen how the Departement of Tourism and Culture Jepara in its efforts to cultivate local industries in the tourism sector.

The purpose of this study is to analyze the competitiveness and analyze the factors of competitiveness of the tourism industry in Jepara district which has many potential. To measure the competitiveness of the tourism industry can use variables competitiveness by using eight indicators including Human Tourism Indicator (HTI), Price Competitiveness Indicator (PCI), Infrastructure Development Indicator (IDI), Environment Indicator (EI), Technology Advancement Indicaor (TAI), Human Resources Indicator (HRI), Openess Indicator (OI) and the Social Development Indicator (SDI). This study uses secondary data. The method of analysis used in this study is the tourism index, a composite index and tourism competitiveness index .

The analysis showed that the competitiveness of the tourism industry of the eight determinants of competitiveness indicators demonstrate the ability of low competitiveness, so that said tourism competitiveness in Jepara is low.

Keywords : *Tourism, Competitiveness, Jepara, Tourism Index, Composite Index, Tourism Competitiveness Index.*