ABSTRACT

Each local government are working hard to improve their own economy, including to improve the number of domestic income (PAD). One effort to increase local revenues by optimizing the potential in the tourism sector. The link between industrial tourism and local revenues through the domestic income (PAD) and shared tax / no tax. Successing development of tourism sector, means that will enhance its role in locsl income, where tourism is the main component by taking into accounts the factors that influence it, such as: the number of attractions of tourism on offer, the number of tourists visiting; both domestic and international tourist, hotel occupancy rates, and certainly income per capita. And during the last 10 years is still going fluctuation contribution of tourism receipts to the domestic income (PAD) that should be reviewing the potential and also the factors that affect local revenue from tourism sector in addition to improving the facilities which can support tourist activity during the visit on a tourist attraction.

Analysis method that used in this study is multiple linear regression with domestic income of tourism sector as the dependent variable and four independent variables are the variable number of attractions, the number of tourists, hotel occupancy rates and income per capita.

After testing irregularities classical assumptions, the results indicate that data is normally distributed and there is no obtained a discrepancy. Based on calculations derived Eviews 6, calculated the F value = 15.065 with significance of F for 0.000. By using a significance level = 0.05 was obtained value of F table value = 2.61. Then the F test (15.065) > F table (2.61), or the significance of F of 0.000 indicates less than 0.05 so it can be concluded that the four independent variables in the number of attractions of tourism, the number of tourists, hotel occupancy rates and income per capita affect domestic income from tourism sector in Semarang City accepted. Partially, the number of attraction of tourism variable, the number of tourists and hotel occupancy rates has a significant effect. While variable income per capita are not significant. And from the fourth variable is the most dominant influence on domestic income from tourism sector in Semarang City is the number of attractions of tourism variable. T-calculated value of 4.407 and probability of significance of 0.001.

Key Words : PAD, Semarang City, Tourism Sector, Industrial Tourism