ABSTRACT

Tourism is one of the industries that is able to encourage rapid economic growth for these tourist destinations. Tourism activities can have an impact in terms of employment opportunities, income, standard of living and contribution to other sectors. Tourism creates demand that contributes to the production of goods and services through the activities of tourists who do shopping while traveling. This study aims to analyze the factors that affect the tourism sector in the Regency/City in the Province of DIY and this study also analyzes the factors that most dominantly affect the income of the tourism sector in the Regency/City in the Province of DIY.

This research is a quantitative study using secondary data obtained from the publications of the BPS and the Yogyakarta Provincial Tourism Office. The analytical method used in this study is Panel Data Regression Analysis using the Fixed Effect Model (FEM) method which was selected based on the results of the Chow and Hausman tests, in a period of 2011-2019 Regency/City in the Province of DIY. The independent variables used are the number of tourists, tourist attractions, restaurants and per capita income. Meanwhile the dependent variable is the income of the tourism sector.

The results showed that the variable number of tourists, restaurants and per capita income had a positive and significant impact on the income of the tourism sector in the Regency/City in the Province of DIY in 2011-2019. while the variable number of tourist objects had a negative effect on the income of the tourism sector in the Regency/City in the Province of DIY in 2011-2019.

Keywords: Tourism Sector Income, Tourists, Tourism Objects, Restaurants and Per capita Income.