

## ***ABSTRACT***

Central Java province is the third highest most visited in Java after East Java and West Java. Central Java is one of the provinces that has a diversity of tourism, it is strategically located because it is on a dense landmass on the island of Java, flanked by two large provinces of West Java and East Java, one Special Region of Yogyakarta, and the Java Sea to the north. One of the 35 districts / cities in Central Java that are included in the top 5 most visited by tourists both from domestic and international is Magelang Regency. With very strategic geographical conditions surrounded by mountains and rivers that make Magelang Regency has economic value and many develop into tourist areas ranging from natural tourism, artificial tourism, historical tourism, religious tourism, culinary tourism, special interest tourism and cultural potential. The purpose of this study was to find out how much the contribution of PAD Tourism Sector to The Original Income of Magelang Regency for a period of 10 years from 2010 to 2019.

The method used is OLS Double Linear Regression (Ordinary Least Square) with the Newey-West method with the Semi-log model. As well as contribution analysis is used to find out how much contribution / contribution pad tourism sector to the original income of the region. The dependent variable used in the study was the Tourism Sector PAD, while the independent variable was the occupancy rate of hotel rooms, average length of stay and number of tourists.

The results of the study found that the occupancy rate of hotel rooms, average length of stay and number of tourists simultaneously affected the Tourism Sector PAD in Magelang Regency in 2010-2019. Individually for hotel room occupancy rates and the number of tourists has a positive and significant influence on the PAD Tourism Sector. Meanwhile, the average length of stay has no influence on the PAD tourism sector. And in the last 10 years the contribution of PAD Magelang Tourism Sector to Regional Original Income is still experiencing fluctuations but tends to fall. With an average contribution of PAD Tourism Sector of 8.05 percent shows that the contribution of the tourism sector to Regional Original Income in Magelang Regency is included in the contribution that is still very lacking in accordance with the classification of contribution criteria issued by the Ministry of Home Affairs No. 690,900,327. The contribution of PAD Tourism Sector is still very lacking because only 11 attractions are managed by the Government.

Keywords: PAD Tourism Sector, Regional Native Income, Ordinary Least Square, and Contribution Analysis