

ABSTRACT

Tourism is a key sector in boosting Regional Original Revenue (PAD), especially in regions that heavily rely on tourism as their primary source of income. This study aims to analyze the impact of the number of tourists, tourist attractions, hotels, and restaurants on PAD in Bali's regencies/cities from 2018 to 2022. Using panel data regression with the Fixed Effect Model (FEM), this research processes secondary data to identify causal relationships between these variables.

The findings indicate that the number of tourists and tourist attractions positively and significantly affect PAD, highlighting the importance of increasing tourist visits and diversifying attractions. Additionally, the number of hotels also has a significant positive impact, suggesting that the development of hotel infrastructure contributes to revenue growth. Conversely, the number of restaurants does not significantly influence PAD, implying that factors such as service quality and tourists' purchasing power may play a more crucial role.

Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, confirm the model's validity and unbiased estimation results. The F-test confirms that all four independent variables simultaneously influence PAD, with a determination coefficient (R-squared) of 96.98%, indicating that the model explains almost all variations in PAD.

This study provides valuable insights for local governments in formulating tourism development policies focused on enhancing tourist attractions, hotel infrastructure, and marketing strategies. Furthermore, it offers practical recommendations for tourism industry players on factors that can strengthen the sector's contribution to regional economic growth.

Keywords: Tourism, Regional Original Revenue, Tourist, Tourist Attractions, Hotel, Restaurants, Fixed Effect Model, Bali.

FEB UNDIP