

ABSTRACT

The tourism sector is one of the sectors utilized by various regions in Indonesia to enhance local autonomy and community welfare. In recent years, nearly all regions in Indonesia have been continuously developing their tourism sectors because this sector can become a key economic resource for the areas. This study aims to analyze the impact of the number of tourists, number of tourist attractions, and average length of stay in hotels on the Regional Original Revenue (PAD) of regencies/cities in Central Java Province during the period 2015-2021.

The analytical method used in this study is multiple linear regression using panel data, with the dependent variable being Regional Original Revenue (PAD) and independent variables including the number of tourists, number of tourist attractions, and average length of stay in hotels. Data for this study were sourced from the Central Bureau of Statistics (BPS) for the years 2015-2021.

Based on the results of the study, it is shown that simultaneously (using the F-test), the independent variables (number of tourists, number of tourist attractions, and average length of stay) significantly affect the PAD of regencies/cities in Central Java Province from 2015 to 2021. Partially (t test), the variable number of tourists and the number of tourist attractions has a positive and significant effect on PAD, while the average length of stay has a negative and significant effect.

Keywords: Number of Tourists, Number of Tourist Attractions, Average Length of Stay, Regional Original Revenue (PAD).

