

## **ABSTRACT**

The analysis of international tourist arrivals provides important insights into understanding the trends and patterns of tourist visits, which significantly impact the global tourism industry. The complex nature of international tourist data requires advanced analytical methods, one of which is ARIMA (AutoRegressive Integrated Moving Average), capable of modeling and predicting seasonal patterns and long-term trends in time series data. In this context, ARIMA was selected for its ability to handle non-stationary data, commonly found in tourist arrival data. This study proposes the use of the ARIMA model to forecast international tourist arrivals, with the prediction results visualized through a Flask-based website. The method was applied to a dataset of tourist arrivals from various countries, with tests conducted on five different ARIMA models. The results of the study showed that the ARIMA model with parameters (7.2.1) provided the best prediction, with an MAE value of 74.661 and a MAPE of 7,80%, indicating a low prediction error rate. Thus, it can be concluded that the ARIMA model with parameters (7.2.1) is capable of providing predictions for international tourist data with a low error rate.

**Keywords** : International Tourists, ARIMA Model, Website, Flask, MAE, MAPE