

ABSTRACT

DIY Province is one of the favorite tourist destinations (DTW) for the people of Indonesia. The contribution of tourism to PAD is also high so that it is expected to be able to increase PAD. However, there is a gap in tourism sector income between Regencies/Cities. This study aims to analyze the effect of the number of tourists, the number of attractions, the number of hotels and the number of restaurants on the tourism sector's own-source revenue (PAD) in the Yogyakarta Special Region.

The independent variables used in this study are the number of tourists, the number of tourist objects, the number of hotels and the number of restaurants. The dependent variable used in this study is the tourism sector's own-source revenue (PAD). The data used in this study is secondary data obtained from the BAPPEDA and the Tourism Office in the form of panel data, with the object of research being 5 regencies/cities in the province of D.I Yogyakarta in the 2011-2020 period. This study used a quantitative analysis method and was completed with the Fixed Effect Model (FEM) panel data regression analysis tool.

Based on the results of the regression it is known that the variables of the number of tourists and the number of hotels and the number of restaurants have a positive and significant influence on Local Revenue tourism sector. However, the variable number of tourist objects and population has no effect on the Local Revenue of the DIY Province tourism sector.

Keywords: Local Revenue, Tourism, Tourists, Tourism Objects, Hotel, Restaurant, Yogyakarta, Panel Data

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