

## Analisis permintaan pariwisata wisatawan mancanegara terhadap destinasi Indonesia = Analysis of international tourism demand for Indonesia / Rina Irawati

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### Abstrak

Penelitian ini bertujuan untuk menganalisis permintaan pariwisata Indonesia dari 8 negara utama asal wisatawan di luar kawasan Asean yakni Tiongkok, Jepang, Korea Selatan, Inggris, Jerman, Perancis, Australia dan Amerika Serikat dalam upaya mendukung perencanaan pariwisata dan peningkatan kunjungan wisatawan ke Indonesia. Metode analisis ekonometrika ndash; Seemingly Unrelated Regression SUR digunakan untuk melihat dampak yang berbeda faktor ekonomi dan non ekonomi terhadap permintaan pariwisata di masing ndash; masing negara. Hasil penelitian menunjukkan bahwa GDP, Harga relatif, harga relatif destinasi lain, harga tiket, kondisi krisis ekonomi dan kondisi keamanan memiliki dampak yang beragam terhadap permintaan pariwisata di masing masing negara. Kata kunci: permintaan pariwisata, data panel, Seemingly Unrelated Regression.

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This research aim to analyze tourism demand for Indonesia from 8 main generating countries outside South East Asia region namely China, Japan, South Korea, United Kingdom UK , Germany, France, Australia dan United States of America USA based on panel data econometric analysis with Seemingly Unrelated Regression SUR to support tourism planning and increasing international visitor arrivals. This study investigates the effect of economic and non economics factors on tourism demand from each generating country. The result indicates various significant effect of GDP, relative price, relative price in other destination, transportation cost, economic crisis and political condition regarding terrorism on tourism demand from each generating countries. Keyword tourism demand, panel data, Seemingly Unrelated Regression.