

ABSTRAK

TREN PERKEMBANGAN PARIWISATA DAERAH ISTIMEWA YOGYAKARTA PERIODE 2006-2014

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2016

Penelitian ini bertujuan untuk mendeskripsikan tren perkembangan pariwisata Daerah Istimewa Yogyakarta periode 2006-2014 yang mencakup tren: (1) jumlah wisatawan mancanegara, (2) jumlah wisatawan domestik, (3) jumlah objek daya tarik wisata, dan (4) jumlah pendapatan asli daerah subsektor pariwisata DIY.

Penelitian ini merupakan penelitian longitudinal. Data yang digunakan adalah data sekunder yang meliputi jumlah wisatawan mancanegara, jumlah wisatawan domestik, jumlah objek daya tarik wisata, dan jumlah pendapatan asli daerah subsektor pariwisata. Teknik pengumpulan data menggunakan dokumentasi yang berasal dari Bank Data Dinas Pariwisata DIY. Analisis data menggunakan analisis tren kuadrat terkecil.

Hasil penelitian menunjukkan bahwa: (1) tren jumlah wisatawan mancanegara yang berkunjung ke DIY periode 2006-2014 mengalami kenaikan rata-rata sebesar 15,72% dengan kenaikan per tahun berkisar antara 9%-27%; (2) tren jumlah wisatawan domestik yang berkunjung ke DIY periode 2006-2014 mengalami kenaikan rata-rata sebesar 20,29% dengan kenaikan per tahun berkisar antara 10%-40%; (3) tren jumlah objek daya tarik wisata DIY periode 2006-2014 mengalami kenaikan rata-rata sebesar 5,92% dengan kenaikan per tahun berkisar antara 4%-7%; dan (4) tren jumlah pendapatan asli daerah subsektor pariwisata DIY periode 2006-2014 mengalami kenaikan rata-rata sebesar 43,99% dengan kenaikan per tahun berkisar antara 10%-43%.

Kata kunci: wisatawan mancanegara, wisatawan domestik, objek daya tarik wisata, pendapatan asli daerah subsektor pariwisata

ABSTRACT

TREND DEVELOPMENT OF TOURISM IN SPECIAL REGION OF YOGYAKARTA FROM 2006 TO 2014 PERIOD

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This study aims to describe the development trend of tourism in Yogyakarta 2006-2014 period that include: (1) the number of foreign tourists, (2) the number of domestic tourists, (3) the sum of tourism attraction, and (4) the amount of the original revenue subsector tourism sector of DIY.

This research is a longitudinal research. The data were secondary data which include the number of foreign tourists, the number of domestic tourists, the number of objects of tourist attraction, and the amount of the original revenue of subsector tourism. Technique of gathering the data was documentation that comes from the DIY Tourism Data Bank. Data analysis was the smallest quadratic trend analysis.

The results show that: (1) the trend of the number of foreign tourists who visited DIY in 2006-2014 period increase at the average of 15,72% with the increase range per year between 9%-27%; (2) the trend of the number of domestic tourists who visited DIY in 2006-2014 period increase at average of 20,29% with the range of increase per year between 10%-40%; (3) the trend of the object of attraction in 2006-2014 period increase at the average of 5,92% with the range of increase per year between 4% to 7%; and (4) the amount of the original revenue trend area subsector tourism in DIY 2006-2014 period increase at the average of 43,99% with the range of increase per year between 10%-43%.

Key words: domestic tourists, foreign tourists, the object of attraction, the original income tourism area