

ABSTRACT

This research aimed to find out the effect of the number of tourists, tourism sites, tourism business, and tourism tax to regional income on tourism sector in West Lombok Regency as well as to find out the most dominant factor among the four mentioned factors to the regional revenue from tourism sector in West Lombok Regency. The sample of this research was 40 panel data consisted of 5 sub-districts from 2008-2015. The data was obtained from the Tourism Financial Department (DPPKD). The analysis tool used was panel data method.

Based on the result, it was found out that all variables that were the numbers of tourists, tourism sites, tourism business, and tourism tax were significantly contributory to the regional revenue on tourism sector. The number of tourism sites was the most dominant variable and significant to the regional revenue on tourism sector in West Lombok Regency.

Keyword: Regional revenue on tourism sector, Numbers of tourists, Number of tourism sites, West Lombok.