

# DAYA SAING SEKTOR PARIWISATA DALAM MENINGKATKAN EKONOMI DAERAH DI BALI DAN D.I. YOGYAKARTA 2016-2020

## INTISARI

Penelitian ini bertujuan untuk menganalisis daya saing industri pariwisata Provinsi Bali dan Daerah Istimewa Yogyakarta tahun 2016-2020. Teknik analisis data yang digunakan adalah *competitiveness index* yang mengacu World Travel & Tourism Council (WTTC) sebanyak 8 indikator atau parameter.

Hasil penelitian ini menunjukkan bahwa setelah dilakukan perhitungan pada masing-masing parameter. Pada *Human Tourism Indicator* (HTI) D.I. Yogyakarta memiliki daya saing lebih tinggi daripada Provinsi Bali. Selanjutnya, daya saing DIY yang lebih tinggi juga ditemukan pada *Infrastructure Development Indicator* (IDI); *Environment Indicator* (EI) dan *Human Resources Indicators* (HRI). Sedangkan Provinsi Bali ditemukan unggul atau memiliki daya saing lebih tinggi daripada DIY pada *Price Competitiveness Indicator* (PCI); *Technological Advanced Indicators* (TAI); *Openess Indicators* (OI); dan *Social Development Indicators* (SDI).

Kata Kunci: Daya Saing, Pariwisata, Bali, D.I. Yogyakarta.

## ABSTRACT

*This study aims to analyse the competitiveness of the tourism industry in the Province of Bali and the Special Region of Yogyakarta in 2016-2020. The data analysis technique used is the competitiveness index which refers to the World Travel & Tourism Council (WTTC) as many as 8 indicators or parameters.*

*The results of this study indicate that after calculating each parameter. In the Human Tourism Indicator (HTI) D.I. Yogyakarta has a higher competitiveness than the province of Bali. Furthermore, DIY's higher competitiveness was also found in the Infrastructure Development Indicator (IDI); Environment Indicators (EI) and Human Resources Indicators (HRI). Meanwhile, Bali Province was found to be superior or having higher competitiveness than DIY on the Price Competitiveness Indicator (PCI); Technological Advanced Indicators (TAI); Openess Indicators (OI); and Social Development Indicators (SDI).*

Keywords: Competitiveness, Tourism, Bali, D.I. Yogyakarta.