

ANALYSIS OF THE ROLE OF AUSTRALIAN TOURISTS ON THE GROSS REGIONAL DOMESTIC PRODUCT GROWTH IN BALI PROVINCE

By Dian Fahriza

Abstract

Economic growth reflects an increase in the production capacity of a region as measured by the Gross Regional Domestic Product (GRDP) on an annual basis, which includes the total value of goods and services produced in a given period. The tourism sector plays an important role in driving economic growth because it is closely related to various other sectors such as transportation, accommodation, culinary, and creative industries. The presence of tourism not only increases the country's foreign exchange through foreign tourist visits but also encourages the development of regional infrastructure such as roads, airports, and other public facilities. In addition, this sector opens up new business opportunities for MSMEs such as tour service providers, local craftsmen and culinary businesses. This study aims to analyse the role of Australian tourists on Bali's GRDP growth. This research uses quantitative methods with a sample of 10 years, namely 90 data observations. This study found that: (1) The number of Australian tourists increases Bali's GRDP through higher production of goods and services. (2) Australian tourist expenditure boosts Bali's economic growth. (3) Australian tourists' length of stay increases GDP through lodging sector revenue. (4) Australia's GDP affects Bali's GRDP as it attracts more tourists. (5) The COVID-19 pandemic decreases Bali's GRDP due to a decrease in tourists. These results confirm the role of Australian tourists.

Keywords: *Gross Domestic Product (GDP) Growth, Tourists, Bali, Australia*

ANALISIS PERANAN WISATAWAN AUSTRALIA TERHADAP PERTUMBUHAN PRODUK DOMESTIK REGIONAL BRUTO (PDRB) PROVINSI BALI

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Abstrak

Pertumbuhan ekonomi mencerminkan peningkatan kapasitas produksi suatu wilayah yang diukur melalui Produk Domestik Regional Bruto (PDRB) secara tahunan, yang mencakup nilai total barang dan jasa yang dihasilkan dalam suatu periode tertentu. Sektor pariwisata memainkan peran penting dalam mendorong pertumbuhan ekonomi karena memiliki keterkaitan erat dengan berbagai sektor lainnya seperti transportasi, akomodasi, kuliner, dan industri kreatif. Kehadiran pariwisata tidak hanya meningkatkan devisa negara melalui kunjungan wisatawan mancanegara namun juga mendorong pembangunan infrastruktur wilayah seperti jalan, bandara, dan fasilitas umum lainnya. Selain itu, sektor ini membuka peluang usaha baru bagi para UMKM seperti penyedia jasa wisata, pengrajin local dan pelaku bisnis kuliner. Penelitian ini bertujuan untuk menganalisis peranan wisatawan Australia terhadap pertumbuhan PDRB Bali. Penelitian ini menggunakan metode kuantitatif dengan sampel selama 10 tahun yaitu 90 observasi data. Penelitian ini didapatkan hasil bahwa: (1) Jumlah wisatawan Australia meningkatkan PDRB Bali melalui produksi barang dan jasa yang lebih tinggi. (2) Pengeluaran wisatawan Australia mendorong pertumbuhan ekonomi Bali. (3) Lama tinggal wisatawan Australia meningkatkan PDRB melalui pendapatan sektor penginapan. (4) PDB Australia memengaruhi PDRB Bali karena menarik lebih banyak wisatawan. (5) Pandemi COVID-19 menurunkan PDRB Bali akibat penurunan wisatawan. Hasil ini menegaskan peran wisatawan Australia dalam ekonomi Bali dan pentingnya strategi pemulihan pasca-pandemi.

Kata kunci: Pertumbuhan Produk Domestik Regional Bruto (PDRB), Wisatawan, Bali, Australia