

ABSTRACT

This study aims to analyze the influence of tourism experience, tourist expenditure, per capita income of the country of origin, visa policy, and the COVID-19 pandemic on the number of foreign tourist visits to Indonesia. This study is motivated by the fluctuation in the number of tourist visits during the period 2017–2024, especially due to the global impact of the pandemic. This study uses panel data from nine main countries of origin of tourists and is processed using the panel regression method with the Pooled EGLS (Cross-section weights) approach. The results of the study show that visa policy and the COVID-19 pandemic have a significant influence on the number of tourist visits. Visa policy has a positive effect, while the COVID-19 pandemic has a negative effect on tourist visits. Meanwhile, the tourism experience variable shows a positive effect approaching significant, while tourist expenditure and per capita income do not show a statistically significant effect. These findings are expected to be input for the formulation of more strategic and adaptive tourism policies in the future.

Keywords: Tourism, Foreign Tourists, Tourism Experience, Per Capita Income, Visa, COVID-19