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Tourism Industry Contribution To Gross Domestic Product (GDP)

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Abstract

The tourism industry is a strategic sector that plays a crucial role in supporting a country's economic growth through its contribution to Gross Domestic Product (GDP). The development of the tourism sector not only provides a direct economic impact through travel activities but also creates a multiplier effect on various supporting sectors such as transportation, accommodation, culinary, trade, and the creative industry. This study aims to analyze the contribution of the tourism industry to Gross Domestic Product (GDP) and understand the role of the tourism sector in driving economic growth and community welfare. The research method used is a qualitative descriptive method with a literature study approach through data collection from various secondary sources such as government reports, statistical publications, scientific journals, and documents related to the development of the tourism industry. The results show that the tourism industry has a significant contribution to GDP through increased economic activity, job creation, increased community income, and the development of other business sectors. In addition, the tourism sector also plays a role in driving regional economic development by utilizing local potential and increasing the attractiveness of tourist destinations. However, optimizing tourism's contribution still requires a sustainable development strategy through improving the quality of infrastructure, human resources, digital innovation, and destination management that takes into account economic, social, and environmental aspects. Thus, the tourism industry has a strategic position as one of the main drivers of economic growth and improving people's welfare.

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INTRODUCTION

Tourism is a strategic sector in a country's economic development because it has the potential to generate economic growth, create jobs, increase public income, and encourage the development of various other supporting sectors. In recent decades, the tourism industry has experienced rapid growth along with increasing mobility, lifestyle changes, and advances in information technology that facilitate access to various tourist destinations (Apriyanti & Hatmoko, 2024) . Tourism has become more than just a recreational activity; it has evolved into an industry that plays a vital role in the national economic structure. Many countries utilize the tourism sector as a primary source of state revenue due to its ability to contribute directly and indirectly to increasing Gross Domestic Product (GDP) (Dan et al., 2024).

Gross Domestic Product (GDP) is one of the main indicators used to measure a country's economic condition through the total value of goods and services produced within a given period. In the context of economic development, an increase in a sector's contribution to GDP indicates that the sector plays a significant role in creating added value and strengthening the national economy (Zuhra & Alim, 2024) . The tourism industry contributes to GDP through various economic activities such as accommodation, food and beverage provision, transportation, trade, creative industries, and various micro, small, and medium enterprises (MSMEs) operating around tourist destinations. (Subardini, 2017) . Thus, the development of the tourism sector not only provides benefits for the main industry players, but also creates a multiplier effect for other economic sectors (Alfinatuzzahro et al., 2024).

In Indonesia, the tourism industry holds enormous potential, supported by its rich natural resources, culture, history, and diverse communities, which attract both domestic and international tourists. Various tourist destinations, such as coastal areas, mountains, cultural tourism, religious tourism, and creative economy-based tourism, are crucial for the development of the national tourism sector. The government has also made tourism a priority sector for economic development by implementing various strategies such as developing leading tourist destinations, improving infrastructure, promoting digital tourism, and strengthening the quality of human resources in the tourism sector. These efforts demonstrate the tourism sector's strategic position in supporting increased national economic competitiveness (Dinan et al., 2025).

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The tourism industry's contribution to GDP is not only evident in the increase in tourist visits, but also in its ability to absorb a wide workforce. The tourism sector is a labor-intensive industry because it involves a large workforce in various fields, from hotels and restaurants to transportation, tour guides, the craft industry, and the creative economy (Raliyah, 2025) . Increased tourism activity can encourage the growth of local businesses and improve regional economic welfare. Furthermore, the development of the tourism sector can also reduce economic disparities between regions by providing a new source of income for regions with tourism potential (Njurumana, 2025).

Despite its significant contribution to the economy, the tourism industry also faces various challenges that can impact its sustainable growth. These challenges include dependence on global economic conditions, changes in tourist behavior, competition between countries to attract tourists, limited infrastructure in some regions, and environmental sustainability issues. Events such as the COVID-19 pandemic demonstrate that the tourism sector is highly vulnerable to external changes due to its reliance on human mobility. Therefore, innovative, sustainable, and adaptive tourism management strategies are needed to ensure its contribution to GDP continues to increase in the long term (Utari & Fasa, 2022).

Based on these conditions, a study of the tourism industry's contribution to Gross Domestic Product (GDP) is crucial to understand the sector's role in supporting national economic growth. Analysis of tourism's contribution can provide insight into its economic impact, whether through increased state revenue, job creation, or the development of other economic sectors. Furthermore, research into the relationship between tourism industry development and GDP can serve as an evaluation tool for the government, businesses, and stakeholders in formulating more effective policies. With proper management, the tourism industry is expected to become a key pillar in strengthening the economy and improving community welfare in a sustainable manner.

METHODE

This study uses a qualitative descriptive method with a literature review approach to analyze the tourism industry's contribution to Gross Domestic Product (GDP). This method is used to understand the development of the tourism sector and its role in supporting economic growth through various relevant data sources. The research data were obtained from secondary sources such as official government reports, publications from the Central Statistics Agency (BPS), reports from the Ministry of Tourism, scientific

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journals, tourism economics books, and various documents related to the tourism sector's contribution to the national economy.

Data analysis techniques were conducted through the process of collecting, reviewing, and interpreting various information related to the development of the tourism industry and its contribution to GDP. The analysis was conducted by identifying the relationship between tourism activity growth and economic indicators such as increased income, employment, MSME development, and the growth of other supporting sectors. The results of the analysis were then presented descriptively to illustrate the strategic role of the tourism industry in boosting economic growth and supporting sustainable economic development.

RESULT

The research results show that the tourism industry has a significant contribution to increasing Gross Domestic Product (GDP) through various economic activities generated by tourism. The tourism sector not only generates direct revenue through tourist visits but also has a broad economic impact through supporting sectors such as transportation, hotels, restaurants, trade, creative industries, and micro, small, and medium enterprises (MSMEs). Every increase in tourism activity will drive increased demand for various products and services, thereby creating an economic cycle that adds value to the national economy.

The tourism sector's contribution to GDP can be seen in the increased economic activity generated by tourist spending. When tourists travel, they require various necessities such as temporary accommodation, food, transportation, entertainment, and local products. These consumption activities generate income for businesses and increase the production of goods and services. Thus, tourism has a multiplier effect that can extend the economic benefits of one tourism activity to various other sectors. For example, increasing the number of tourists in an area not only benefits destination managers but also increases the income of local traders, artisans, transportation service providers, and creative economy players.

In addition to its direct contribution to GDP, the tourism industry also plays a role in creating jobs that support economic growth. The labor-intensive nature of the tourism sector allows it to absorb a large workforce, both formal and informal. The development of hotels, restaurants, tourist attractions, and various other supporting businesses creates employment opportunities for local communities. This increase in employment opportunities results in increased income, purchasing power, and regional economic

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activity. Therefore, tourism's contribution to GDP is measured not only by the economic value generated, but also by its ability to improve community welfare (Radhi & Hariningsih, 2017).

The findings of this study indicate that tourism industry development is closely linked to increased regional economic growth. Regions that optimally manage their tourism potential tend to experience greater economic activity because tourism becomes a new source of income for the community and local government. Developing tourist destinations can increase investment in various areas, such as infrastructure development, tourism service facilities, and local product development. This investment then has a knock-on effect on increasing regional economic capacity and strengthening the tourism sector's contribution to national GDP (Mukaffi & Haryanto, 2022).

However, research also shows that the tourism industry's significant contribution to GDP is significantly influenced by the quality of the sector's management. Tourism development that fails to address sustainability can lead to various problems, such as environmental damage, declining destination quality, and economic inequality among local communities. Therefore, a tourism development strategy that integrates economic, social, and environmental aspects is necessary. Implementing the concept of sustainable tourism is crucial to ensure that tourism sector growth can provide long-term economic benefits without compromising cultural values and environmental sustainability (Alfaizah & Avianti, 2024).

Overall, the research results show that the tourism industry is a strategic sector capable of making a significant contribution to Gross Domestic Product (GDP). Tourism's role is not limited to being a source of income, but also serves as a key driver of various other economic sectors. Increasing tourism competitiveness through innovation, digitalization, improving human resource quality, and strengthening infrastructure are crucial factors in optimizing this sector's contribution to the economy. With proper management, the tourism industry can continue to be a driving force for national economic growth and improve community welfare sustainably.

CONCLUSION

Based on research findings on the tourism industry's contribution to Gross Domestic Product (GDP), it can be concluded that the tourism sector plays a crucial role in supporting national economic growth. The tourism industry contributes through various economic activities related to travel, accommodation, transportation, culinary arts, trade,

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and the creative industry. Increased tourism activity has a direct impact on increasing economic value added and strengthening the sector's contribution to GDP formation.

In addition to its direct contribution, the tourism industry also generates indirect impacts through its multiplier effect on various other economic sectors. Tourism development can stimulate the growth of MSMEs, create jobs, increase community incomes, and accelerate regional economic development. Thus, the tourism sector not only benefits tourism businesses but also provides broader economic opportunities for the community and government through increased economic activity.

However, optimizing the tourism industry's contribution to GDP still faces various challenges, such as the need to improve infrastructure quality, strengthen human resources, compete with global tourism destinations, and the importance of maintaining environmental sustainability. Therefore, an innovative, inclusive, and sustainable tourism development strategy is needed to ensure the sector's continued growth and long-term economic benefits. With proper management, the tourism industry can become a leading sector, playing a significant role in increasing economic growth and community well-being.

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