

ABSTRACT

Kaliurang Tourist Area, located at the base of Mount Merapi, has emerged as a prominent tourist destination in Yogyakarta. This research aims to assess the economic impact of tourism activities specifically in the Kaliurang Tourist Area. The analysis utilizes the Keynesian Income Multiplier and multiplier analysis to examine the direct, indirect, and subsequent impacts of tourism. The findings of the analysis demonstrate that the presence of tourism activities in the Kaliurang Tourist Area has resulted in a significant economic impact on the local economy. This is evident from the calculated values of the Keynesian Income Multiplier (4.17), the Ratio Income Multiplier Type I (1.295), and the Ratio Income Multiplier Type II (1.7). The findings underscore the importance of tourism as a driver of economic growth and emphasize the potential for further development and promotion of tourism in the Kaliurang Tourist Area to maximize its economic benefits for the local population.

Keywords: Kaliurang Tourists Area, Tourism Multiplier Effect, Tourism Economic Impact