Sistem Peramalan Kunjungan Wisatawan Menggunakan Metode Moving Average

Tourist Visit Forecasting System Using Moving Average Method

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ABSTRACT

Tourism is a geographical area located in one or more areas in which there are many tourist destinations, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism, one of the tourist destination cities is Situbondo City which is a tourist destination because it has diversity. tourist attractions on offer. Situbondo Regency, is a city in East Java. The last three years the Situbondo district government has promoted and developed the tourism sector, the result is a very significant increase in tourists coming to Situbondo.

This is proven by the increasing economy of the people of Situbondo in the last 3 years. The number of tourists in 2017 was 170,902 visitors, while in 2019 the number of tourist visitors reached 928,467 visitors including foreign tourists. An unexpected increase in the number of tourist visits can cause difficulties for tourism actors in terms of providing their best service for vacationing tourists. Conversely, if there is a decrease in the number of tourists, it will have an impact on the decline in the level of these tourist attractions which can threaten the economic sector of the community which if it occurs in a continuous time it is feared that it can cause unemployment.

For this reason, we need a forecast that can provide an overview of the process of forecasting the number of tourist visits, so it is hoped that it can provide

information about forecasting the number of tourist arrivals to tourism actors to prepare for better operations and create innovations and good tourism marketing strategies. In addition, the government agency of the Tourism Office of the City of Situbondo can plan and prepare tourism infrastructure for planning the construction of facilities. As well as better accommodation planning.

Key word *: forecast,tourist visits,moving average.*