

SUMMARY

Ni Nyoman Samitri Putri, Department of Urban and Regional Planning, January 2016, *Land Prices Pattern in the Tourism Sector of Ubud District*, Advisor: Nindya Sari,ST.,MT and Aris Subagiyo,ST.,MT.

Tourism activity is one of the sectors that play a role in the process of developing a region, namely to contribute revenue to the region and also to the society. Ubud Subdistrict is one of the districts in the regency of Gianyar who became one of the strategic areas based on economic growth, in this case, in the tourism sector. The development of tourism activities would require land as land works. Land is basically a natural resource that is essential for human as the key for them to survive and to do activities. Land has its value and price. Land value is the economical measurement of the land's value based on the its ability related to productivity and economic strategy, while the price of land is an assessment of the land as measured by the nominal price in terms of money or in units of a certain area on the market land.

This study aims to determine the model of land prices in the tourism sector of Ubud District and to determine the factors that influence the price of land in the tourism area of Ubud District and also to predict the price of land in the tourism area of Ubud District. The analytical method used are descriptive-evaluative methods to the value and the price of land in the tourism area of Ubud District. For the descriptive method, it is used to analyze the characteristic of tourism activity which is seen from the tourism's component such as tourism attractiveness, its supporting facilities, and also the area's accessibility, and its population. Then, land's value and price are analyzed by using descriptive and evaluative method. For the descriptive method, it uses the descriptive statistical analysis of value characteristic and the price of land in the tourist area of the Ubud District. Then, for the evaluative method, it uses multiple linear regression analysis with dummy variables which are price of land, slope (%), land area (m^2), distance to the center of tourism activity (km), water supply, drainage, electricity, telephone networks, open space, type of use, pavement, road grade and land's ownership status.

As results of the descriptive analysis of the tourism activity's characteristics, the village of Ubud is a village that became the center of tourism activity, and descriptive statistically it is known that characteristics of land are based on the value of each variable used. In evaluative, it obtains land price model in the tourism area of the Ubud District is $Y = 3,375,352 + 1.907X_1 - 359.713X_2 + 1.536.534D_2 + 1.250.515D_3 + 871.408D_9$. The variables that provide significant influence on the pattern of land prices in the tourism area of Ubud is the land area (m^2), the distance to the center of tourism activity, dummy water supply, drainage network availability and dummy arterial roads classification.

Keywords: Land Prices, Activity Tourism, Land Value, Land Price Pattern.