

ABSTRACT

TASK OF DEPARTMENT OF TOURISM AND CULTURE SOUTH LAMPUNG IN TOURISM MANAGEMENT TO INCREASE REVENUE REGION

By

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South Lampung has a variety of attractions. Types of existing attractions consist of natural attractions, cultural attractions, attraction beach and tirta. Objects such travel can be managed optimally so as to contribute greatly to the PAD South Lampung regency. As an autonomous region of South Lampung has the right unt u k organize and manage their own affairs in accordance with the principle of regional autonomy and duty of assistance, in order to achieve national development objectives.

The problem in this research is: How kah executing an assignment of Tourism and Culture South Lampung Attraction management to increase revenue and What inhibiting factor?. The method used in this study is juridical empirical data derived from primary data and secondary data.

The results showed that 1)the Department of Tourism and Culture of South Lampung in the execution of duties made programs each year to increase revenue, the promotion of tourism; tourism facility and infrastructure improvement; apparatus resources; the development and strengthening of R & D, culture and tourism; and the development of partnerships 2) inhibitors in is to network information and promotion of tourism is not optimal; discipline is still low; k urangnya means of support in the implementation of the tasks; staffing is not in accordance with their competence; Lack of understanding of employees regarding official duties and functions; Public awareness of the carrier and tourism is still low.

Department of Tourism and Culture of South Lampung should give disciplinary punishment to employees, increase employee understanding of the basic tasks and functions of the office, and menin g katkan facilities and infrastructure to support the execution of official duties.

Keywords: Implementation, tour, Local Revenue