

ABSTRACT

COMMUNITY BASED TOURISM DEVELOPMENT (GROUP STUDY EFFECTIVENESS OF POKDARWIS WAY MULI, DISTRICT RAJABASA, SOUTH LAMPUNG)

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Tourism is a sector with big potential for the revenue of the country, the development of the tourism sector is also indicated as an alternative in the development of the Indonesian economy. Tourism as a sector in foreign exchange income support can be utilized to enhance the multi-stakeholder co-operation between government, private sector and society as a tourism development efforts. The development of tourism in South Lampung reached through increased participation and community involvement in managing tourism located in a tourist village, to optimize development tourism-based society, the Culture and Tourism Office of Lampung Province in collaboration with the Department of Tourism and Culture of South Lampung regency formed organization Pokdarwis then legalized The decision by South Lampung Regent No. B / 612.a / III.16 / HK / 2013 on the Establishment of Travel Awareness Group (Pokdarwis) and personal communication forum Travel Awareness Group (Forkom Pokdarwis) South Lampung regency. Pokdarwis has a very important role in tourism development and community empowerment as Pokdarwis as a non-governmental organization are required to increase the awareness of the public to participate in the activities and development of tourism in the village and tapping into its potential.

Pokdarwis effectiveness in the development of tourism can be seen based on three indicators of organizational effectiveness by Duncan (Steers, 1980; 53) are indicators of achievement of objectives, integration, and adaptation. Based on these indicators show that Pokdarwis not yet effective and have not made a great contribution in the development of tourism because they based on the results of this research is that Pokdarwis Village Way Muli not be independent. Lack of independence of members and administrators Pokdarwis in carrying out the

functions and duties due to the capacity and the amount of human resources, lack of assistance related agencies in the process of community empowerment and Pokdarwis, while activities that seek to improve the capacity Pokdarwis only a form of guidance and counseling is not applicable.

Keywords: development of the tourism, community based tourism, community empowerment, effectiveness organization