

ABSTRACT

THE ROLE OF CULTURE, TOURISM, YOUTH AND SPORT OFFICE IN TANGGAMUS REGENCY IN DEVELOPING TOURISM SECTOR

By

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The Culture, Tourism, Youth and Sport Office has roles in conducting tourism sector development in Tanggamus regency. Tourism development in Tanggamus regency is regulated in Regent Regulation Number 34 in 2008 Chapter VIII about the main tasks of chief in tourism development to lead, plan, set up, and control conducts of tourism activities including tourism structure and infrastructure and their developments.

The problem in this research is that how does the roles of Culture, Tourism, Youth and Sport Office in Tanggamus regency in developing tourism sector, and what are inhibiting factors of Culture, Tourism, Youth and Sport Office in developing tourism sector development.

This research uses jurisdiction and empirical approaches, and uses primary and secondary data. Data are collected from literary and field studies. Data are processed with data selection, data classification, and data systematic. Data are analyzed using qualitative analysis.

The results show that the Culture, Tourism, Youth and Sport Office makes inventories of tourism object to develop by planning Regional Tourism Development Master Plan and Tourism Object Development Master Plan. The Culture, Tourism, Youth and Sport Office then look for investors to make investments, to help the tourism development by giving them facilities in terms of regulations according to applied regulations. It also conducts tourism promotions; both tourism promotion that is conducted by the Culture, Tourism, Youth and Sport Office itself, or by cooperating with other parties.

The inhibiting factors are lower public understanding about the importance of tourism potentials around them, less commitment amongst related officials, and mainly minimum budget of developing tourism; proper availability of budget is expected to help developing better available facilities in tourism objects.

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The researcher suggests the Culture, Tourism, Youth and Sport Office to play their roles properly to promote tourism internationally by building tourism website, and look for investors to make investments. Overcoming the inhibiting factors, the related officials should make socialization to Tanggamus society about the importance of tourism, and then cooperate better amongst officials and set up or seek fund budget to develop tourism in Tanggamus regency.