ABSTRACT

SYNERGY TOURISM DEVELOPMENT

(STUDY IN KILUAN BAY ON 2014)

By

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Kiluan Bay has a nautical charm that could have become an attraction for local and foreign tourists. To attract attention, the government has been doing promotion by conducting routine event fishing weeks and festifal krakatoa. However, visitors to Kiluan Bay still not optimal. This is due to damage to infrastructure such as access roads, accommodation and bathrooms, so it needs development. So that the necessary synergy of government and the privat and communities around Kiluan Bay to support sustainable development planning and sustainable.

This type of research used in this study is a qualitative study with descriptive analysis. This study uses data collection through interviews, observation and documentation.

The result showed the synergy between actors in Kiluan Bay still has not established. It is seen from the role of the government as a regulator and facilitator, private as investor and society as a human resources not at is should be. So, that cooperation occurs in form of training, bulding permits and employment There are some obstacles encountered in the development of tourism in Kiluan Bay namely the lack of human resources, lack of funds, and lack of grand design.

Keyword: Synergy, Tourism Development