

ABSTRACT

THE IMPLEMENTATION OF TOURISM DEVELOPMENT POLICY IN TANGGAMUS REGENCY

(Case Study about Kiluan Gulf Management in Kelumbayan District,
Tanggamus Regency)

By

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Kiluan Gulf as a leading tourism area of Lampung province has a huge potential to be developed. However the development of tourism for the future should be a concern of Local Government as a local leading sector not only to maintain the potential and the welfare of society, but also as a local revenue enhancer in increasing number of PAD. According to the potential, the Local Government makes a policy to develop the tourism in the future. The policies contained in local regulation of Lampung province no 6, 2011 about Tourism in which one of aspect that were examined is tourism potential. As the guideline, it is made a Tourism Development Master Plan of Lampung Province. It is expected the development of tourism for the future will be better for attracting domestic and foreign tourists and overcome the threat of damages as socialization issues, access, facilities provision and cooperation among stakeholder.

This research focused on the problems about the implementation of tourism development policy in Gulf Kiluan. In uncovering this problem, researchers used Van Horn and Van Meter theory, namely (1) Standards and objectives, (2) resources, (3) Communications, (4) implementers Agent Characteristics, (5) economic, social and political environment, (6) tendency attitude of the executive. This research was a descriptive research with a qualitative approach.

The result showed that there were problems and obstacles in the implementation of tourism development policy by Youth, Sport and Tourism Department of Tanggamus regency, particularly in Kiluan Gulf namely the implementation of tourism development policies was not optimal because it was not fulfill the requirements of the policy implementation proposed by Van Horn and Van Meter. It was influenced by some factors namely human resources, cooperation with another implementator and Satuan Kerja Perangkat Daerah (SKPD), the rejection of private indicators and trends that developed in Regional Regulation. It was because Kiluan Gulf was an ecotourism area, promotion and support of external economic and social environment. So that, it was needs reparation against the

obstacle factors the implementation of local regulation of Lampung Province no 6, 2011 about Tourism in order to the implementation of the policy can be implemented successfully.

Keywords: Policy, Implementation, Tourism, Kiluan Gulf.