

ABSTRACT

DEPARTMENT OF TOURISM MANAGEMENT ROLE IN COASTAL AREAS OF TOURISM IN PESISIR BARAT

by

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Pesisir Barat District has an area of sea that is very potential as a tourism destination. To manage these areas, the establishment of the department of tourism district of the Pesisir Barat. Given the Pesisir Barat district is a New Autonomous Region (NAR), the provisions of Article 10 of Law No. 32 of 2004 on Regional Government states that the local government held government affairs under its authority, the authority in question is the authority of the central government to local governments. In performing its duties, local governments have broad autonomy to organize and manage their own affairs based on the principle of autonomy and assistance. The absence of permanent legislation governing on Tourism, the Pesisir Barat districts still use Lampung Provincial Laws No. 6 of 2011 on Tourism.

Problems studied in this research are :(1). How is the role of the tourism department in the management of the coastal areas of tourism region in the District of Pesisir Barat?(2). What is the limiting factor in the management of the coastal areas of tourism region in the district of the Pesisir Barat?

In the study, the authors used an empirical juridical approach. The data used in this study are primary data and secondary data. Data collection was conducted by researchers is to study literature and field studies.

The results obtained in the research department of tourism 's role in managing the coastal areas of tourism are :(1). Head of the tourism department in charge of guiding plans and Tourism Department, coordinating the work of subordinates, subordinates develop, and evaluate the work of subordinates.(2). Head of tourism department supported the government to run the program in the field of tourism department of tourism employment.

Inhibiting factor in the management of tourism areas are :(1)The absence of local regulations on tourism are formed resulting implementation is still many obstacles.(2). There is still a lack of supporting facilities such as electricity and clean water.

This suggested :(1). It is expected to immediately improve and add all the facilities that support in order to provide comfort and safety for tourists.(2). The area should be immediately established Regulations About Tourism in order to work programs tourism department can run well. So as to minimize the constraints that exist in the field.

Keywords : Tourism, Coastal, Pesisir Barat