

ABSTRAK

Pemerintah Kota Bandar Lampung sedang melakukan pembangunan infrastruktur fisik untuk meningkatkan sosial ekonomi di kawasan obyek wisata. Penulis akan mendeskripsikan apa yang telah dilakukan pemerintah terhadap infrastruktur pariwisata lokal di Kota Bandar Lampung terkait dengan mekanisme upaya pengembangan pariwisata lokal menggunakan Teori Cooper, Fletcher, Gilbert, Shepherd, dan Wanhill. Penelitian menggunakan pendekatan kualitatif dengan teknik pengumpulan data observasi, wawancara, dan dokumentasi. Lokasi penelitian adalah Dinas Pariwisata dan Dinas Pekerjaan Umum Kota Bandar Lampung, serta tiga lokasi wisata: Sumur Putri, Batu Putu, dan Taman Rusa. Hasil penelitian menunjukkan bahwa pengembangan pariwisata di Kota Bandar Lampung belum merata. Lokasi wisata Sumur Putri mendapat perhatian lebih, sedangkan Taman Rusa dan Batu Putu masih perlu pengembangan lebih lanjut. Faktor pendukung meliputi respon positif masyarakat dan akses jalan yang baik, sedangkan faktor penghambat meliputi fokus pemerintah, pandemi COVID-19, perhatian pemerintah yang terbatas, dan minimnya transportasi umum..

Kata Kunci: Upaya Pemerintah, Pengembangan, Pariwisata

ABSTRACT

The city of Bandar Lampung is currently undertaking physical infrastructure development in collaboration with the community, with the hope of enhancing the socio-economic conditions in various tourist destinations. The author describes the government's efforts in developing local tourism infrastructure in Bandar Lampung using the theories of Cooper, Fletcher, Gilbert, Shepherd, and Wanhill. This research employs a qualitative descriptive approach, utilizing observation, interviews, and documentation as data collection techniques. The research focuses on the Department of Tourism and the Department of Public Works in Bandar Lampung, as well as three government-managed tourist locations: Sumur Putri, Batu Putu, and Taman Rusa. The research findings indicate that the development of tourism in Bandar Lampung is not yet evenly distributed. Among the three studied tourist locations, Sumur Putri receives more attention from the government in terms of tourism development, while Taman Rusa and Batu Putu still require further development. The supporting factors include positive community response and good road access to the main tourist routes, while hindering factors include limited government focus, the impact of the COVID-19 pandemic, limited government attention, and inadequate public transportation.

Keywords: Government Efforts, Development, Tourism