

ABSTRACT

**EVALUATION OF SAPTA PESONA ON TOURISM OBJECT
AT LEMBAH HIJAU IN BANDARLAMPUNG**

by

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The tourism industry in Bandar Lampung city has not been fully addressed and managed optimally by the government, so it can not provide optimal service to travelers. So far, tourism destinations managed by private more attractive to travelers than those managed by the government city of Bandar Lampung. With good management, so any tourist destinations will be deliver income for the area, so that it can encourage the growth of other activities (*multiplier effects*). Management and the maximum service in tourism can be realized with the implementation of the sapta pesona program. Therefore in this study to be evaluated to see how far the tourism object are managed by the private sector, Lembah Hijau in the implementation of the elements Sapta Pesona.

This study aims to evaluate the implementation of Sapta Pesona on Tourism Object at Lembah Hijau in Bandar Lampung, to determine the implementation of the seven elements Sapta Pesona and knowing the elements what has done well and has not done well by tourism object at Lembah Hijau. The method used is

descriptive qualitative. The data obtained through interviews, observation and documentation. After a variety of data in field was collected and further processed are presented in the form of narrative text.

The results obtained based the theory of program evaluation by Wirawan. The results showed that from the seven elements of Sapta Pesona, there are five elements are done well, namely implementation the elements of Sapta Pesona of security, orderly, coolness, beauty, hospitality, while the two elements of Sapta Pesona hygiene and memories have not been performing well.

Keywords : Tourism, Sapta Pesona and Evaluation.