

ABSTRACT

ROLE OF DEPARTMENT OF CULTURE AND TOURISM LAMPUNG PROVINCE IN DEVELOPMENT TOURISM INDUSTRY

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Tourism industry development efforts carried out by the construction of a tourist attraction, either in the form of developing the tourism industry and create new tourism objects. Tourism operations are carried out while maintaining the sustainability and encourage efforts to improve the quality of the environment as well as the attractions themselves in accordance with Law Number 10 Year 2009 on Tourism. The purpose of this study was to determine the role of the Department of Culture and Tourism of Lampung Province in the development of the tourism industry and the factors inhibiting the role of Culture and Tourism of Lampung Province in the development of the tourism industry.

The approach used in this study is empirical juridical approach, by taking informants from the Department of Culture and Tourism of the province of Lampung three people, tourism managers in Lampung province by two people and the people who visit the sights (tourists) by two people. The data collection procedures with literature studies and field studies. The data were then analyzed qualitatively.

The results showed that the role of the Department of Culture and Tourism of Lampung Province in the development of the tourism industry do to increase business tourism services which include tourism businesses, enterprise objects and attractions as well as business tourism facilities, improving human resources professionals, providing educational opportunities and formal a variety of non-formal education to employees; increase the intensity of tourism promotion among others multi-election mekhanai Lampung Province, appreciation and cultural charm Lampung Lampung Expo; enhance cooperation with LSM and the arts community as partners in preserving, maintaining, and developing the arts in the region Lampung; enhance cooperation with Newspaper media both print and electronic media to promote Culture and Tourism. In addition, the factors inhibiting the role of Culture and Tourism of Lampung Province in holding the development of the tourism industry is the lack of human resources professionals

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in the development of the tourism industry and the limited facilities in the development of the tourism industry.