“STRATEGI DINAS PARIWISATA DAN KEBUDAYAAN DALAM PENGENGBANGAN SEKTOR PARIWISATA DALAM MENDUKUNG PENINGKATAN PENDAPATAN ASLI DAERAH” (Studi Pada Dinas Pariwisata dan Kebudayaan Kab. Tulungagung)

Oleh: BAGUS SUSILO (02230133)

Government Science
Dibuat: 2007-04-10, dengan 2 file(s).

Keywords: Strategi Pariwisata

Indonesian is gift from God nature source such as resource which consist of human resource, biological nature resource, and non biological nature resource, and simulation resources. Wealthy of nature resource may be began a basis modal to national building which be purposed to increase national earning to increase society safety and prosperity, large and state opportunity to effort and work yard, support region developing. In region autonomy era currently, each governance of regency/district be claimed to be able to process developing cycle by pressed to region to be autonomous. For this purpose, region government try to get many potential on the region, one of them is tourism. Program of tourism developing is one of government mainstay to get devisen from non oil and natural gas sector. Tourism has a essential role in national developing beside it may increase devisen to nation but it also give work to society around on the tourist place. In Tulungagung regency there are many tourism potential which be give benefit to support increasing of region original earning to region autonomy application. To develop tourism sector on the Tulungagung so the Tourism and Culture Department imply some strategy which contain on plan strategy of Tourism and Culture Department in 2006, beside that in developing tourism sector, Tourism and Culture Department also experienced barrier, follows: it has not been publication of all of tourism potential, the quality of human resource is not qualified, it has not been enough fund.

In this study, the writer used descriptive study method namely study method by using of describing and explain clearly a real condition that happen base on the evident and try to look for the solving. The data collecting technique use observation, interview and documentation technique, after the all of data is collected, then the data is carried out presentation and data analysis by qualitative analysis by giving description about explanation based on the data and then it is conclude and interpreted.

The study result about Tourism and Culture Department in developing of tourism sector to support increasing of Region Original Earning in Tulungagung regency implied some strategy, follows: positioned a society as tourism activity basis, learning of human resources to standardized, carrying out tourism promotion and marketing, conserve history estate in tourism system context, increasing media and infrastructure that support. The result is achieved from this strategy, there are increasing of tourist number who visit to tourist place and tourism interesting in Tulungagung regency and increasing of Region Original Earning from tourism sector.

The conclusion of this strategy which be implied by tourism and culture department of Tulungagung regency to develop tourism sector may be implied well, it may be seen from the achieving result, that there are increasing of tourist number who visited to tourist object in Tulungagung regency and there are increasing of region original earning from tourism sector although on the strategy application also experienced a barrier and it is necessary to increase to be Tulungagung regency as tourism purpose.