

## ABSTRACT

This research investigates the performance and strategies of Tourism and Culture Department in developing the tourism potential in the Regency of Morotai Island. This study aims to: (1) analyze the performance of Tourism and Culture Department of the Regency of Morotai Island and try to identify factors that can be considered affecting the performance of the performance of Tourism and Culture Department in an effort to develop the tourism in the Regency of Morotai Island, (2) know in depth strategies of Tourism and Culture Department in order to attract tourists to the Regency of Morotai Island. This research uses descriptive qualitative method approach to obtain a clear picture of the performance and strategies of Tourism and Culture Department of the Regency of Morotai Island. While data collection techniques used is observation technique which observes the conditions in the field, interviewing actors involved in the development of tourism and find out how successful tourism development by documenting it.

The results conclude: first, the performance of the Tourism Department is less than optimal in the development of tourism potential due to unfocused planning, policies that do not cover all elements causing tourism does not reach the expected target, with the realization of the earning and a high dependency on the budget. Second, the development of tourism in the island of Morotai districts still need improvement, due to tourism facilities which are still minimal (in this case hospitality restaurants etc.), the lack of improvement in some points of tourist attraction, which results in the lack of interest from tourists visiting the Regency of Morotai Island. Third, the strategies of the Tourism and Culture Department of the Regency of Morotai Island in developing the potential and existing object based solely on promotion only, and even then not through electronic media because so far the Tourism and Culture Department do not have the electronic media tourism site yet, and promotion which is already built only around the Province of North Maluku.

The study recommends, first the performance of Tourism and Culture Department of the Regency of Morotai Island should be improved. Second, the readiness of tourism infrastructure and superstructure to invite a world tour marine-based, and beautiful natural scenery should be improved. The third, the strategy of the the Tourism and Culture Department should be developed, in order to attract tourists to the Regency of Morotai Island both local and foreign travelers.

**Keywords: Performance, Tourism development, strategy.**

# **BAB I**

## **PENDAHULUAN**

### **I.1. Latar Belakang**

Salah satu tujuan didirikannya Negara adalah untuk memberikan kesejahteraan bagi rakyatnya, meningkatkan harkat dan martabat rakyat untuk menjadi manusia seutuhnya. Demikian juga Negara Republik Indonesia sebagai Negara merdeka dan berdaulat mempunyai tujuan dalam menjalankan pemerintahannya yaitu melakukan Pembangunan di segala bidang untuk membentuk masyarakat adil dan makmur berdasarkan Pancasila dan Undang-Undang Dasar 1945, sebagaimana tertuang dalam Pembukaan Undang-Undang Dasar Negara RI Tahun 1945 Alenia IV, yakni melindungi segenap bangsa Indonesia dan seluruh tumpah darah Indonesia, memajukan kesejahteraan umum, mencerdaskan kehidupan bangsa dan ikut melaksanakan ketertiban dunia.

Pembangunan yang sedang dilaksanakan oleh Bangsa Indonesia saat ini pada hakekatnya bertujuan untuk meningkatkan kesejahteraan masyarakat sebagaimana dijelaskan dalam Undang-Undang Nomor 17 Tahun 2007 tentang Rencana Pembangunan Jangka Panjang Nasional Tahun 2005-2025, yaitu :

“Rangkaian upaya pembangunan tersebut memuat kegiatan pembangunan yang berlangsung tanpa henti, dengan menaikkan tingkat kesejahteraan masyarakat dari generasi demi generasi. Pelaksanaan upaya tersebut dalam konteks memenuhi kebutuhan masa sekarang tanpa mengurangi kemampuan generasi yang akan datang untuk memenuhi kebutuhannya”.