

ABSTRACT

Novriza Rizqy Nanda (20110520073), Tourism Development Strategy in Kebumen, under the guidance of Drs. H. Juhari Sasmito Aji, M.Si. as a guide.

Tourism is one of the things that is important to a country. With the tourism, So a country or more particulars the government region where tourist destinations are, They will receive up of income from every tourism objects. But, developing the tourism has not done upon some tourism.

This study aims to identify the development strategy tourism that carried the Department of Tourism and Culture Kebumen consisting of namely Objectives, Policies and Programs that will generate a strategy of several definitions of strategy. This study uses descriptive qualitative research. This type of data consists of primary data obtained through interviews and observations. While secondary data derived from the report documents, statutory regulations, writing and research result about Tourism Development Strategy.

These results indicate that strategy development by the Department of Tourism and Culture Kebumen is as Plan Strategy. As for some development strategy identified done namely, (1) Develop tourism products using tourist attraction wealth and the diversity of nature and culture (2) Increase and maintain infrastructure of infrastructure and tourist destination. (3) Increase coordination and synergy cross sectors which involves all stakeholders of tourism regions. (4) The participation of people in tourism regional development. (5) Optimizing Sapta Pesona guidance and counseling. (6) Optimizing guidance arts and culture of the region. (7) The tariff on policy that a more realistic. (8) Increase regional tourism marketing efforts in an integrated way inside and outside the region. (9) Developing human resources through training, assistance and extension programs for local community, an offender or tourism industry.

