

ABSTRACT

This study discusses about, A Study On The Management Of The Natural And Cultural Tourism Sector Of Situ Lengkong Panjalu By The Ciamis District Government. The management Situ Lengkong Panjalu the natural and cultural tourism sector in its management ist still far from perfect, and of course this is the responsibility of the government which has its own function as a policy organizer, public order and peace, protectors and servants in the area, including the arrangement or management of the tourism sector, one of them Situ Lengkong Panjalu is the tourism sector which includes several related problems about management of the footpath infrastructure aroud Situ Lengkong Panjalu, some which have been damaged, the cleanliness of there situ lenkong Panjalu and the cleanliness of the paths around there is Situ Lengkong Panjalu, as well as security inside or outside the tourism sector environment at Situ Lengkong Panjalu, Of course, with several factors that hinder the management of the Situ Lengkong Panjalu tourism sector, wich makes the government has not been optimal in managing the tourism sector from several years back until now. So that the existing policies, have been implemented have not fully confirmed the government's work performance in managing the tourism sector and related to the daily life of the community in protecting the environment of the natural tourism sector in Situ Lengkong Panjalu.

In this research, the author uses the theory of tourism management policy concepts, of them; Policy Concepts (Public Policy, Public Policy Implementation, and Public Formulation) theory Management Tourism, and Local Government.

In this research method, the researcher uses a descriptive qualitative method using a case studies, approach with data collection techniques, namely observation, interviews, and documentation. By establishing purposive sampling and snowball sampling. The data analysis used is data collection, data reduction, data presentation and drawing conclusions or verification. Then, the validity test used is source triangulation.

The result of this study, that the village and local governments (Tourist Office, and Tourism UPTD) have not fully managed the tourism sector in accordance with aspects of the implementation of tourism policies put forward by Liu. So that there are several policies that have not been implemented in writing, especially in the management of cleanliness and environmental safety in the tourism sector which is not yet perfect. However, in the roles and responsibilities of managing the tourism sector, policies have beeb made from the results of the MOU recorded in PERBUP No. 12 of 2020 which involves several agencies responsible for managing the tourism sector and involves the community so that a policy is made for infrastructure management in Presidential Decree No. 87 of 2021. With several internal and external factors that become obstacles in the management of the tourism sector which are always delayed.

Keywords: Tourism, Situ Lengkong Panjalu, Government, and Policy.