ABSTRACT

Performance of the Cultural, Tourism, Youth and Sport Office in the Presentation of Tourism Information in Subang Regency through Geographical Information System (GIS)

The presentation of tourism information in Subang Regency is currently requiring for development, it is related with lack of information about tourism object. Information obtained by community comes from brochures and TIC (Tourism Information Center). Meanwhile, information presented is limited only in forms of name and types of tourism attraction, and other information such as accommodation, transportation, and travel agency as well as another supporting infrastructure and tools are not available. For more developing of tourism in Subang Regency it is required for more comprehensive information so that they can provide convenience for peoples.

Theory used in this research is an organizational performance theory by Baban Sobandi in his book with title, "Decentralization and Demand for Local Institutional Arrangement (Desentralisasi dan Tuntutan Penataan Kelembagaan Daerah), consisting of output, outcomes, business link with achievement, explanatory information from performance of the Cultural, Tourism, Youth and Sport Office of the Subang Regency in presenting of tourism information through the GIS.

The research method used is a descriptive method by qualitative approach. Author made use a descriptive method, because this study is aimed to provide for illustration about existing tourism objects and its potential in Subang Regency through the Geographical Information System (GIS).

The research findings showed that performance of such Regency's Cultural, Tourism, Youth and Sport Office with the tourism Geographical Information System (GIS) availability, so presenting of tourism information for peoples becomes more effective and efficient. Output of the Cultural, Tourism, Youth and Sport Office in Subang Regency has properly been carried out and fitted with predetermined target, namely, to make Subang Regency as a tourism destination. Services quality and quantity of the Cultural, Tourism, Youth and Sport Office in Subang Regency has a very important role on achieved outcomes produced by Subang Regency's Cultural, Tourism, Youth, and Sport Office, this achievement has sufficiently satisfied one.

Keyworld : Organizational Performance,Geographical Information System (GIS)