CHAPTER II

DEPARTMENT OF CULTURE AND TOURISM

WEST BANDUNG REGENCY

2.1 General Description

The Regulation of West Java Province No. 5 of 2002 includes the establishment of regional offices of West Java Province. One of them is the establishment of Department of Culture and Tourism West Bandung Regency. Department of Culture and Tourism West Bandung Regency has a vision, that is *"Realizing Potential Development Culture and Tourism Sectors Dependable As One In Support of Accelerated Development in West Bandung regency"*. The vision above will be realized in order to support the vision of West Bandung regency, which is: *"Together Building the Smart Communities, Rational, Forward, based on religious and Healthy Development of Agro Industry and Tourism Regions Environment Friendly"*. Beside that, the mission of the Department of Culture and Tourism West Bandung Regency is an implementation of a vision that includes a statement of purpose of the organization in the form of products and services, shared values and ideals in the future. As the objectives in line with the vision that has been set, so Department of Culture and Tourism West Bandung regency has the following mission:

1. Establishing a means of supporting the potential of cultural tourism.
2. Improving the quality of human resource (SDM) personnel of culture and tourism, cultural tourism players and Tourism Fueling Group in the implementation of tourism awareness and Enchantment Sapta.
3. Arranging operational legality cultural tourism development.
4. Promoting of cultural tourism to the enhancement and preservation of cultural tourism destination
5. Building a network of cooperation and coordination between cultural tourism stakeholders to achieve synergy in the development of cultural tourism

2.2 Fundamental assignment and Functions

Department of Culture and Tourism West Bandung Regency is a unit of West Bandung regency headed by a Head of Department who is under and responsible directly to the regent of West Bandung regency.

In organizing their fundamental assignment, Department of Culture and Tourism West Bandung Regency has a fundamental assignment to implement the part of local government affairs in the field of Culture and Tourism. The fundamental assignment has the functions:

a. Technical policy in culture and tourism sector;

b. Government's affairs and the implementation of public services in culture and tourism sector;

c. Development and implementation of assignment in the sector of Culture and Tourism, which includes preserving the culture, coaching and developing the facilities and tourism object, and making promotions and partnerships;

d. Implementation of technical services administration official, and

e. Implementation of other assignment given by the Regent which is appropriate with the assignment and functions.

2.3 Organitation Structure

Department of Culture and Tourism West Bandung Regency has the following organitation structure :

1. Head of Department
2. Secretary, lead:
    a. Sub Division of Preparation Program
    b. Sub Division of Finance
    c. Sub Division of Human Resources and General
3. Head of Department and Secretary, lead:
    a. Head of Preserving the Culture Sector
    b. Head of Coaching and Developing Facilities and Tourism Object Sector
    c. Head of Making Promotions and Partnerships Sector
4. Head of Culture Department, lead:
    a. Head of art sector

b. Head of culture sector

c. Head of archeolody and history sector

5. Head of Tourism Objects Developer Resources, lead:
    a. Head of Tourism Development and Development Facility Sector
    b. Head of Tourism object building and development Sector
    c. Head of Tourism Services Business Sector
6. Head of Making Promotions and Partnerships, lead:
    a. Head of Promotion sector
    b. Head of Partnership Sector
    c. Head of Human Resource Development Sector
7. Official Technical Unit
8. Functional Group

2.4 The efforts to promote the tourism objects to the public and other country.

Promotion material in the form of leaflets is intended to attract more foreign tourists to see the beauty of tourism objects in West Bandung regency. By looking at the *"Pesona Wisata"* leaflets which have attractive style will increase the interest of foreign tourists to visit them. In making the leaflets, Sub Promotion Department is working with some of the government's role in funding and businesses that play a role in providing ideas and solutions, as conceptualized then designed and translated into English by Sub Department Promotion itself, then submitted to the publisher for making the form of leaflets.