**ABSTRACT**

The final report is aimed at discussing the implementation of the work program of the tourism policy in increasing the flow of visits travelers in the province of South Kalimantan. But in this discussion include implementation of policies through the program office of tourism, the factors that hampered the implementation of the work programme in the department, as well as the efforts made in addressing the factors restricting. The final report of this research took the title “IMPLEMENTASI KEBIJAKAN DINAS PARIWISATA DALAM MENINGKATKAN ARUS KUNJUNGAN WISATAWAN DI PROVINSI KALIMANTAN SELATAN (Studi Kasus Pasar Terapung)”. Effected by a variety of tourism destinations that are owned by the province of South Kalimantan, where one of them, namely floating market. The research aims to find out how the policies conducted by the tourism agency in increasing the flow of tourists visit in the South Kalimantan province, restricting factors and a supporter of the dam policy whatever the efforts conducted by the tourism office of the province of South Kalimantan in addressing those factors.

The method of the research used is descriptive method with inductive approach, while the source of the data examined obtained from primary data and secondary data sources. The technique of data collection conducted researchers through obeservation, interview and documentation. While the research instrument is the researchers themselves. In analyzing the data, the authors use reduction data, display data, and verification of data.

At the beginning of the discussion of the implementation of the work programme office, the author analyzes about the resources department authorities, tourism facilities and infrastructure, as well as supporting factors in the increasing flow of tourists visit.

The conclusion are, the author suggests some conclusions and suggestions related to the phenomena examined. The authors conclude that the activity or service work program carried out quite effectively and efficiently to the development tourists visit showed an increase, with regard to the conclusion, then the author gives advice to the government area through the department or agency to be able to build supporting facilities and infrastructure supporting tourism tourism, increased tourism and the perpetrators of the human resources of tourism agencies.