Abstract

 Department of Culture and Tourism Semarang city is a government agency that deals with government affairs, especially in the field of culture and tourism in the city of Semarang. The development of tourist attraction is the scope of the task of the culture and tourism office that requires an important role in all implementation activities. Problems experienced in developing tourist attraction such as lack of budget from the city government, lack of quality of existing human resources, lack of facilities and infrastructure and the lack of number of tourist objects managers who have more ability. To solve the problems in need of the role of the culture and tourism office to determine the effort to overcome the existing problems and provide a good solution to enhance the existing tourist attraction.

 As the basis of the implementation of the development of tourist attraction in accordance with the regional regulations of Semarang City No. 5 of 2015 on the master plan of tourism development was not optimal development and as a manifestation of the concept of tourism development in the city of Semarang, the writer took the title Role of the Office In Increasing Attraction Tourism in Semarang city, Central Java province. The title is taken to understand how the process of implementing the development of the existing Attraction attraction by examining directly in the cultural and tourism departments by analyzing the inhibiting factors, driving factors, and any strategies that affect the implementation.

 This research uses descriptive qualitative method with inductive approach. The data collection techniques used are interviews, observation, documentation. While the data analysis techniques used are data reduction, data presentation and conclusion drawing.

 The result of this research is the role of the culture and tourism office of Semarang city has been working according to the rules optimally but in the implementation there are still some obstacles such as lack of budget, lack of human resource quality, and lack of public awareness to culture and art in Semarang city.