***ABSTRACT***

 *The Tourism sector has important part role in increasing regional revenues. With the developed tourism sector will certainly open a new job, so it can reduce the unemployment rate. North Minahasa Regency has the potential of developing the tourism sector. One of them Tourism Object Pulisan Beach that has its own characteristics and charm. This study aims to find out how the performance of Tourism Department in the Development of Coastal Tourism Object Pulisan and to know the obstacles faced and efforts made by the Department of Tourism in Development Tourism Object Coast Pulisan.*

 *This research uses qualitative design of descriptive method with inductive approach. Informants in this study determined by purposive sampling technique and snowball sampling. Data collected by triangulation technique that is observation, interview and documentation as well as doing data analysis with data reduction, data presentation and conclusion. The theory used in this research is performance theory by Wasistiono (2002) with the concept of performance through 4 (four) dimensions of responsiveness, service quality, responsibility and productivity.*

 *The results showed: 1) The performance of the Tourism Office in the Development of Coastal Objects of Pulisan is not yet optimal. This is indicated by the unresponsiveness of responsiveness, responsibilitas, and productivity indicators due to the lack of facilities and minimal infrastructure and low community participation. However, it is good enough in terms of quality of service because it has been done Pulisan Coast Tourism Object but tourists are not satisfied with the services available; 2) The obstacles faced are the limited facilities and infrastructure of tourism owned by the Tourism Office; 3) Efforts made by the Tourism Office is to increase the existing Apparatus Resources in the Tourism Office of North Minahasa District and increase public participation in the development of Pulisan Beach Tourist Attraction.*

*Keywords: Performance, Development, Tourist Attraction*