***ABSTRACT***

*The research purposes to finding out* ***"IMPLEMENTATION OF TOURISM DEVELOPMENT POLICY AT SELAYAR ARCHIPELAGO REGENCY OF SOUTH SULAWESI PROVINCE"*** *by focusing of the extent of the implementation of tourism development policy in the Tourism Office of Selayar Archipelago Regency.The research of the writer is focused on the policy of District Selayar Archipelago, namely Local Regulation Number 07 of 2011 about the Master Plan of Tourism Development. The purposes are development of tourism as the capital for improving local income, improving prosperity and welfare of the people, expanding business opportunity and employment, encourage regional development. The writer also participated in the agenda of the district Regulation Number 07 of 2011 about the master plan of tourism development. So the research, The Researcher used a design of qualitative research that is a research that describes the real condition at the time of research doing by collecting data and then explain it to analysis and formulation of problem which found in the field. Implementation of Tourism Development Policy at Selayar Archipelago Regency has not done well. This fact is caused by: the role of manager policy namely the government, the people and the private sector who has not been maximal, the limited resource that deployed likely human capital and facilities and infrastructure, and unobedience and unresponsiveness caused socialization and coaching from government and tourism institution.*

*Keywords: Public Policy, Tourism Development*