Abstract

This study was conducted at Department of Transportation, Communication, Culture and Tourism in Salatiga. The methods of research applied qualitative approach descriptively. Data analysis used is descriptive-qualitative method. Sources of data obtained from primary data interviews, and the secondary data from documentation, records, and archives. The results of this study described that Department of Transportation Communications Culture and Tourism Salatiga has policy in developing tourism. The tourism policy is to collate programs and activities that encapsulates the tourism development of the Medium Term Development Plan (RPJMD) that has been set by Salatiga’s Government. The development programs in the field of tourism contained in Salatiga’s RPJMD include: Tourism Marketing Development Program, Tourism Destination Development Program, and Partnership Development Program. Analysis Process is conducted in order to assess whether the tourism policy of the Department of Transportation, Communication Culture and Tourism is good or not.

Keyword: Tourism policy, Tourism development, Salatiga city