CHAPTER II
DEPARTMENT OF TOURISM AND CULTURE KARANGANYAR REGENCY

In this chapter, I will explain about the partner institution in creating English tourism website that is Department of Tourism and Culture of Karanganyar Regency (DOTAC). In the first paragraph, there will be an explanation about Department of Tourism and Culture (DOTAC) profile. After that, I will continue it by giving information about the structural organization of DOTAC, and also the duties and the functions of each division in DOTAC.

Short profile of DOTAC

Department of Tourism and Culture is one of the government institutions in Karanganyar Regency. It was formed in 1987 based on Local Regulation No. 2 of 1984. This local regulation is made by Central Java Governor’s Decision No. 7 of 1984 about Delegation of Karanganyar Regency Government. This department has duties and responsibilities in all matters related to tourism and culture area which includes secretarial, attractions, tourist facilities, and tourist and culture marketing in Karanganyar Regency. In carrying out activities related to tourism and culture, DOTAC also has a goal to increase visit from domestic and foreign tourists in Karanganyar Regency. Therefore, for the launch of government administration and development regarding tourism and culture in Karanganyar Regency, the government needs to establish an institution that handles those affairs which is called Department of Tourism and Culture (DOTAC). DOTAC has a vision that aims to improve the tourism sector in Karanganyar, which is “The realization of Karanganyar Regency as a steady tourism and culture center”. Besides the vision above, DOTAC also has three missions in increasing tourism and culture sector such as, realizing Karanganyar as a tourism and culture center, realizing tourism as a supporter of community economy, and developing effective, efficient, and quality tourism marketing.

The management of DOTAC

Department of Tourism and Culture of Karanganyar Regency (DOTAC) has a structural organization led by Head of Department and the Management of Tourism Objects in Karanganyar Regency.
Based on Karanganyar Regent Regulation No. 78 of 2008 about Job and Functions Description of Department Tourism and Culture Karanganyar Regency, here is the structural organization:

1. **Head of Department**

2. **Secretariat Division**
   - Division of Planning
   - Division of Finance
   - Division of General and Civil Services

3. **Tourism Objects and Facilities Affair Division**
   - Division of Destinations and Attractions
   - Division of Attractions, Recreation and Entertainment
   - Division of Tourist Facilities

4. **Tourism Marketing Division**
   - Division of Tourism Promotion
   - Division of Service and Travel Information
   - Division of raising Community Participation and Partnership

5. **Cultural Affair Division**
   - Division of Arts, Language, and Film
   - Division of Museum, Archaeological, Historical and Traditional Values

6. **Technical Implementation Unit Division**

7. **Functional Group Division**

**Job and function descriptions of divisions in DOTAC**

1. **Head of Department**
   1.1 Helping the Regent in carrying out the autonomy duties in the field of tourism, culture, and promotion or marketing.
   1.2 Planning, executing, and controlling in the field of tourism, culture and promotion or marketing
   1.3 Carrying out the operational activities, mentoring, coaching, and giving licensing recommendations set by the Regent under the valid legislation
   1.4 Organizing coordination and cooperation partnerships with parties related to the development and empowerment of tourism and culture
1.5 Carrying out the tasks given by Regent and Regional Secretary of their respective sectors
1.6 Reporting and being responsible for the implementation of tasks and functions to the Regents through Regional Secretary with valid regulations.

2. Secretariat
2.1 Conducting public affairs, finance, and employee and organization acculturations
2.2 Arranging the internal needs funding plan administration
2.3 Enforcing discipline and considering the welfare of employees and organizational development
2.4 Reporting and being responsible for the implementation of jobs in accordance with the provisions

3. Head of Marketing Division
3.1 Helping Head of Department in the field of founding and developing tourism and culture promotion.
3.2 Developing and perfecting the provisions of the regional authority to perform the duties of office, medium-term and annual planning in the field of promotion
3.3 Conducting the development and implementation of tourism and culture promotion
3.4 Implementing the travel market assessment in accordance with valid regulations
3.5 Conducting coordination and cooperation evaluation of tourism and culture awareness activities
4. Head of Attractions and Infrastructure Division.
   4.1 Carrying out activities related to the development of attractions, tourism services, and facilities.
   4.2 Implementing, coordinating, and controlling the medium-term and annual development services related to tourism attractions and facilities development.
   4.3 Carrying out activities related to the provision of human resources and tourism infrastructure.
   4.4 Implementing the coordination, cooperation and evaluation of personnel and infrastructure tourism and culture in accordance with the provisions.
   4.5 Reporting and being responsible for the implementation of duties to Head of Department.

5. Head of Culture Division
   5.1 Helping Head of Department to plan, coordinate, develop and implement the culture and ancient art.
   5.2 Developing and refining the standard of local authority or performing the duties of office as well as the medium-term and annual plans in the field of culture.
   5.3 Implementing, guiding, controlling, documentation, registration, publication, equipment, maintenance, and utilization of culture in accordance with regulations.
   5.4 Preparing the training implementation material of the art, culture, and preservation of archaeological objects.
   5.5 Organizing cooperation in the field of historical and archaeological objects.

Medium-term goals and objectives of DOTAC

Goals:
1. Improving and maintaining local arts and culture.
2. Increasing human resources in tourism, art and culture area.
3. Developing community-based tourism industries.
4. Improving the quality and quantity of tourism products, either in the form of tourist attractions and tourist accommodations.
5. Increasing the contribution to regional revenue.
6. Making tourism as a mainstay to create jobs and reduce unemployment as well as significant local revenue sources for the next five years
7. Fostering tourism awareness in society, especially communities live around tourist attraction
8. Developing forms of new specific travel packages through cooperation between sectors and regions
9. Promoting and developing tourism promotion management

Objectives:
1. The preservation and development of regional culture and antiquities
2. The Increasing and growing tourist attractions
3. The increasing number of tourist visits

In conducting an internship project which is creating English tourism website, we were under the supervision of Tourism Marketing Division. An English tourism website project was one way of helping Tourism Marketing Division to promote tourism in Karanganyar Regency. This project was aligned with the duties and functions of Tourism Marketing Division which has been mentioned in point 3.1 that was helping Head of Department in the field of founding and developing tourism and culture promotion.