

## **TOURISM DEVELOPMENT PLANNING STRATEGY (PERSPECTIVE PLANNING STRATEGIC) IN SINJAI DISTRICT**

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### **ABSTRACT**

Sinjai Regency holds a lot of potential tourism objects that are quite promising to be developed and are a significant capital in the development of tourism in Sinjai Regency. But as long as this potential is not running optimally and has not been separated in an integrated tourism concept. If the tourism potential is well divided, it will provide new strength in the development of tourism in Sinjai Regency. This study was designed to formulate a development planning strategy in Sinjai Regency. The design of this study is qualitative with a case study research strategy. the strategies that can be applied in development planning in Sinjai Regency are to socialize the vision, mission, values and goals of all levels of society, conduct partnerships with the involvement of all groups, establish investor / entrepreneurial partners. Make tourism as a leading sector and make regulations on the distribution of user fees between the local government and the village government, increase the participation of all groups or with the model of Collaborative Governance, Monitoring the development of priority tourist objects, structuring and implementing relationships with stakeholders. (Society, Local Government, academics, and media).

**Keywords:** Planning Strategy, Development, Tourism.