

## ABSTRACT

The Kampoeng Radja tourist attraction is one of the potential tourist destinations in the city of Jambi. In managing the Kampoeng Radja tourist attraction, there are several parties who manage it, namely: the Jambi City Tourism and Culture Office, and the Kampoeng Radja party. With the government's role here, the wheels of tourism will continue to turn so that it can also affect Regional Original Income (PAD). The aim of this research is to find out and analyze the role of the Jambi City Tourism and Culture Office in managing the Kampoeng Radja tourist attraction, as well as knowing and analyzing the efforts of the Jambi City Tourism and Culture Office after Covid 19. The type of research is descriptive qualitative with data collection methods using interviews, observation, and documentation. The data collected is primary and secondary data using descriptive data analysis. The results of the research show that the role of the Jambi City Tourism and Culture Department in managing the Kampoeng Radja tourist attraction from the aspect of facilitator and stimulator has been carried out well, where the department has carried out management in accordance with its main duties and function. However, the role of the Jambi City Tourism and Culture Office from a regulatory aspect has not worked well, where until now Kampoeng Radja tourism is managed directly by the private sector. The Jambi City Tourism and Culture Department's efforts to preserve the Kampoeng Radja tourist attraction are carried out by means of outreach, training and promotion using technology, where this promotion is carried out through social media pages so that the entire community can access information about its existence. from the Kampoeng Radja tourist attraction.

**Keywords :** *Tourism Department, Tourist Attraction Management*