

ABSTRACT

The article seems to mandate the state and government to control natural resources and manage them for the prosperity of its people. The constitution above, has a clear constitutional basis related to the protection and empowerment of fishermen. Utilizing the beauty of tourism in Madura, especially to coastal tourism destinations, is one of the gifts of extraordinary natural resources. The role of local government Coastal tourism-based tourism management by the local government is expected to improve the economy of coastal communities, the majority of whom are fishermen. Regulations are the basis of tourism management which is a legal umbrella for preparing coastal tourism development plans. Sampang Regency has a beach called Lon Malang. Sampang Regency in the development of coastal tourism, currently not only centered on the beach and the results of fisheries or fishing in the sea. The development of coastal tourism potential in Sampang Regency is expected to be managed properly and sustainably by the local government. Potential to improve the economy and welfare of the community, especially fishing families in Madura. So that it can be an alternative livelihood for fishing families.

Key Words : Regional Regulation Models, Lokal Goverment, Regional Income