ABSTRACT

PROMOTIONAL STRATEGY OF TOURISM AND CULTURE DEPARTMENT WEST JAVA THROUGH KITE FLYING ACIVITIES IN 2009 TO INCREASE TOURIST VISITS TO WEST JAVA

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This research aims to find out how the strategy of promotion of tourism and cultural services through the west java kite festival activities in 2009 to increase tourist visits to West Java. So to answer the above problems, researchers analyzed the Promotion Strategy conducted by the Marketing Department of Tourism and Culture of West Java.

This type of research is a qualitative research method used is deskriptif.Informan this research is at the same time Marketing Executive Chief Executive kite flying festival in 2009. Data were collected through interviews, literature and internet searches.

The results showed that, plan activities to improve existing tourist visits increased both in terms of implementing quality mapun number of visitors, the form of activities from kite flying festival to boost tourist visits consist of several kinds of events are workshops, seminars Olympic kite, entertainment, media used in the promotion of kite flying festival events using print and electronic media, the content of promotional messages flying kite festival activities to increase pegunjung aims to convey that West Java memilki interesting attractions to visit, with its natural beauty, and promotional strategies in the kite flying festival activities to increase tourist visits to the west Java is to package the festival of kite flying activities as possible so that the many tourists who are interested to come

Conclusion The study shows the planning done by the marketing field of Tourism and Culture Department of West Java is the packaging and promotional materials in accordance with the vision and mission of the Department of Tourism and Culture of West Java.

Suggestions to the Department of Tourism and culture of West Java, West Java, namely Disparbud should optimize their websites as a means of media and promotional information.