

ABSTRAC

DESIGNING TOURISM DESTINATION PROMOTION STRATEGY

DISTRICT GIANYAR

Gianyar Regency has a lot of tourism potential, but the benefits or advantages obtained less than optimal, it is seen from the many people of Gianyar Regency itself has not been aware of the existence of tourism destination Gianyar regency. This is evidence that the lack of information media and the intervention of local government in promoting the tourist destination itself. Therefore the author tries to participate in promoting tourism destinations Gianyar District through Mobile Application, and other print media. This work serves as a promotion strategy of Gianyar Regency tourism destinations to the general public.

Keywords: Tourism, Promotion, Application, Tourism Object Gianyar Regency.