

ABSTRACT

Nowadays, tourism sector of economy have a lot of interest by the people. West-bandung district is one of cities/districts in indonesia that have many potential tourism destinations. But, the lack of promotion strategy causes many destinations in West-Bandung District still hidden. Meanwhile. This research's aim is to develop the promotion strategy of tourism destination of West-Bandung District. This research method to collect the data are observation, literature review, quitionnaire, and interviews. So, the data that collected will be valid.

Key word : Tourism, West-Bandung District, Promotion.