Strategi Surabaya Tourism Promotion Board Dalam Menjalankan Diplomasi Pariwisata Surabaya Dengan Brunei Darussalam Tahun 2005-2008

Abstrak :

Tourism has strategic economic value for the country, not only it generate income for the country but also improve the economic life of the surrounding population. With this, the Government of the Republic of Indonesia advised local governments to promote the tourism out of the country to introduce the tourism potential of the region and national as well as in the public diplomacy. According to that, Surabaya Tourism Promotion Board (STPB) has established offices in different countries, one of which is in Brunei Darussalam. This study analyzed the role of STPB in Brunei Darussalam as a commitment to promote tourism in Surabaya. The authors examined the amount of travelers to Surabaya from Brunei since period 2005-2008.

Keyword :

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