

ABSTRACT

This study describe strategy of Yogyakarta Special Region government to increase *the visiting of* People's Republic of Tiongkok to Yogyakarta Special Region 2014-2018. Tourism sector in Yogyakarta is very important to boost economic growth in this region. Nowadays, Tiongkok tourism market is highly potential with its huge number of annual outbound travelers who spent huge amount of money during their vacations abroad. In fact, Tiongkok tourists contributed the highest number of foreign tourists to Indonesia. Therefore, Yogyakarta Special Region goverment has a strong desire to increase Tiongkok tourists to Yogyakarta. To answer the research question, this research will use the framework cultural diplomacy, economic diplomacy, and the concept of tourism. This study uses a qualitative approach and the research location is in Yogyakarta. This research concludes that Yogyakarta has some strategy to increase the visiting of Tiongkok tourist. First, Yogyakarta doing well some culture and economic cooperation with many city in Tiongkok, such as Shanghai, Yhangzou, Dalian, and Henan. Second, Yogyakarta Special Region government create the effective and efficient Marketing. Third, improve the infrastructure development in Yogyakarta. Fourth, open the direct flight Yogyakarta-Tiongkok and Tiongkok-Yogyakarta. Fifth, Yogyakarta will add tour guides who can speaks mandarin languanges.

Keyword : Cultural Diplomaci, Yogyakarta Tourism, Tiongkos Tourits