

ABSTRACT

Tourism is one of the sectors that provide entry for a country both natural tourism, religion, culture, culinary, and others. Tanjungpinang is the capital of Riau Islands, a city that has tourism potential in the field of culture and religion. Foreign tourists visiting over the last three years have increased but have not always met the target of visiting each year. In this design, data collection was carried out using motede observation of religious tourism places located in Tanjungpinang, literature studies related to promotion, conducting interviews to the Department of Culture and Tourism of Tanjungpinang City, content analysis and analysis of comparison matrix. After analyzing the data that has been obtained by the author will design the promotion of religious tourism in tanjungpinang city. It is hoped that this design can help Tanjungpinang City in meeting the target of foreign tourists.

Keywords: Promotion, Tourism, Tanjungpinang