

**UPAYA PEMERINTAH INDIA DALAM MEMPROMOSIKAN
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ABSTRACT

India places tourism as one of the main sectors as an increase of national income. In 2008, after the bombing in Mumbai, India has experienced a decrease in tourism shown by the amount of tourists visiting India. Therefore India has struggled hard to restore the country's condition to being safe and seeked to attract tourists to visit India again. India's effort to attract tourists was through public diplomacy. The strategy used by the government was to increase national security by increasing antiterrorisme training and modernization of military equipment and technology. Also by increasing the quality of security and service in public by security authorities and by the actor of tourism industry. Furthermore tourism has been promoted by media and cooperations.

Keyword: Tourism, Terrorism, Mumbai, India, Public Diplomacy