**ABSTRACT**

Tourism is a new issue after the end of cold war in the context of international relations, and in growing with the development of globalization where people can access information technology easily on destinations that want to be visited by tourists. This study describes how the efforts undertaken Lampung provincial government in improving foreign tourists to Kiluan Bay. This study used the approach pluralism, tourism theory, globalization theory, the theory of international organizations, promotion theory, the theory of a tourist attraction, and also the theory of development.

The purpose of this study was to find out what are the efforts made by the provincial government of Lampung in increasing foreign tourists to Kiluan Bay, which is a formulation of the problem "how the Lampung provincial government's efforts to improve foreign tourists to Kiluan Bay Lampung?"

he results obtained from this study is the identification of some of the efforts undertaken to improve the Lampung provincial government foreign tourists keteluk Kiluan float, such attempts among other things: 1) cooperate with international organizations such as ASEAN and the UNWTO, the implementation of MP3EI. 2) implementing local policies in the tourism sector. 3) the promotion and the cooperation between private parties.

So in this study can be seen that the Lampung provincial governments and the private sector have to work together in efforts to increase the number of foreign tourists to the bay Kiluan Lampung in 2010 through 2016.

**Ketchup key*: Efforts Lampung province, Tourism.***