

**Developing a Fantastic Four Guidebook for Tourism in Probolinggo, Lumajang, Jember and Situbondo: Exploring the Cultural Tourism Potentials in Jember.**

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***ABSTRACT***

*Developing a Fantastic Four Tourism Guidebook: Exploring the cultural tourism potentials in Jember is the title of final project which has a purpose to explore the cultural tourism potentials in Jember. The product of this final project is to make a cultural tourism guidebook for the visitors specifically the tourist that contains of the three aspects of cultural tourism, namely: cultural carnivals, traditional dances, and batik in Jember and also with one of popular tourism object in Jember like Papuma Beach. The reason why chose this project was because the potentials culture in those cities especially in Jember are very rich and deserve to be better known by the local community and the world as the cultural wealth. Jember has JFC (Jember Fashion Carnaval) as the Cultural Carnival, Lahbako Dance as Traditional Dance and also Tobacco Batik. One way to preserve and develop the cultural richness for tourism purpose is open the opportunity of local potentials that exist can be accessed and known by many people is by promotion. Besides, there are a lot of media that are used to promote tourism potentials for example guidebook, website, and holding the events. By using a guidebook will get all of information about the four places in a book. Not all areas of the world have Internet access and cell phone coverage. Guidebooks do not require batteries or a special cell phone. Moreover, this guidebook is used to renew the information that available before and provides bilingual languages which are English and Indonesia. In addition, this guidebook provides the information about the maps of east java, the route of each city, list of hotels, restaurants, tour & travel agents, and Tourist Information Centre (TIC) in each city.*

***Keywords:*** *Developing, Cultural Guidebook, Jember*