

Developing A Fantastic Four Guidebook for Tourism in Probolinggo, Lumajang, Jember, and Situbondo: Exploring The Cultural Tourism Potentials in Probolinggo

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ABSTRACT

Developing a Fantastic Four Guidebook for Tourism in Probolinggo, Lumajang, Jember, and Situbondo: Exploring the Cultural Tourism Potentials in Probolinggo is my final project which has a purpose to make a guidebook to explore the cultural tourism potentials in Probolinggo. This guidebook is made for the visitors specifically for the tourist that contain of the three aspects, namely: Cultural Carnival, Traditional Dance, and Batik in four cities. The reason why the writer chose this project was because the cultural tourism potentials in Probolinggo are very rich and deserve to be better known by the local community and the world. Promotion becomes the way to preserve and develop the cultural richness in order to open the opportunity of local potentials that exist can be accessed and known by many people. There are a lot of media that are used to promote tourism potential such as guidebook, website, and holding the event. The writer chose guidebook as the product of this final project because guidebook is one of the printed media that is containing of the information about the tourism in those cities and become a book in order to shows the way by leading, directing, or advising someone who want to do something. Guidebook is also giving the easier to the readers because not all areas of the world have internet access and cell phone coverage. Guidebooks do not require batteries or a special cell phone. Therefore, by using guidebook the readers will get all of information about the cultural tourism in the four cities in a book.

Keywords: *Developing, Cultural Guidebook, Probolinggo*