

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

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## ***ABSTRACT***

*Designing a Fantastic Four Tourism Guidebook: Exploring the cultural tourism potentials in Situbondo is the writer's final project which has a purpose to explore the cultural tourism potentials in Situbondo. The guidebook as the product of this final project is to make a cultural tourism guidebook for the visitors specifically the tourist that contain of the three aspects of cultural tourism, namely: cultural carnivals, traditional dances, and batik in Probolinggo, Lumajang, Jember and Situbondo. The reason the writer chose this project was because the potentials culture in those cities are very rich and deserve to be better known by the local community and the world as the cultural wealth. 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. The writer chose guidebook as the most interesting printed media to promote the cultural tourism potentials in four cities especially Situbondo. It 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. By using a guidebook will get all of information about the four places in a book. Because 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, also this product designed chronologically beginning from Probolinggo, Lumajang, Jember and Situbondo. 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 TIC (Tourist Information Centre) in each city.*

**Keywords:** *Designing, Cultural Guidebook, Situbondo*