

ABSTRACT

Promotion of tourism in Moluccas has been done by the government but not yet effective. From the interviews for employees of tourism and creative economy department, it can be concluded that the Moluccas has a huge tourism potential but not yet fully developed, specially on Ambon Island. Ambon Island is an island located in East Indonesia, in Moluccas Province. Ambon Island has a lot of potential sites that can be used as a destination for local and foreign tourists, including beaches and historical places. Problems that occur are a lot of tourist attractions on the island of Ambon, which has not been published and is also a lack of awareness of local communities to maintain and develop tourist spots on the island of Ambon. In this research, the author will make observations to the tourist spots on the island of Ambon, conducted interviews with several parties, through the literature to find information, distributing questionnaires to determine the interest of tourists to the tourism on the island of Ambon, and also using matrix analysis to see comparison of some of the works that have been created. The author hopes to do promotion through this book, travelers will be more familiar tourist spots on the island of Ambon and the story behind the tourist spots are, and can be an effective media campaign. This book can be used as a medium for effective tourism promotion and useful as a guide for tourists visiting the island of Ambon.

Keywords : Book, Guide, Travel, Island, Ambon