

ABSTRACT

DESIGN A TOURISM GUIDE BOOK OF PADANG

AND BUKITTINGGI WEST SUMATERA

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West Sumatra is one of province in Indonesia that have a lot of tourism. Padang and Bukittinggi are two major cities in West Sumatra that have many potential tourist destination which is natural tourism, historical tour, cultural tour, culinary tour and shopping tour. Information of tourism that support by government can be access through sosial media and website but the information is incomplete. The purpose of this research is design a tourism guidebook of West Sumatra especially Padang and Bukittinggi that can be inform with visually appealing and easy to read. In analyzing data and information use method of the literature study, observation towards an object and interview to resource persons who related and use comparison matrix analysis to books before as the basis for design a tourism guide book. The result of this research contains of information about tourism and all information related to tourism in Padang and Bukittinggi with pratical and attractive illustration and becomes media information that can be use by tourists when visiting West Sumatera.

Keywords : Guide book, Tourism, West Sumatra