

## ABSTRACT

Tourism is a sector that has a positive trend every year. With the increase in the number of tourist visits and its multiplier effects, tourism has become a leading sector, and it is supposed to be the primary source of foreign exchange earning in Indonesia. Bali is the province with the largest contributor to tourism visits. Still, the unequal visits in each region have resulted in a very high gap between the regions, one of which is Denpasar's city, which is the capital of Bali.

Several attempts have been made by the Denpasar City Tourism Office to increase its tourist visits. But this is still considered ineffective when viewed in 2019, Denpasar city tourism visits are still far behind other regencies in Bali. So that further research is required to find one of the factors which cause a low number of tourist visits in Denpasar. And explore the solution to overcome Denpasar's case.

Tourism is one of the products of service management, which focuses the key through customers' experience. This research will explore consumer perception during its visit and elaborate them at each stage in the design thinking process to uncover existing problems and solve them through developed solutions.

This study uses a design thinking approach with a focus on developing four of the six processes by using a descriptive qualitative research method in the form of text mining to explore hidden information based on a tourist perception, and by using a questionnaire to find new design solutions based on user needs and desires.

Through the *Observe* phases, this research finds that the lack of information was one of the causes of the low case of tourist' visits in Denpasar Bali. And based on the ideation stage, we proposed the solution is an application that can be used to access information in real-time updates. Based on the confirmation stage, the majority of 91% of respondents agree to the proposed concept development solution by fulfilling the four aspects and function offered.

Keywords: Tourism, Design Thinking, Tourism Experience.