ABSTRACT

In Surabaya, there are many relics in the form of ancient buildings and historical monuments. The number of ancient buildings and historical monuments are about 151 pieces and located in various areas of the city. The tourism potential required participation and coordination from everyone to support the heritage tourism and also to improve the service related to that kind of tourism. We need media promotion to introduce this heritage tourism that can describe the potential of the heritage tourism itself in details.

The initial method is research about the problems that occur in the stakeholder / Department of Culture and Tourism. Market research conducted merely to determine the market, criteria or habits, especially traveler and heritage buildings or heritage tourism lover. Its application is a visual book with language that is easy to understand, grid system in layout design, and photography as the primary visual content.

By using a concept that refers to the keyword "Historical Uniqueness", then consumers will be able to look, learn, and understand the legacy of Dutch colonial buildings.

Key words:
Tourism heritage design, visual book, uniqueness, historical