ABSTRACT

Indonesia is maritime country in which income of exchange foreign come from tourism. Recently, tourism in Indonesia develop rapidly along with the need of citizen. The cruiser has very good potential in which lifestyle of citizen who need culinary tourism, in this case Surabaya. The growth of culinary bussiness describes that the cruiser’s market have big oppoortunity.

Design of the cruiser mostly is simple and modern because the target of the market is citizen who have high lifestyle and dynamic habits. Beside comfortable, The cruiser offer different experience to the guest also the cruiser become a new icon of culinary tourism for the citizen.

The offered concept for design of the cruiser is comfortable which is to make tourist become comfortable as the first aim and configuration of interior which is to make tourist enjoy the diner. The next offered concept is image of the cruiser that will make it as a new icon of Kenpark maritime tourism. With this concept, it will interest young tourist and family tourist to enjoy this tourism package.

Keyword : Comfortable, Cruises tours