ABSTRACT

Brawijaya Tourism Park is a tourism park that serves adventure tours through 4-dimensional ride. This park is a development of Senaputra Malang Tourism Park which is currently not interesting for visitors. With the concept of amusement park where the ride is a 4 dimensional cinema this park is expected to become a new icon of the city of Malang. The existence of this kind of attraction is necessary considering the number of tourists coming to the city of Malang, but there is no adequate recreation facilities today. Attractive theme was chosen to create the impression of delight and arouse visitors' interest in the object and felt able to represent the essence of a building that is able to bring the excitement of travel. Attractive character generated through something that looks visually and something that can be felt / experienced directly the intent of the theme itself could be captured by visitors.

Keyword: Attractive, Malang, Tourism Park, Rides