DESIGNING TRAVEL GUIDE MOBILE APPLICATION OF
SURABAYA TOURISM: CULINARY TOURISM

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Abstract

As a second big city in Indonesia, Surabaya has a large potential as a national tourism city. Surabaya is known as a city which have a historical side. Except the history side, Surabaya has also a mark cultural which have big potency, between more about 300 local culture which stand from art show until specifically foods. But from that case, surabaya tourism haven't massive explore yet in a way, because a lot of problem on sector of tourist amount whom could overlooked at some tourism places on surabaya. The efforts from East Java Tourism Services to make surabaya tourism industry getting better is been marked didn't great enough and support from local media is felt it still couldn't fulfilling some information on tourist needs & explain how potential it is surabaya for tourism. Because of that surabaya is wished for any related media that can help spreading or gathering many information about surabaya tourism & accessed by mobile, thus surabaya city as tourism city could explored potentially.

With technology development recently on smartphone involvement, digital media, particularly mobile application which is accessed by many people nowadays. And that is why mobile application it's been felt are a good way on media that can desirely to complete more in tourism information, because people could easily accessing more flexibly.

Keyword: Travel Guide, Mobile Application, Surabaya