

ABSTRACT

Discussing about the nautical tourism, there are a lot of nautical tourism spots still worth the visit in the province of West Sumatra. However, due to the obscurity and the lack of trustworthy information, chance of confusion and the decline of interest among tourists would arise. As matter of fact, annual statistical data of the Indonesia's Department of Tourism shows that the total of nautical Tourist keeps decreasing from 2013 to 2014. This would have an impact to the nautical tourism industry in West Sumatra province also directly to the locals which mostly run the nautical tourism industry. In regards of these problems, to attract and facilitate the tourists by giving a better experiences, there is one out of many options such as establishment of trustworthy guide book which focused on nautical tourism. To serve the purpose, this book supposedly provides the media of information and the travel guide in the province West Sumatra.

The concept of this traveler's guide book is to become a book which promotes and shows several hidden and not well-established nautical tourism location in West Sumatra province. Entitled as the traveler's guide book and to complement the information, this book includes photographs of the sights which is also supplemented by additional information such as tourist maps, transportation, accommodation, as well as the various itinerary. To conclude, with the plan of this book's establishment, it is expected that this book would give fascination to Indonesian as its motherland and information to its reader or tourism who reads.

Keywords: Marine Tourism West Sumatra, Design Books, Media Information