

## **ABSTRACT**

### **GUIDE BOOK TOURISM LAMPUNG**

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Tourism Indonesia was one sector income to the state and have a role in the great buid economies. Based on the data 2016, the number of foreign tourists coming to Indonesia is 11.525.963 million more or grew by 10,79 % than the previous year. But promotion of tourism potential in Indonesia has not been spread evenly all. Tourists and the general public kwon only place already known as bali, Lombok, and jogja. And there are still many tourist destinations regional government in Indonesia that has the potential great visited one of them regional Lampung.

You heard it until now the utilization of the media in order to attract tourist who is provided by the Lampung provincial tourism isn't widely, the utilization of the media fairly well equipped turning their backs in hatred information such as the guide book tourist attraction although last year yet to be fully developed to their full extent. There was yet any the guide book that covers the entire area of information is stored concerning a tourism object made less him the knowledge of a community quality of being common or which allows tourists to be unable to visit a tourism attraction are holding exhibiton at Lampung.

Such times tourists or common people more require the information complete and clear as a guide to visit an object tourism. Media that are amenable to all the needs of the tourists will information an object tourism can be submitted through travel guide book. In addition to contain information clear and consistent, the form of travel guide book easy kept made a thing practical and simple for tourists or common people.

Through travel guide book it's hoped that can inform a place tourism in Lampung. So that tourists easy to toward an object tourism, and to raise reading interest for the young people these days.

**Keywords :** Guide book tourism, Nature tourism