

ABSTRACT

DESIGN OF TOURISM GUIDELINES (E-BOOK) AS INFORMATION MEDIA FOR THE VILLAGE OF CIBEUSI, SUBANG DISTRICT

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Cibeusi Village is one of 7 villages in Ciater Subdistrict, Subang Regency which is located ± 3 km to the east of the Sari Ater Natural Hot Spring Natural Park. Cibeusi Village is located at an altitude of 900 meters above sea level with an area of ± 3.64 Km². The average daily temperature in the Cibeusi Village area is 32.49 ° C (kotasubang.com). Besides that, Cibeusi Tourism Village also has a beautiful natural panorama, Cibeusi Tourism Village also has its own uniqueness like the people who are friendly and artsy, which are as diverse as typical musical instruments. There are also typical homestays and culinary offerings provided by Cibeusi Tourism Village.

The Department of Youth and Sports Tourism (DISPARPORA) targets 10 thousand visits from domestic and foreign tourists to all tourist objects in Subang in 2019 and wants to include Cibeusi Tourism Village as a contributor to the increase in the number of visitors targeted. The target is calculated based on the achievement of visits in 2016 which reached 4,226,272 and in 2017 which reached 6,097,565 domestic and foreign tourists. While the data for 2018 are not yet visible.

By seeing an increase in the number of foreign and domestic tourists to tourism objects in Subang Regency every year, and supporting the mission of the Subang Regency Youth and Sports Tourism Office (DISPARPORA), which targets 10 thousand visits of domestic and foreign tourists to all attractions in Subang Regency in 2019 and supporting the Cibeusi Tourism Village to contribute to the increase in the number of visitors targeted by DISPARPORA), the need for designing information media that can support, be feasible, and can be accessed easily and quickly about this Cibeusi Tourism Village.

Keywords:

Tourist Village, Information, Travelers