

CHAPTER 5

CLOSURE

1.8 5.1 Conclusion

The inability to provide engaging, structured, and easy-to-understand information about the religious region of Ampel prompted the creation of an Illustrated Guidebook to Iconic Ampel Tourism for Domestic Tourists. Despite this, the region holds great potential as a religious tourism destination due to its extraordinary historical, cultural, and spiritual value. The book's design successfully integrates visual illustrations with descriptive information about Ampel's iconic destinations, local foods, souvenirs, and religious events.

The resulting design is a guidebook that uses a semi-realistic watercolor illustration style, a structured layout, and the use of typography and color palettes inspired by the nuances of the Ampel area. This illustrated book not only serves as a source of information, but also serves as a tool to teach and encourage domestic tourists, especially the young generation aged 18 to 25 years, to better understand and visit Ampel. Therefore, it is hoped that this illustrated book can make a significant contribution to the development of religious tourism in Surabaya and the preservation of local culture.

1.9 5.2 Suggestions

There were several challenges to consider as the design process progressed. First, the book only covered iconic destinations, food, souvenirs, and key activities in the Ampel area. This meant there were still other tourist attractions that could be explored further. Second, there was no direct field testing with tourists to validate the design through an online questionnaire.

Thus, the recommendations that can be given are:

1. Content development can be expanded by adding historical details, character stories, and new locations that might interest tourists.
2. The use of digital media such as e-books or interactive applications can be an alternative to make books more accessible to the younger generation who are familiar with technology.

3. To make the distribution and use of this book more effective, you can collaborate with related institutions such as the tourism office or the Ampel area management.

With this design, it is hoped that the illustrated Ampel tourist guide book will become a useful academic project for the community, tourists, and religious tourism in Indonesia.