

**Designing Attractive Tourism Activities for Teluk Batik Beach- Recreational Park,
Lumut, Perak**

By

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ABSTRACT

The design of attractive tourism activities emphasizes the implementation of development and attractive activities for more dynamic tourism attractions. In order to produce this study, it requires several steps to produce interesting tourism activity design suggestions such as looking at it from the point of view of best practices of beach activities. There are 3 elements for designing interesting tourism activities including in terms of tourist attractions, tourism activities and design to achieve the implementation target of this study. Thus, research is carried out to create data through 2 ways namely published secondary data and online surveys such as google maps and google street views on attractions and activities and available. After that, the data is analyzed to determine the evaluation of existing attractions and activities. Research shows that successful tourism activities are by improving existing attractions with more identity designs and generating new growth through increased tourism productivity. The results of the study also show that this proposed approach is needed because it can increase the number of tourism in Batik Bay. Therefore, several proposal implementation agencies will be involved including Seri Manjung Council, Landscape and Environment Department and private agencies. It is hope that study can contribute to the improvement of attractive tourism activities.

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