

Applying Tourist Gaze in Structuring of Global Tourism in Solo City

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Abstract : Tourist gaze is a set of experiences that experienced by a tourist in attempt to familiarize himself with the certain local tourism site's condition. It is started from looking for information prior arriving at the location, then during the visit and gaining unique experience with the local inhabitant, and then experiencing the ingenuity of the location, finally to bring impression that keeps on attaching despite leaving from it. This research attempted to grab the message of tourist gaze in the process of structuring which is conducted in the global tourism in the cities in Indonesia, particularly Solo as the study case of the research. The method employed is the field observation of qualitative research. The expected result is to relate the tourist gaze theory with the development of ongoing global tourism.

Keywords : tourist gaze, tourism, city branding, Solo

Conference Title : ICACUEE 2015 : International Conference on Architecture, Civil, Urban and Environmental Engineering

Conference Location : Istanbul, Türkiye

Conference Dates : July 29-30, 2015