Developing a Bilingual Travel Pattern
"Surabaya Cultural Heritage"

Violitaradika Putri[1], Rina Rachmawati[2]

Politeknik Negeri Malang
Email: violitaradikaputri@gmail.com

Abstract

Surabaya, known as the City of Heroes, has great potential in cultural heritage tourism. However, in 2024, visits by foreign tourists decreased by 10.35%, and many visitors still focused on business or modern districts, with little engagement in cultural heritage activities. This situation highlights an urgent need for structured, informative, and easy-to-access tourism media to support city revitalization and improve Surabaya's cultural destination image. The main goal of this research is to develop and test a bilingual travel guide called "Surabaya Cultural Heritage" using the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model. This study uses qualitative methods, including observation, interviews, validation by four experts (covering content, language, design, and media), and field testing with 50 participants. The results show that the bilingual travel guide was well-received (average score of 4.5 out of 5) and helped tourists better navigate and understand Surabaya's cultural heritage sites. The clear contribution of this bilingual travel pattern is to improve destination accessibility and the tourist experience, especially through the integration of route recommendations and QR codes for navigation, and it serves as an effective promotional tool to support the government's efforts to maximize the tourism sector.

Keywords: *Bilingual; Cultural Heritage; Surabaya Tourism; Travel Pattern*

A. INTRODUCTION

Surabaya, as the second largest metropolitan area in Indonesia, has long been recognized for its historical role during the nation's struggle for independence. The city's rich cultural heritage is manifested through monuments, historical buildings, traditional performances, and heritage villages. Surabaya City Government has revitalized cultural and historical areas to boost the tourism sector, aiming to diversify the city's destinations beyond its established MICE business. The Central Statistics Agency reported that foreign tourists arriving at Juanda International Airport in June-July 2024 reached 183,481 and increased approximately 80.07% from the same period in 2023. It was reported that the top five countries of origin that visited Surabaya were from China (30.99%), Malaysia (27.69%), Singapore (7.88%), Taiwan (1.91%), and the United States (1.85%) (Hari, 2024). However, many tourists still focus primarily on business or leisure in modern districts, with minimal engagement in cultural tourism.

According to the head of the marketing department of the Surabaya City Tourism Office at the East Java Marketing Award 2024 event held by East Java Government Culture and Tourism Service, "Currently, Central Java is Surabaya's main competitor in the field of tourism. However, in the future, there will be an expansion targeting tourists to the Ibu Kota Nusantara (IKN), considering that IKN is closer to Surabaya than Jakarta, which will certainly have the potential to increase Surabaya tourism visit data". The head of the marketing department at the Surabaya City Tourism Office also stated that they need to develop the tourism sector so that tourists who come are not only visiting for business matters but are also interested in exploring the tourist destinations in Surabaya. Based on this, Surabaya needs a travel pattern rather than a guidebook to better align with the evolving interests of its tourists.

Juanda International Airport entrance, as shown by Badan Pusat Statistik Provinsi Jawa Timur (2024), shows that 34,446 foreign tourists visited East Java in July 2024, marking a significant increase from June 2024. Compared to July 2023, which recorded only 20,303 visits, this represents a 69.66% surge in foreign tourist arrivals. However, data from the East Java Government Culture and Tourism Service reveals a contrasting trend in Surabaya, where international tourist visits declined by 10.35% in 2024, totaling only 30,220 visits. In response to this, the city government has initiated efforts to revitalize old town areas and promote cultural tourism, such as the restoration of Surabaya Old Town, conservation of heritage buildings, and the organization of cultural events. These initiatives aim to reposition Surabaya not only as a business city but also as a heritage destination. Nonetheless, the success of these programs relies heavily on the availability of accessible, engaging, and informative tourism media that can translate urban heritage into meaningful experiences for visitors (Badan Pusat Statistik Provinsi Jawa Timur, 2024; East Java Government Culture and Tourism Service, 2024).

A travel pattern differs from a static guidebook or brochure. This is where the role of a bilingual travel pattern becomes essential, as it reflects behavioral trends in tourism. Travelers increasingly seek personalized, story-driven, and efficient itineraries. By offering suggested travel flows, thematic destination groupings, and time-based planning, a travel pattern helps tourists optimize their experience while gaining deeper cultural insights.

The use of bilingual media (English-Indonesian) serves a dual purpose. It caters to the linguistic needs of both local and international tourists while promoting inclusive tourism. Language is not only a tool of communication but also a means of cultural transmission. A well-translated bilingual pattern enables foreign tourists to understand the significance of each site, appreciate the historical context, and respect local norms. It also helps local stakeholders, such as guides and businesses, engage more effectively with diverse audiences.

The development of a bilingual travel pattern is crucial to support the city's revitalization programs and enhance the image of Surabaya as a cultural tourism destination. Travel patterns can be defined as a framework that describes the movement of individuals or groups from one place to another for leisure and development purposes (Putri et al., 2019). It contains a comprehensive understanding of how individuals or groups plan and execute their travel experiences, encompassing key aspects such as destination selection, trip duration, preferred modes of transportation, and the activities undertaken during the trip.

Travel related concepts such as travel patterns, guidebooks, and itineraries each serve distinct purposes in understanding and planning a journey. According to Gigi & Kercher (2006), travel patterns refer to the spatial and temporal behaviors of tourists, encompassing their movement between and within destinations, and are shaped by factors like motivation, trip duration, and the layout of the destination. In contrast, Rick (2025) describes a guidebook as a curated publication that offers travelers comprehensive information about a destination, including attractions, accommodations, cultural insights, and practical advice. Complementing both is the itinerary a structured plan or schedule that outlines the sequence of destinations, activities, accommodations, and transportation over a specific period stated by Green (2024).

Understanding the distinctions among these travel-related tools allows for more strategic tourism planning. Travel patterns play a critical role not only in mapping tourist movements but also in influencing broader tourism development outcomes. According to Hendraningrum et al., (2021) the creation of travel patterns can significantly impact the length of tourist stays and promote a more equitable distribution of tourism activities across regions. Furthermore, Liyushiana (2019) emphasizes that travel patterns are structured flows of tourist movements between interconnected destinations, containing detailed information on facilities, services, and activities. These elements not only support industry stakeholders in designing attractive packages but also assist individual travelers in making

informed decisions, ultimately enhancing the tourism experience and contributing to sustainable regional development.

To ensure that travel patterns are effectively communicated and accessible to a broader audience, especially international tourists, the presentation of tourism media must also consider language quality and cultural sensitivity. According to Dávid et al., 2024) when preparing bilingual books, translation quality is crucial; literal translations often result in inaccuracies and hinder the reader's ability to understand the message naturally. In the context of tourism, this implies that bilingual travel patterns must be translated not only accurately but also meaningfully, preserving the cultural nuances and contextual relevance of each destination. A well-crafted bilingual travel guide enhances user engagement, builds trust, and allows foreign tourists to fully appreciate the local heritage, thus supporting the overall goal of inclusive and immersive tourism experiences.

Unlike static guidebooks, a travel pattern offers dynamic and structured tourist movements that reflect real behavior and interest. Studies such as Hardiyanti (2021). who created a bilingual guidebook for Kampoeng Heritage Kajoetangan, shows how media development improves tourist experience and engagement. Other studies have explored mapping tourist travel patterns Abdullah & Prihastuti (2023), destination integration using 5A aspects (Attractions, Accessibility, Accommodation, Amenities, and Activities) to develop effective travel programs Birru et al. (2024), and route optimization Ramdani et al. (2024).

Uno (2021), on his working visit to Central Java, mentioned that the travel pattern should provide experiences for tourists. Future tourism segmentation should also be more personalized, customized, localized, and smaller in size. The first step would be to personalize where tourists will be interested in personal tourism or tourism within the scope of the family. The second step would be to customize where tourists will travel based on their interests, such as history-based tourism. The third is localization, where tourists prefer to visit destinations that are not too far away, and no more than 250 kilometers between destinations. At last, smaller in size means tourism with a limited number of visitors per tourist destination. This travel pattern is completely similar to the specification above. It is significantly influenced by various external factors, including travel habits and interests. As a result, this pattern can become a reference for both local and foreign tourists because the data attached to the travel pattern is accurate. In addition, this travel pattern is aimed at a defined market segmentation.

This study builds upon these insights by combining spatial route design, bilingual content development, and digital integration through QR code technology. The resulting product is a travel pattern titled *"Surabaya Cultural Heritage"*, which presents three curated one-day routes covering key cultural and historical attractions. The pattern includes estimated visit durations, background information on each destination, QR codes for navigation via Google Maps, and bilingual narratives to support cross-cultural understanding. This approach aligns with the growing trend of cultural heritage tourism, which, according to Ismail et al., (2014) is characterized by travelers seeking authentic experiences related to history, archaeology, culture, and local interaction. Cultural heritage tourism involves visiting places and participating in activities that genuinely represent both past and present narratives. Furthermore, as emphasized by Petroman et al. (2013) , cultural tourism focuses on art and heritage in both urban and rural settings, encouraging people to travel away from home to gain knowledge and engage with local traditions. By integrating these elements, the *Surabaya Cultural Heritage* travel pattern aims to meet the evolving interests of modern tourists while promoting deeper cultural appreciation.

In conducting this study, the writers is limited to the tourism destination based on the historical story, which aligns with the development of culture in Surabaya, the tourist visiting data by the East Java Government Culture and Tourism Service in 2024. Foreigner travel behavior, for example, foreigners

love to try *membatik* or activities related to the local culture or activities that are directly related to the local, such as strolling around a tourism village, visiting museums, visiting monuments, and visiting historical buildings, as stated by East Java Government Culture and Tourism Service staff.

B.   RESEARCH METHOD

This study is a Developmental Study (Research and Development/R&D) aimed at producing a product in the form of a bilingual travel pattern. The development method employed is the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation), which provides a systematic and user-centered framework for educational and product design. The study combines qualitative descriptive analysis with a developmental methodology, focusing on Surabaya's cultural heritage tourism landscape.

Data was gathered through observational fieldwork, semi-structured interviews, and iterative product testing. Participants in this study are categorized into three groups: 1. Key Informants (Analysis Stage): Including staff from the East Java Government Culture and Tourism Service, the Head of the Tourism Destination Work Team at the Surabaya City Government Department of Culture and Tourism, and destination staff (Surabaya TIC, Old City Area jeep-tour ticketing staff, and Soekarno's Birth House staff). 2. Expert Validators (Development Stage): Involving four expert validators in the fields of Content, Language, Design, and Media. 3. Field Testing Respondents (Implementation Stage): Involving 50 respondents (36 local and 14 foreign). The criteria for respondents were individuals visiting or interested in visiting the Surabaya TIC, planning a visit to Surabaya, and having an interest in historical and cultural tourism.

The instruments used were the expert validation sheet and the fieldtesting questionnaire. Both the expert validation sheet and the fieldtesting questionnaire utilized a five-point Likert scale (1: Strongly Disagree to 5: Strongly Agree) to measure the product's validity and acceptability. Qualitative data analysis was conducted for the data obtained from observation and interviews. The process involved: 1) Transcribing the interview recordings; 2) Data Reduction to focus on critical information relevant to the travel pattern development; and 3) Data Presentation by organizing the destinations based on visitation frequency and historical coherence, which was then used to design the three one-day travel routes. Quantitative analysis was used to calculate the average scores from the Likert scale results for both expert validation and field testing.

Ethical considerations ensured that all key informants and fieldtesting respondents provided informed consent voluntarily, and the confidentiality of their data and identities was guaranteed throughout the research process.

C.   RESULTS AND ANALYSIS

In making a bilingual travel pattern, there were five steps, which are (1) analysis, (2) design, (3) development, (4) implementation, and (5) evaluation. Each step will be explained as follows.

Analysis

At the analysis stage, the writers conducted initial research to identify and observe what should be done to create a good Travel Pattern and what a typical travel pattern entails. The writers conducted the study using direct observation and interview methods to collect the data in preparing the travel pattern.

Observation

At the beginning of the study, the writers carried out an observation. At this step, the writers spent time carefully observing the Selingkar Ijen travel pattern, which was created by the East Java

Government Culture and Tourism Service. This travel pattern was created and shared by the East Java Government Culture and Tourism Service to encourage people to travel to the Ijen area and its surroundings. By observing the Selingkar Ijen travel pattern, the writers gained a comprehensive understanding of the various types of information it provided. It became clear that the travel pattern did not just list the different places a tourist could visit. Notably, it also included extra but beneficial details that travelers would need.

In addition to the content, the writers also considered the visual design of the travel pattern. It was observed that the design did not need to be overly complicated or filled with numerous visual elements. Since the primary goal of the travel pattern is to promote the destinations, it should effectively showcase the natural beauty and unique aspects of each location. A design that is simple and uncluttered would allow the beauty of each destination to stand out and be more likely to capture the attention of potential tourists, inspiring them to make a visit.

Interview

The next important step is to collect the data, which is an interview. There are three interview stages. The first interview was conducted with Tourism Marketing and Institutional Development for Economy Creative Division staff of East Java Government Culture and Tourism Service staff. Based on interviews conducted, it is concluded that the travel pattern specifically made for Cultural Heritage destinations in Surabaya is not yet established, and its development can be a clear priority for the Surabaya City Government this year. Recognizing that its strength lies in urban tourism and its rich historical and cultural assets, rather than natural tourism, Surabaya is poised to leverage its cultural heritage strategically. This commitment underscores the city's intent to formalize and optimize the visitor experience around its numerous historical sites, moving towards a more structured and data-driven approach for cultural tourism development.

The second interview was conducted with the head of the Tourism Destination Work Team at the Department of Culture and Tourism, Surabaya City Government. Based on the interview, it concludes that even though Surabaya Zoo currently holds the top spot for tourist visits, Surabaya's true tourism potential lies in its urban and cultural heritage. The city is rich in historical sites, thematic villages, museums, and the Old Town area, which is receiving special attention for revitalization. Surabaya offers diverse cultural experiences, including the Surabaya Smart City Tour with themed bus routes and the Kalimas river boat tour, along with a unique jeep-tour, tour-wagen, and vintage bicycle tour in the Old Town. Although a dedicated, singular cultural heritage tour guide or exclusive themed tour is not yet available, there is significant potential and a strong government commitment to developing these experiences, promising a more structured and immersive exploration of Surabaya's vibrant past for future visitors.

The last is an interview with some destination staff and observe each destination also routes. Some interviews held with Surabaya TIC staff that place on Surabaya City Square and on November 24, 2024 the writers conducted the interview the jeep-tour ticketing staff on Surabaya Old City Area, and the born house of Soekarno, Indonesia Proclaimer. This interview is conducted to gather accurate information from each destination.

Data Analysis

To complement the data obtained after the interview, the writers analyzed the data using data obtained from the East Java Culture and Tourism Service. Once all the data had been collected, the subsequent step was to analyze the information obtained from observations, interviews, and data analysis. To begin, the writers transcribed the recordings from each interview session.

Following this, the data was reduced to focus on the most important and relevant information needed for the study. Lastly, after collecting all the necessary information, the writers began organizing the destinations by their visitation frequency, placing the most visited at the top. Based on this order, three distinct travel routes were designed, with a focus on the most popular destinations to align with typical traveler patterns.

Design

Upon completing the observation and interview processes, the writers proceeded to establish the preliminary design for the Surabaya Cultural Heritage Travel Pattern. This travel pattern is structured to include a front cover, preface, table of contents, dedicated sections for Surabaya city and its suggested routes, a detailed guide to Surabaya's cultural heritage destinations, supplementary information, references, and a back cover. To reach a broad market, all explanations within this travel pattern are provided in two languages. Furthermore, the writers opted for a digital format, recognizing its benefits for convenient reading, easy portability, and effortless dissemination, such as sharing the travel pattern with local and foreign tourist friends or family members.

To find the design idea, the writers use Pinterest. After find the suit one the writers continue finding the color pallete using Colorhunt.co website. Following a review of Colorhunt.co, Cream (#F2F3EC) was chosen as the primary background color. Light brown (#C5B2A9) was incorporated as an occasional background to add visual interest, ensuring the minimalist design remained engaging. Dark brown (#3F2519) was designated for headings, while black (#000000) was utilized for all content text. Additionally, dark green (#03490A) was selected to symbolize Surabaya. The font use in the product is Sunborn, Lora, Sukar, and Loubag.

Development

Before designing the product in Canva App, the writers layouting using Microsoft Word. After, finalized the layouting, the writers drafting the bahasa Indonesia content using the data that the writers obtain from interview and observation. After the writers finished drafting the content in Indonesian, the next step was to translate it into English. When translating, the writers sometimes encountered confusion in selecting words with multiple synonyms. Therefore, the writers relied on the Merriam-Webster website to choose the most appropriate words for the intended meaning or find synonym of the words. After that, the writers check the grammar using Grammarly App.

After the content draft finished, the writers continued to design the travel pattern using the Canva App. The first step was to create a plain canvas in B5 (176 mm x 250 mm) size. Inside the travel pattern, there are some components such as preface, table of contents, short descriptions about Surabaya City, Routes, short descriptions about destinasi Surabaya City, primary content, and the last is the additional information.

After the design phase finished, the writers put the content draft into it. Then the writers spread the product into four (4) expert validators in the fields content, language, design, and media. The writers provided a single validation sheet that contained five different pages, each with questions tailored to the respective fields of the validators. This sheet utilized a five-point Likert scale for scoring, ranging from 1 to 5.

Based on the score the content validator gave, the bilingual travel pattern "Surabaya Cultural Heritage" confirms that the information provided in the travel pattern is correct. For his suggestion, Mr. Satria said that the sustainability of the travel pattern would be more inclusive if it were also available in other languages, such as Thai, Mandarin, and Arabic. Based on the score the content

validator gave, the bilingual travel pattern "Surabaya Cultural Heritage" meets the standard language-wise.

The bilingual travel pattern "Surabaya Cultural Heritage" meets the standard language-wise. This was an interpretation of the score given by Aulia Norma, the language validator. She also gave some comments to improve the quality of the product. The writers made some revisions based on that. The suggestions highlighted the need to pay attention to punctuation and that the font size was too small. The writers checked the travel pattern and found some sentences that were missing a period at the end. For the font, the writers changed the size from 7 to 8.5. For the next suggestion, she thought it would be better if the Indonesian and English versions were placed side by side. However, based on information from the East Java Government Culture and Tourism Service staff, it is better not to put them side by side, as it would constantly prompt the reader to compare the Indonesian and English versions. This is relevant considering the difference in ticket prices for local and foreign tourists in some tourist destinations. Based on the score the design validator gave, the bilingual travel pattern "Surabaya Cultural Heritage" meets the design standards. According to the suggestion, the writers needed to add an overlay, such as a texture, so that the pages would not appear too plain. However, the product already had a texture overlay that was not very visible. Therefore, the writers increased the exposure of this overlay exture from 28 to 50. The last, based on the score provided by the content validator, the bilingual travel pattern "Surabaya Cultural Heritage" meets media standards. The validator consistently scored a perfect five on all questions. The writers concluded that the travel pattern content is effective in conveying information about each destination because the information presented is historically, culturally, and geographically accurate. The validator also agreed that this bilingual travel pattern is easy to share via social media, and its chosen digital file format is highly compatible with media information standards.

After revising all errors based on the validator comments, the writers rechecked the revised guidebook to ensure there were no further minor mistakes. Once the revision process is completed, the next step is to do field testing of the product.

Implementation

In this step, the writers distributed the field-testing questionnaire via Google Form through the Surabaya TIC (Tourism Information Center) and on the writers's social media platforms, including WhatsApp and Instagram stories. The purpose of this field testing is to ensure it works well in the real world for actual travelers. This travel pattern is recommended to be accessed via mobile phone, as its display is optimized for mobile viewing. When opened on a laptop, the layout may shift and reduce the overall user satisfaction. To ensure a smooth and engaging experience, users are encouraged to use mobile devices.

The writers created ten questions, including a suggestion column for respondents to provide feedback on the travel pattern. The field-testing questionnaire was designed to gather opinions from everyone, not just a specific group of people. For example, it included those visiting Surabaya, those visiting the Surabaya TIC, those planning to visit Surabaya, and those who enjoy historical and cultural tourism. This was not limited by where they came from, whether local or foreign, to see whether the language used is understandable to both Indonesian and English speakers. The criteria of the respondents were the tourist that visit Surabaya TIC because the writers is published the travel pattern on Surabaya TIC. The total number of respondents was 50, with 36 local respondents (72%) and 14 foreign respondents (28%). The result of the field testing can be seen in the table below.

Table 1
Field Testing Result

No	Question	Score					Average
		1	2	3	4	5	
1	Information and descriptions in the Travel Pattern are presented attractively.			1 (2%)	18 (36%)	31 (62%)	**4.6** /5
2	Tables of contents and page numbers are available, making it easy for readers to find material in the travel pattern.			1 (2%)	18 (36%)	31 (62%)	**4.6**/5
3	Photos in the travel pattern are clear, helpful, and attractive.			4 (8%)	14 (28%)	32 (64%)	**4,46**/5
4	The description in the travel pattern is related to the displayed picture.			3 (6%)	18 (36%)	29 (58%)	**4,52**/5
5	Each description in the guidebook is informative.			2 (4%)	18 (36%)	30 (60%)	**4,56**/5
6	The design and the color chosen of the travel pattern is attractive.		1 (2%)	2 (4%)	14 (28%)	33 (66%)	**4,58**/5
7	The type and size of the font chosen is clear and appropriate and easy to read.		1 (2%)	2 (4%)	23 (46%)	24 (48%)	**4,4**/5
8	The plot of the narrative content is clear and can be followed easily.			2 (4%)	20 (40%)	28 (5%)	**4,52**/5
9	The digital travel pattern and the QR Code are easy to access and use.		1 (2%)	4 (8%)	12 (24%)	33 (66%)	**4.54**/5

Note: 1: Strongly disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly agree

Based on the field test results, a significant majority of respondents expressed strong agreement with several key aspects of the travel pattern. Specifically, 31 (62%) strongly agreed that the information and descriptions were attractively presented, and an equal number (31 or 62%) strongly agreed that the table of contents and page numbers were available, making it easy to find material. Furthermore, 32 (64%) strongly agreed that the photos were clear, helpful, and attractive. The relationship between the description and displayed pictures also received strong agreement from 29 (58%) of respondents, while 30 (60%) found each description to be informative. The overall design and color scheme were highly praised, with 33 (66%) strongly agreeing they were attractive. However, agreement was slightly lower for the type and size of the font, with 24 (48%) strongly agreeing it was clear, appropriate, and easy to read. The plot of the narrative content was considered straightforward and easy to follow by 28 respondents (56%). Finally, the digital travel pattern and QR Code were overwhelmingly seen as easy to access and use, with 33 (66%) expressing strong agreement.

Evaluation

At this evaluation stage, the writers revised the product according to the results of the field test. The writers believed that the respondents positively received the product and were satisfied with the outcome. The writers also received praise and support from the respondents for developing the bilingual travel pattern "Surabaya Cultural Heritage".

From both local and international tourist feedback, the development of the "Surabaya Cultural Heritage" bilingual travel pattern aligns with the travel pattern theory, which defines a structured tourist movement framework to maximize experience. This pattern differs from a static guidebook by explicitly structuring tourist movement through curated routes based on geographical and narrative coherence. This supports modern tourism trends that seek efficient, personalized, and story-driven itineraries. Furthermore, the product addresses the need for tourism segmentation to be more personalized, customized, localized, and small-scale. Specifically, the use of bilingual media (English-Indonesian) serves the dual purpose of meeting the linguistic needs of a wider audience and ensuring accurate cultural transmission, where the quality of meaningful translation is crucial for foreign tourists' appreciation of cultural heritage.

The findings of this study reinforce and expand upon previous research. The similarity in the location and type of tourism investigated, cultural heritage in Surabaya, is consistent with the research by Idajati & Nugroho (2019). Furthermore, this study is comparable to Ili et al. (2024) as both involved direct observation of determined routes at each destination. The destination feasibility assessment, which considered the five tourism aspects (5A: Attractions, Activities, Amenities, Accessibility, and Accommodation), aligns with the study by Birru et al. (2024). Additionally, the focus on developing a bilingual English-Indonesian product is consistent with the results of Hardiyanti (2021). By integrating spatial route design, bilingual content, and digital features (QR codes for Google Maps), this travel pattern offers a unique strength: a detailed one-day itinerary complete with time estimates and annual event information. Although the product was positively received by expert validators and fieldtesting respondents (high average scores), several significant challenges were encountered during the development process. Operational challenges included the considerable distance between observation locations and the absence of staff at certain heritage destinations (Kampung Lawas Maspati, Kampung Ketandan, etc.), which hindered direct interviews. An initial technical challenge was the use of the FlipHTML5 website, which resulted in numerous advertisements that disrupted the user experience. These challenges were overcome by switching to the Heyzine website, which offered a cleaner interface, and

promoting the travel pattern through social media to compensate for the low number of tourists at the TIC. This problem-solving approach ensures that the resulting travel pattern is not only theoretically valid but also efficient and effective in field implementation.

D.   CONCLUSION

Surabaya has revitalized its cultural and historical areas to strengthen the tourism sector. Based on 2024 data from the East Java Provincial Culture and Tourism Service showing a 10.35% decrease in foreign tourist visits, this research aimed to develop a bilingual travel pattern titled "Surabaya Cultural Heritage" using the ADDIE model. The product was successfully validated by four expert validators and field tested by 50 respondents (36 local and 14 foreign). The findings conclude that this bilingual travel pattern has proven beneficial for both local and foreign tourists in exploring Surabaya's cultural heritage destinations. The final, extensively revised product is not only theoretically sound but also effective and efficient in field implementation, ready to provide optimal guidance for travel needs.

REFERENCES

Abdullah, R., & Prihastuti, Y. (2023). Pengembangan pola perjalanan wisata di Desa Wisata Ngilngof Kabupaten Maluku Tenggara. *Jithor*, *6*(2), 159–170. http://ejournal.upi.edu/index.php/

Adeoye, M. A., Adrian, K., Indra, S., Satya, M. S., & Septiarini, N. I. (2024). Revolutionizing education : Unleashing the power of the ADDIE model for effective teaching and learning. *JPI (Jurnal Pendidikan Indonesia)*, 13(1), 1–8. https://doi.org/10.23887/jpiundiksha.v13i1.68624

Badan Pusat Statistik Provinsi Jawa Timur. (2024). *Selama bulan Juli 2024 terdapat 34.446 kunjungan wisman ke Jawa Timur melalui pintu masuk Juanda*. Retrieved from. https://jatim.bps.go.id/id/pressrelease/2024/09/02/1445/selama-bulan-juli-2024-terdapat-34-446-kunjungan-wisman-ke-jawa-timur-melalui-pintu-masuk-juanda.html

Birru, R. A. D., Royanow, A. F., & Mahawira, K. (2024). Pola perjalanan wisata di Air Terjun Benang Kelambu Lombok Tengah. *Contemporary Journal of Applied Sciences (CJAS)*, *2*(3), 195–202.

Dávid, L. D., Rahmat, A. F., & Priatmoko, S. (2024). Main trends in the tourism industry in Indonesia between 2020–2023. *Journal of Infrastructure, Policy and Development*, *8*(11), 1–28. https://doi.org/10.24294/jipd.v8i11.8162

Dhamayanty, S., Muhamad, B. G. A., Andriani, N. N., Samuel, & Ilahi, F. W. (2022). Perencanaan pola perjalanan wisata heritage di Kota dan Kabupaten Cirebon. *Journal of Event, Travel and Tour Management*, *2*(2), 45–54. https://doi.org/10.34013/jett.v2i2.942

Gigi,   lau, & Kercher, B. M. (2006). Tourism and Hospitality Research. *JSTOR*. https://www.jstor.org/stable/23745380

Green, D. (2024). What does "Itinerary" mean in the context of travel. *Travel With The Greens*. https://travelwiththegreens.com/what-does-itinerary-mean-in-the-context-of-travel.html

Hardiyanti, A. P. (2021). Developing a bilingual guidebook to improve visitors' experience in Kampoeng Heritage Kajoetangan Malang. *JLT – Jurnal Linguistik Terapan*, *11*(2).

Hari, B. (2024). Potensi MICE di Surabaya masih besar. *Venuemagz.Com.* Retrieved from https://venuemagz.com/destination/potensi-mice-di-surabaya-masih-besar/

Hendraningrum, A., Handyastuti, I., Ginting, I. V., Ramadhani, I., & Wibowo, S. T. (2021). Pemetaan pola perjalanan wisata di Desa Ngargoretno, Salaman, Magelang Jawa Tengah. *Journal of Event, Travel and Tour Management*, *2*(2), 16–30. https://doi.org/10.34013/jett.v2i2.890

Idajati, H., & Nugroho, F. E. (2019). Creating cultural and heritage tourism route as tool for development tourism strategy (Case study: Surabaya Kalimas River Area). *IOP Conference Series: Earth and Environmental Science*, *340*(1). https://doi.org/10.1088/1755-1315/340/1/012023

Ili, D. S., Pattaray, A., & Wahim, I. (2024). Pemetaan pola perjalanan wisata di Desa Lantan Kabupaten Lombok Tengah. *VISA : Journal of Visions and Ideas*, *4*(1), 104–113.

Ismail, N., Masron, T., & Ahmad, A. (2014). Cultural heritage tourism in Malaysia: Issues and challenges. *SHS Web of Conferences, 9*, 1–8. https://doi.org/10.1051/ shsconf /201412010 59

Liyushiana. (2019). Kajian pola perjalanan wisata di Kabupaten Nias Barat, Sumatera Utara. *Khasanah Ilmu - Jurnal Pariwisata Dan Budaya*, *10*(2), 113–121. https://doi.org/10.31294/khi.v10i2.6374

Petroman, I., Petroman, C., Marin, D., Ciolac, R., Văduva, L., & Pandur, I. (2013). Types of cultural tourism. *Scientific Papers: Animal Science and Biotechnologies*, *46*(1), 385–388.

Putri, L. N., Sutadji, D. S., & Susanto, E. (2019). E-Catalogue pola perjalanan wisata bahari di Kawasan Wisata Pulau Pisang dan Labuhan Jukung, Kabupaten Pesisir Barat, Provinsi Lampung. *BARISTA: Jurnal Kajian Bahasa Dan Pariwisata*, *6*, 66–78. https://doi.org/10.34013/barista.v6i2.183

Ramdani, A. L., Widyantoro, D. H., & Munir, R. (2024). Optimization route recommendation-based tourist trip design problem: A literature study. *MALCOM: Indonesian Journal of Machine Learning and Computer Science*, *4*(2), 515–525. https://doi.org/10.57152/malcom.v4i2.1213

Rick, S. (2025). Comparing Guidebook Series. *Rick Stevesi Europe.* https://www.ricksteves.com/travel-tips/trip-planning/comparing-guidebook-series

Travelmaker. (2021). Formulasi travel pattern pariwisata di mata Menparekraf. *Travelmaker* https://travelmaker.id/2021/04/02/formulasi-travel-pattern-pariwisata-di-mata-menparekraf/