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DESIGNING TOURIST INFORMATION CENTERS: CRAFTING AN ICONIC AND INVITING GATEWAY FOR VISITORS

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ABSTRACT

Tourist Information Centers (TICs) play a significant role in enhancing the tourism experience by serving as hubs for information, orientation, and cultural representation. The design of TIC buildings can influence the way tourists perceive a destination, impacting both their satisfaction and the overall tourism economy. This article explores the principles of designing effective and attractive TIC buildings, integrating architectural aesthetics, functionality, and cultural identity to create a positive and lasting impression on visitors. Tourist Information Centers (TICs) play a pivotal role in enhancing visitor experiences and promoting local destinations. This research aims to explore how architectural design elements of TIC buildings contribute to attracting tourists and supporting tourism growth. The study examines the integration of functionality, cultural identity, aesthetic appeal, and sustainable features to create welcoming and engaging spaces that influence tourist perceptions and behavior. A qualitative descriptive methodology was employed, combining literature reviews, case studies, and observational analyses of selected TICs in Asia-Pacific and Western countries, such as the Japan National Tourism Organization TIC in Tokyo, the Melbourne Visitor Information Center, and the Bali Tourist Information Hub. Data were analyzed through content analysis to identify recurring design principles and their impacts on visitor satisfaction and engagement. Findings indicate that accessible locations, technology integration, cultural representation, and eco-friendly features significantly enhance the effectiveness of TICs in providing memorable experiences. The study underscores that TICs designed with adaptive spaces and modern digital solutions not only meet visitor needs but also boost the local economy by encouraging longer stays and higher spending. This research provides valuable insights for architects, tourism planners, and policymakers in developing innovative, culturally authentic, and sustainable TIC designs that align with contemporary tourism demands.
***Keywords**: Tourist Information Center, architecture, cultural identity, sustainable design, visitor experience.*

1. Introduction

Tourism is a rapidly growing industry that significantly contributes to the economic and social development of a region. One of the key facilities that support this industry is the Tourist Information Center (TIC). Beyond its primary role of providing travel information, the TIC serves as an architectural representation of the destination, showcasing local culture, history, and values. Therefore, thoughtful and strategic design of these buildings can help attract tourists, enhance their experience, and boost tourism revenues.

A quantitative study before in Bali (sample of 250 tourists) showing that tourism facilities, information services, and infrastructure together account for 90.4% influence on foreign tourist satisfaction especially highlighting the strong positive impact of tourist information services. Another Quantitative descriptive research before (using 100 respondents) showing that tourism facilities and tour guide services each partially and significantly influence tourist satisfaction in Jakarta's historic district.

Tourist Information Centers (TICs) often serve as the first point of contact for many visitors, providing essential services that shape their initial impressions of a destination. Their functions can be categorized as follows:

- Essential Information: Offering maps, travel guides, event schedules, and transportation tips to assist tourists in navigating the area efficiently.

- Orientation Services: Providing personalized recommendations to help visitors maximize their stay, ensuring they can access the most relevant attractions and activities.
- Cultural Immersion: Highlighting the uniqueness of the destination through curated displays of local arts, crafts, historical artifacts, and cultural narratives.
- Memorable Experiences: Utilizing interactive displays, digital tools, and comfortable hospitality areas to engage tourists in an informative and enjoyable manner.
- According to recent studies, well-designed TICs have been shown to increase tourist satisfaction by more than 30%, resulting in longer stays and higher local spending (Albrecht, 2017; Poria & Reichel, 2018).

2. Literature Review

2.1. The Role of Tourist Information Centers in Tourism - Design Principles for TICs:

2.1.1. Accessibility and Visibility

A TIC must be easily accessible to both local and international visitors. Strategic location near transport hubs, popular landmarks, or city centers ensures maximum visibility. A Tourist Information Center (TIC) must be easily accessible to both local and international visitors to maximize its effectiveness. Strategic placement near transportation hubs such as airports, bus terminals, and train stations ensures that tourists can conveniently obtain information upon arrival. Similarly, locating TICs close to popular landmarks, commercial districts, or city centers enhances visibility and allows seamless integration into a visitor's journey. According to Albrecht (2017), accessibility significantly influences the frequency of tourist engagement with TICs, ultimately contributing to improved visitor satisfaction and overall tourism experiences.

Here are some examples of cities that effectively apply the principle of accessibility and visibility in their Tourist Information Centers (TICs):

a. Tokyo, Japan
   - Location Strategy: The Japan National Tourism Organization (JNTO) TIC is strategically located near Tokyo Station, one of the city's busiest transportation hubs.
   - Impact: Tourists arriving by train or bus can immediately access maps, guides, and digital resources, making their first experience in the city seamless and convenient.
   - Design Note: Combines minimalist Japanese design with technology to reflect cultural identity while ensuring efficiency.

b. London, United Kingdom
   - Location Strategy: London's TICs are positioned at Heathrow Airport, Victoria Station, and near Trafalgar Square.
   - Impact: This multi-location approach ensures both arriving visitors and those exploring central London can easily access information and assistance.
   - Design Note: Uses modern digital kiosks and multilingual services to cater to diverse international tourists.

c. Singapore
   - Location Strategy: TICs are prominently placed at Changi Airport, Marina Bay Sands, and Orchard Road, integrating information services into key tourist zones.
   - Impact: Easy accessibility promotes efficient trip planning and encourages tourists to explore beyond primary attractions.
   - Design Note: Incorporates smart technology and interactive screens to enhance user engagement.

d. Melbourne, Australia
   - Location Strategy: The Melbourne Visitor Information Centre is located at Federation Square, adjacent to key transport links like Flinders Street Station.
   - Impact: Its prime position in a central cultural and transportation hub allows maximum visibility and interaction.

- Design Note: Features bold architecture with open, visitor-friendly spaces and interactive features.

e. Barcelona, Spain
- Location Strategy: Barcelona's TICs are strategically placed at Plaça de Catalunya, Sagrada Família, and along the La Rambla pedestrian area.
- Impact: High visibility in areas with dense tourist activity ensures that first time and repeat visitors have immediate access to reliable information.
- Design Note: Integrates cultural exhibitions and multilingual staff services to personalize visitor experiences.

Table 1.
Comparative summarizing the cities and their strategies for accessible & visible TIC design

City / Country	Strategic Location	Impact on Tourists	Design Highlights
Tokyo, Japan	Near Tokyo Station, a major transportation hub	Provides immediate access to information upon arrival, improving navigation and trip planning	Minimalist Japanese design combined with advanced technology
London, UK	Heathrow Airport, Victoria Station, and near Trafalgar Square	Ensures accessibility for both arriving and city-center visitors	Modern kiosks and multilingual services for global travelers
Singapore	Changi Airport, Marina Bay Sands, and Orchard Road	Efficient trip planning and promotion of secondary attractions	Smart tech integration and interactive screens
Melbourne, Australia	Federation Square, adjacent to Flinders Street Station	High visibility and easy interaction with visitors in cultural and transit hubs	Bold architecture with visitor-friendly layouts and digital interfaces
Barcelona, Spain	Plaça de Catalunya, Sagrada Família, and La Rambla	Provides immediate access to reliable info in high-traffic tourist areas	Cultural exhibitions and multilingual staff enhance personalization

2.1.2. Functionality and Space Optimization

A functional layout is essential in the design of Tourist Information Centers (TICs) to ensure smooth navigation and optimal visitor flow. Effective spatial planning enhances the user experience, reduces congestion, and supports operational efficiency.

Key spatial elements typically include:
- Reception and Information Desks: The primary point of interaction, where visitors receive guidance, maps, and recommendations from trained staff.
- Digital Kiosks or Interactive Boards: Technology-driven stations that provide real-time updates, self-service options, and multilingual support for independent exploration.
- Waiting and Seating Areas: Comfortable spaces that allow tourists to rest while reviewing information or waiting for guided assistance.
- Exhibition or Gallery Spaces: Dedicated areas showcasing local culture, history, and attractions through artifacts, multimedia displays, and educational installations.
- Restrooms and Refreshment Areas: Essential amenities that enhance visitor convenience and satisfaction, encouraging longer stays.

According to Poria and Reichel (2018), well planned layouts not only improve visitor flow but also enhance engagement by providing intuitive and accessible spaces for both leisure and learning. Integrating flexibility within the layout further allows TICs to adapt to seasonal demands, events, or promotional activities, making them more dynamic and user friendly.

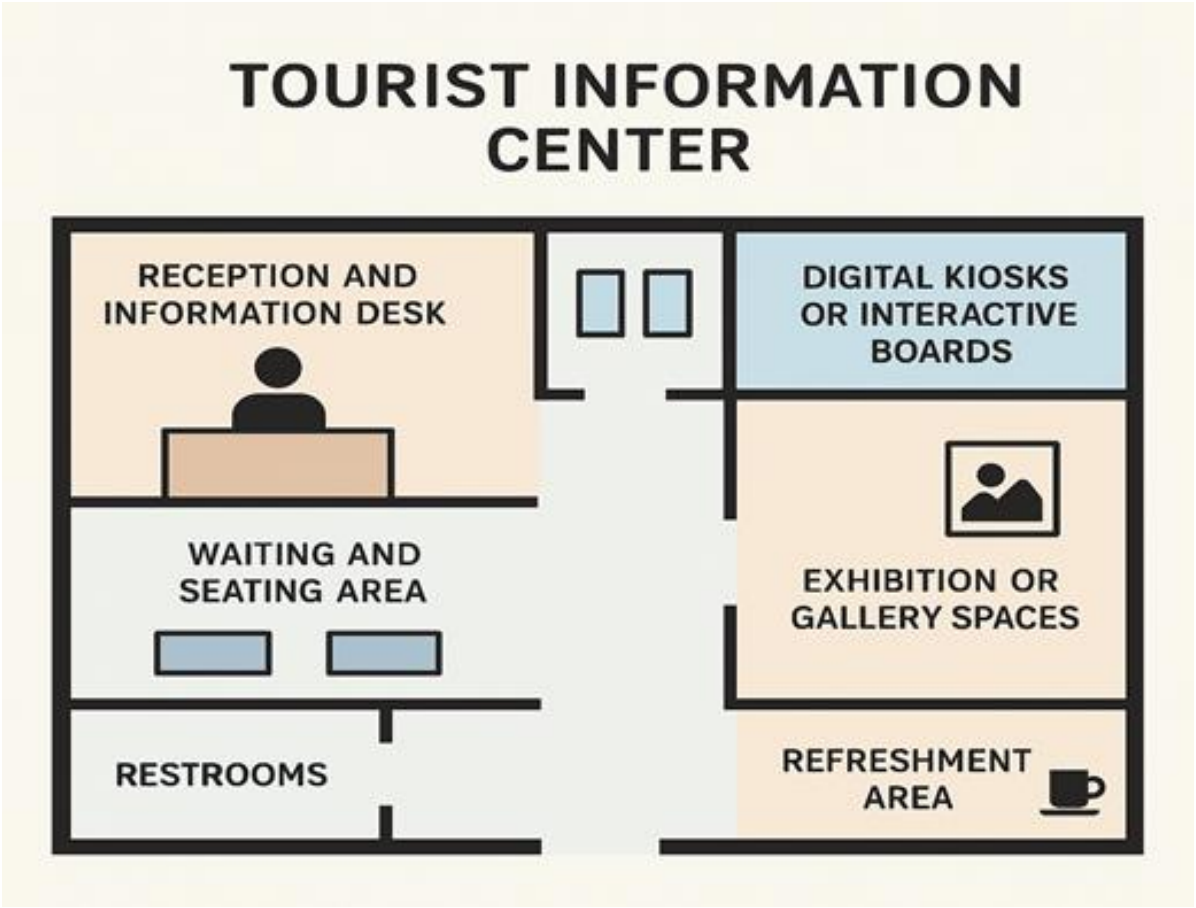

Figure 1. Key Spatial Elements of Tourist Information Center

2.1.3. Aesthetic and Architectural Appeal

The aesthetic design of a Tourist Information Center (TIC) should authentically reflect the local culture and identity of the destination. Incorporating regional materials such as wood, stone, bamboo, or locally sourced sustainable composites not only enhances the visual and cultural connection with the place but also aligns the building with eco friendly and sustainable practices (Smith, 2021).

For instance, using bamboo and natural stone in tropical destinations like Bali communicates harmony with the environment and emphasizes traditional craftsmanship. In contrast, regions with colder climates may highlight timber or brickwork that resonates with local architectural heritage. This approach not only creates a distinct sense of place but also strengthens emotional connections for visitors, making the TIC itself a memorable architectural landmark. According to Poria and Reichel (2018), such cultural integration in design encourages tourists to perceive the center as a genuine representation of the destination, thereby enhancing their overall experience and satisfaction.

2.1.4. Integration of Technology

Modern TICs integrate digital solutions like touch-screen directories, virtual tours, and AI powered assistants. These innovations not only attract tech-savvy tourists but also improve efficiency and accessibility. Modern Tourist Information Centers (TICs) increasingly incorporate digital solutions to enhance visitor engagement and streamline services. Features such as touch screen directories, virtual reality (VR) or augmented reality (AR) tours, and AI powered assistants enable tourists to access information quickly, interactively, and in multiple languages. These innovations cater to the needs of tech-savvy travelers while improving the overall efficiency, accessibility, and personalization of the visitor experience (Albrecht, 2017).

For example, interactive kiosks allow visitors to independently plan itineraries, while VR-enabled installations provide immersive previews of attractions, offering a sense of exploration before the actual

visit. AI-driven chatbots or assistants can also deliver real time updates on weather conditions, events, or transportation schedules, ensuring tourists receive accurate and timely information. According to Smith (2021), integrating technology within TIC design not only reduces operational workload for staff but also increases visitor satisfaction, as travelers can access reliable resources with minimal wait times and greater interactivity.

2.1.5. Sustainable and Eco Friendly Design

Sustainability is a global trend in architecture. Features such as green roofs, natural ventilation, solar panels, and rainwater harvesting systems enhance environmental responsibility and appeal to eco-conscious travelers. Sustainability has become a global priority in contemporary architecture, and Tourist Information Centers (TICs) are no exception. Incorporating eco friendly features such as green roofs, natural ventilation, solar panels, and rainwater harvesting systems not only reduces the building's environmental footprint but also appeals to the growing market of ecoconscious travelers (Smith, 2021).

For instance, green roofs provide natural insulation, lower energy consumption, and create visually appealing landscapes that blend with the surrounding environment. Natural ventilation reduces reliance on mechanical cooling systems, particularly in tropical and temperate climates, while solar panels harness renewable energy to power digital systems and lighting efficiently. Additionally, rainwater harvesting systems contribute to water conservation, supporting sustainable operations and reducing utility costs. According to Albrecht (2017), integrating sustainability into TIC design enhances the destination's image as a forward-thinking and environmentally responsible location, thereby fostering positive perceptions among tourists and reinforcing their loyalty to the destination.

2.2. Case Studies of Successful Tourist Information Centers

2.2.1. Japan National Tourism Organization TIC, Tokyo, Japan

This TIC combines minimalist Japanese design with modern technology. Transparent glass walls and wooden interiors symbolize openness and hospitality, creating a serene environment for visitors. The Japan National Tourism Organization (JNTO) Tourist Information Center, located near Tokyo Station, exemplifies the integration of minimalist Japanese architectural principles with cutting edge technology. The design emphasizes simplicity and harmony, reflecting the Japanese philosophy of "less is more."

Key architectural elements include transparent glass walls, which symbolize openness and accessibility, allowing natural light to fill the interior while creating a seamless visual connection between indoor and outdoor spaces. The use of locally sourced wood for interiors not only conveys a sense of warmth and hospitality but also highlights a commitment to sustainability and cultural authenticity.

From a technological perspective, the TIC is equipped with interactive digital kiosks, multilingual directories, and virtual tour interfaces, enabling visitors to access real-time information and plan their itineraries efficiently. This integration of traditional aesthetics with modern functionality creates a serene yet innovative environment that caters to both domestic and international travelers. According to Albrecht (2017), the JNTO TIC serves as a benchmark for modern TIC design, successfully balancing cultural identity, user experience, and technological advancement to enhance tourism engagement in Tokyo.

2.2.2. Visitor Information Center, Melbourne, Australia

Located at Federation Square, this center features a bold contemporary design with interactive screens, event zones, and multilingual staff services, effectively catering to a diverse tourist demographic. The Melbourne Visitor Information Centre (MVIC), strategically located at Federation Square, is an exemplary model of a contemporary and dynamic Tourist Information Center (TIC). Its bold and modern architectural design reflects Melbourne's identity as a vibrant, multicultural city, attracting both domestic and international tourists.

The facility is equipped with interactive digital screens, event and exhibition zones, and multilingual staff services, allowing it to cater effectively to a highly diverse demographic. These interactive

technologies enable visitors to access real time information about attractions, transportation, and ongoing events, enhancing the overall efficiency and personalization of the visitor experience.

Moreover, the center's open and flexible spatial layout supports a wide range of activities, including cultural events, art showcases, and promotional programs that highlight Melbourne's rich cultural offerings. According to Poria and Reichel (2018), this integration of flexible spaces with digital solutions positions the MVIC as a benchmark for urban TIC design, balancing aesthetic appeal, operational functionality, and inclusivity.

2.2.3. Bali Tourist Information Hub, Indonesia

This hub integrates Balinese cultural motifs, bamboo structures, and open air pavilions, providing a sustainable and immersive experience that reflects the island's cultural richness. The Bali Tourist Information Hub exemplifies a harmonious blend of cultural authenticity and sustainable architecture. This facility integrates Balinese cultural motifs, bamboo structures, and open air pavilions, offering visitors an immersive experience that reflects the island's rich cultural heritage.

The use of bamboo and other locally sourced natural materials not only enhances the authentic aesthetic appeal but also promotes eco friendly construction practices, aligning with global trends in sustainable tourism architecture (Smith, 2021). The open air design leverages natural ventilation and daylight, reducing energy consumption while creating a comfortable and tranquil environment for visitors.

Moreover, the incorporation of Balinese artistic elements such as traditional carvings and ornamentation establishes a strong cultural narrative within the space, allowing tourists to engage with the island's identity from the moment they enter the hub. According to Albrecht (2017), this approach enhances the sense of place, deepens cultural immersion, and elevates visitor satisfaction, making the hub not only a functional information center but also a destination landmark in itself.

2.3. Impact of TIC Design on Tourism Growth

A well designed Tourist Information Center (TIC) plays a strategic role in driving tourism growth by creating meaningful connections between visitors and destinations. Its design influences not only the immediate visitor experience but also the broader economic and cultural dynamics of the region. Key impacts include:

a. Enhancing Visitor Experience and Satisfaction: Thoughtful layouts, intuitive navigation, and engaging spaces ensure visitors receive timely and accurate information, leading to greater satisfaction and positive word of mouth (Poria & Reichel, 2018).
b. Promoting Local Culture: Architectural elements, curated exhibitions, and interactive storytelling help represent local heritage, enabling tourists to immerse themselves in the cultural and historical narratives of the destination.
c. Boosting the Local Economy: By providing comprehensive information and personalized recommendations, TICs encourage longer stays, increased participation in local tours and activities, and higher overall spending, thus supporting local businesses (Albrecht, 2017).
d. Supporting Sustainable Tourism: Incorporating eco-friendly materials, energy efficient systems, and green initiatives within TIC design promotes sustainability while raising awareness among visitors about responsible tourism practices (Smith, 2021).

When these elements are effectively integrated, TICs become iconic landmarks that do more than provide information. they actively shape tourist perceptions, foster loyalty, and contribute to the sustainable growth of the tourism sector.

2.4. Recommendations for Future TIC Designs

To maximize the role of Tourist Information Centers (TICs) in enhancing visitor experiences and supporting sustainable tourism, future designs should incorporate the following strategies:

a. Flexible Spatial Layouts: Design adaptive and multifunctional spaces that can be easily reconfigured to host diverse events, exhibitions, or promotional activities, ensuring the TIC remains dynamic and relevant throughout the year.

b. Integration of Innovative Technologies: Utilize advanced digital tools, such as augmented reality (AR) and virtual reality (VR), to deliver immersive cultural and historical education, enabling tourists to engage with the destination interactively and memorably.
c. Universal Design Principles: Prioritize inclusivity by implementing accessible pathways, clear signage, tactile guides, and assistive technologies to ensure that TIC facilities cater to all visitors, including individuals with disabilities or mobility challenges.
d. Collaboration with Local Artists and Communities: Partner with local artisans, designers, and cultural institutions to incorporate authentic artistic elements and storytelling into the TIC environment, fostering a sense of place and preserving the cultural identity of the destination.

By embracing these approaches, future TICs can evolve into innovative, inclusive, and culturally grounded hubs that not only provide information but also enrich visitor engagement while promoting sustainable tourism development (Smith, 2021; Albrecht, 2017).

3. Research Methods

The research explores how architectural design elements of Tourist Information Centers (TICs) can attract tourists and support tourism growth. It focuses on integrating functionality, cultural identity, aesthetic appeal, and sustainable design principles to enhance the visitor experience and promote local destinations.

This study adopts a qualitative descriptive research approach, which is suitable for exploring the relationship between architectural design principles and the effectiveness of Tourist Information Centers (TICs) in attracting and engaging visitors. Data were gathered through multiple methods to ensure comprehensive analysis: Literature Review: An extensive review of scholarly studies, reports, and articles focusing on TIC design, tourism architecture, and visitor engagement. Case Studies: In-depth examination of prominent TICs, including: Tokyo, Japan – Japan National Tourism Organization (JNTO) TIC; Melbourne, Australia – Melbourne Visitor Information Center; Bali, Indonesia – Bali Tourist Information Hub.

Observational Analysis by direct evaluation of spatial planning, cultural representation, and technology integration within the selected case studies, focusing on functionality, accessibility, and visitor experience. The collected data were subjected to content analysis to identify recurring design principles and emerging trends. The analysis focused on evaluating how architectural elements and technological innovations influence visitor satisfaction, engagement levels, and their economic contributions to local tourism sectors.

4. Research Findings and Discussion

4.1. The Need for a Well Designed Tourist Information Center in Jakarta

Jakarta, as the primary gateway to Indonesia, plays a crucial role in shaping tourists' first impressions of the country. Every year, millions of visitors arrive through Soekarno-Hatta International Airport or Tanjung Priok Port before exploring other parts of the archipelago. However, many first time travelers find Jakarta's vast urban sprawl, heavy traffic, and complex transportation system challenging to navigate. A well designed Tourist Information Center (TIC) would serve as a central hub for reliable information, guiding tourists through the city with ease and efficiency while ensuring a more enjoyable experience.

Beyond providing practical assistance, a TIC can elevate the visitor experience. By offering multilingual staff support, interactive digital kiosks, and real-time updates on city events, a modern TIC ensures that tourists feel welcomed and well informed. Such services are particularly vital in a diverse and dynamic city like Jakarta, where travelers seek both convenience and meaningful cultural engagement.

Jakarta's rich cultural identity further reinforces the need for a TIC that reflects local heritage. Through thoughtful design elements, such as Betawi architectural motifs and spaces for cultural exhibitions, the center can function as an educational and cultural hub. Interactive galleries and immersive AR/VR

experiences would allow tourists to understand Jakarta's history, traditions, and culinary diversity, fostering deeper appreciation for the city.

Economically, a strategically designed TIC has the potential to boost local tourism revenue. By promoting curated city tours, local businesses, and cultural performances, the center can encourage longer stays and greater spending, creating a positive ripple effect across Jakarta's hospitality, retail, and service sectors. This aligns with the global trend of leveraging tourism infrastructure as a catalyst for sustainable economic growth.

Lastly, a sustainable TIC in Jakarta could set a new benchmark for eco conscious urban development. Incorporating features like green roofs, solar panels, and natural ventilation not only reduces environmental impact but also positions Jakarta as a forward thinking, modern destination. By combining functionality, cultural identity, and sustainability, a well designed TIC would not only enhance the tourist experience but also strengthen Jakarta's image as a vibrant, world class city ready to meet the demands of global tourism.

Here are well structured reasons why Jakarta needs a well designed Tourist Information Center (TIC):

4.1.1. Jakarta as an International Gateway

- Jakarta serves as the main entry point for international and domestic travelers to Indonesia, primarily through Soekarno-Hatta International Airport and Tanjung Priok Port. A well designed TIC would:
- Provide centralized and reliable information for first-time visitors.
- Assist in navigating transportation networks like MRT Jakarta, TransJakarta, and commuter lines.
- Help distribute tourist flow to both popular sites (Monas, Kota Tua) and lesser known attractions, reducing congestion in over visited areas.

4.1.2. Enhancing Visitor Experience

- Tourists often face challenges due to Jakarta's complex urban layout and language barriers. A well planned TIC can:
- Offer multilingual services and digital guides for easier trip planning.
- Provide real time updates on events, festivals, and city happenings.
- Create a welcoming space where travelers feel guided, safe, and connected.

4.1.3. Showcasing Jakarta's Cultural Identity

- Jakarta is a melting pot of cultures, from Betawi heritage to modern urban lifestyles. A TIC that integrates cultural design and exhibits can:
- Highlight local history, traditions, and culinary heritage.
- Educate tourists through interactive installations, galleries, and AR/VR experiences.
- Position Jakarta as a city that values and celebrates cultural authenticity.

4.1.4. Boosting Tourism Economy

- Well-designed TICs can significantly drive economic impact, as seen in global examples like Tokyo and Melbourne. For Jakarta, this means:
- Encouraging longer stays and higher spending in hotels, restaurants, and retail.
- Promoting city tours, cultural performances, and local businesses through curated recommendations.
- Supporting sustainable economic growth for communities connected to tourism.

4.1.5. Supporting Sustainable Tourism

Jakarta faces environmental challenges such as flooding, congestion, and urban heat islands. A sustainable TIC design could:

- Integrate green building principles to set an example for eco friendly urban development.
- Educate tourists on responsible travel practices to protect cultural and natural assets.

- Enhance Jakarta's image as a modern, eco conscious destination.

4.1.6. Strengthening Jakarta's Global Image

- As the capital city, Jakarta's TIC would function as a symbol of hospitality and innovation, aligning with global standards in tourism infrastructure.
- A landmark TIC can enhance Jakarta's branding as a world class urban destination.
- It signals that Jakarta is ready to compete with other major cities in Asia, such as Singapore, Kuala Lumpur, and Bangkok, in delivering high quality tourism services.

4.2. The Proposed Design of Jakarta's Tourist Information Center

The Jakarta Tourist Information Center stands on a 600 m2 plot of land and has a building area of 151 m2 with a main interior space measuring 12 x 12.6 meters. It is used as a tourist information center. It is located in a central office area, and most of the buildings are modern. The architectural concept used is regionalism, a blend of traditional and modern architecture, or more contemporary architecture, in terms of materials and structure.The building's undulating roof enhances the view, combining a modern, free flowing, and contemporary city skyline without abandoning its traditions. second skin is used as protection from excessive sunlight and as permeability for views and natural light needed by the room in the building. The building structure uses materials that are easy to install and maintain, namely steel structures. Steel structures are used because they can be used for buildings with wide spans.

Figure 2. Perspective Eksterior View of Proposed Design of Jakarta's Tourist Information Center

This building serves primarily as a tourist information center, exhibition space, and administrative office. It considers pedestrian access from the front of the building and the functional use of spaces and structures, including the modular spacing of the structure, which creates both form and function. Then, it only takes a few spatial arrangements to make it function as an architectural element. Starting with selecting the right users is a fundamental step in creating a good, sustainable space that is formed within the urban community.

Figure 3. Perspective Interior & Eksterior View of Proposed Design The Jakarta's TIC

Conceptual design proposal for a Tourist Information Center (TIC) in Jakarta, applying the core design principles that was discussed before : Concept: "Gateway to Jakarta" – A Modern TIC for the Capital.

4.2.1. Accessibility and Visibility

- Strategic Location: Place the TIC in Monas (National Monument) area, which is centrally located and connected to TransJakarta, MRT Jakarta, and commuter lines.
- Secondary Locations: Mini TIC booths at Soekarno-Hatta International Airport and Kota Tua (Old Town) to cover major tourist entry points and heritage zones but open for another advices.

Figure 4. Final Selected Location Near Intiland Tower for The Proposed Design of The Jakarta's TIC

4.1.2. Functional and Space Optimization

Key spaces designed for smooth visitor navigation:

- Reception & Information Zone: Centralized desk with multilingual staff for personalized assistance.
- Digital Interaction Zone: Touch screen directories and AR guides to map cultural, culinary, and shopping destinations.
- Cultural Experience Gallery: Rotating exhibitions featuring Betawi culture, such as traditional costumes, batik displays, and live craft demonstrations.
- Relaxation Area: Comfortable seating, charging stations, and refreshments, designed with a modern, airy feel.
- Support Facilities: Clean restrooms, prayer rooms, and accessible pathways for people with disabilities.

4.1.3. Aesthetic and Cultural Identity

- Design Concept: Blend modern minimalism with Betawi architectural motifs, like gigi balang patterns and carved wooden accents.
- Material Palette: Locally sourced wood, natural stone, and bamboo, combined with glass panels to bring natural light and openness.

4.1.4. Technology Integration

- AR/VR tours showcasing Jakarta's history, landmarks, and future development zones.
- AI-powered chatbots for 24/7 multilingual assistance.
- Mobile integration with Jakarta's tourism apps for itinerary planning and e-ticketing.

4.1.5. Sustainable Design

- Green Roofs and Vertical Gardens: Improve insulation and create urban green spaces
- Natural Ventilation: Utilize Jakarta's breezes to reduce energy use.
- Solar Panels: Provide renewable energy for lighting and digital systems.
- Rainwater Harvesting: For landscape irrigation and non potable water use.

4.1.6. Unique Selling Points

- "One Stop Cultural Hub": Combine information services with cultural showcases.
- Event Spaces: Host local music, culinary festivals, or art workshops to attract both locals and tourists.
- Iconic Architecture: Make the TIC a recognizable landmark in central Jakarta.

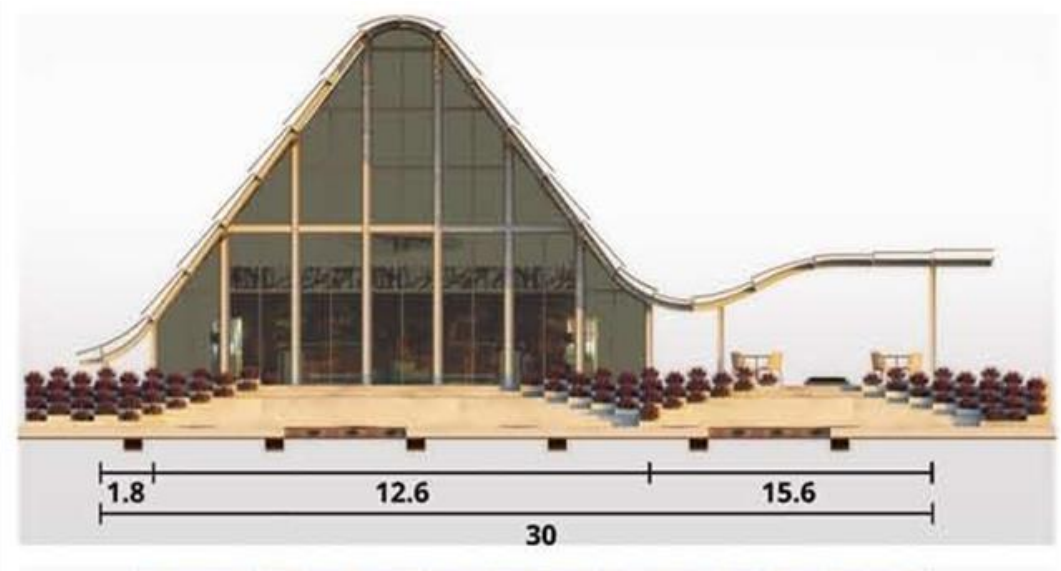

Figure 5. Front View of Proposed Design The Jakarta's Tourist Information Center

The tourist information center serves as a resource for tourists in Jakarta. Furthermore, the tourist information center can be used as a rest area for nearby office workers, as it provides public seating, allowing everyone to use it. The tourist information center plays a dual role in Jakarta. Primarily, it

functions as an essential resource for tourists, providing information about attractions, transportation, accommodations, cultural sites, and events. This helps visitors navigate the city more easily and enhances their overall travel experience.

Beyond serving tourists, the center also acts as a community friendly space. Its provision of public seating transforms it into a convenient resting spot for nearby office workers or pedestrians, offering a brief escape from the bustling city environment. This multifunctional use not only maximizes the utility of the space but also promotes a sense of inclusivity, as it is accessible and beneficial to both visitors and locals. Tourist information centers (TICs) can serve as cultural showcases that highlight the richness and diversity of Indonesian heritage. By incorporating displays, exhibitions, or interactive installations, these centers can attract a wide range of audiences, from students seeking educational experiences to workers and local residents who wish to reconnect with their cultural roots.

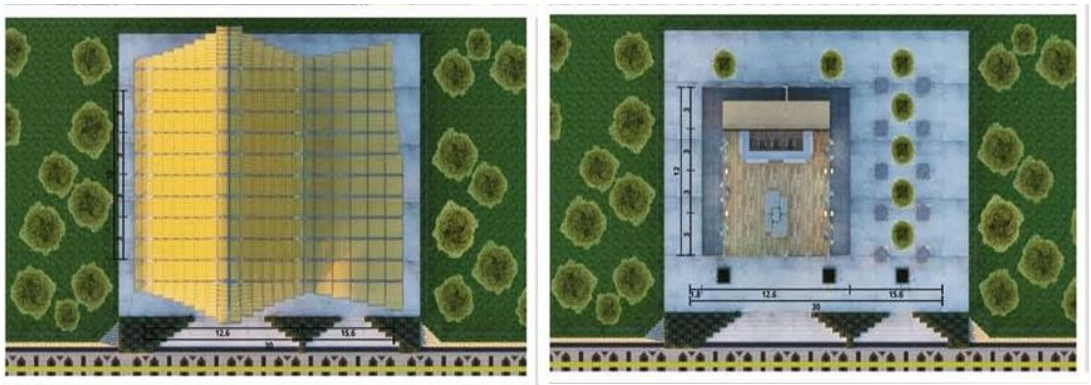

Figure 6. Roof Plan and Floor Plan of Proposed Design The Jakarta's Tourist Information Center

In addition, TICs function as strategic platforms to promote Indonesian tourism and culture to both domestic and international tourists. Through curated content such as brochures, digital kiosks, or multimedia presentations they can introduce visitors to local attractions, traditional arts, culinary experiences, and cultural events. This approach not only enhances the overall visitor experience but also supports the growth of Indonesia's tourism sector, fostering cultural appreciation while boosting the local economy. With the establishment of this tourist information center, it is expected to play a significant role in revitalizing tourism in Indonesia by enhancing visitor experiences, promoting local destinations, and fostering greater cultural engagement.

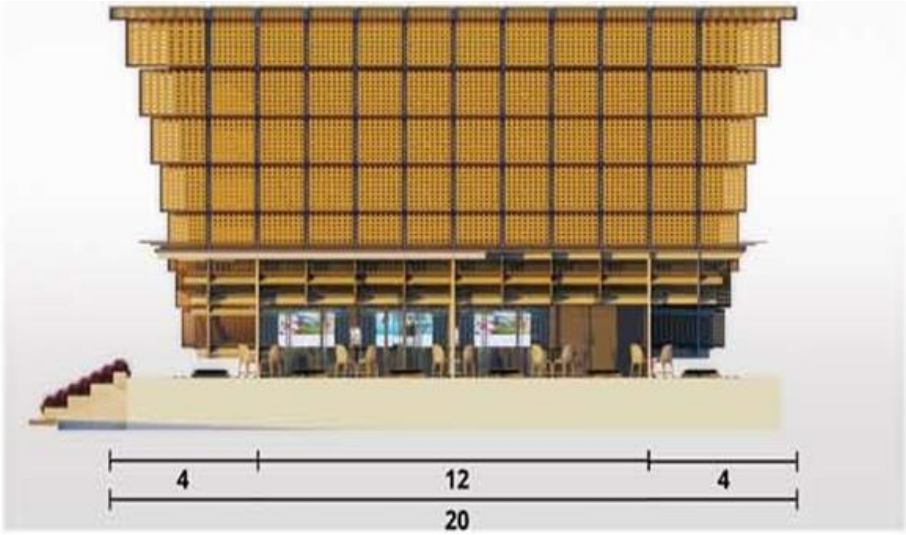

Figure 7. Side View of Proposed Design The Jakarta's Tourist Information Center

The construction of this tourist information center is envisioned as a catalyst for revitalizing tourism in Indonesia. By providing reliable information, comfortable public spaces, and interactive cultural displays, the center can significantly enhance the overall visitor experience. This improvement can lead

to longer stays, higher tourist satisfaction, and increased spending, which in turn contributes to the growth of the local economy. Furthermore, by promoting cultural heritage and diverse attractions, the center can help reposition Indonesia as a competitive and attractive destination in the global tourism market.

Material best used for the Building Envelope Concept of Proposed Design The Jakarta's TIC:

a. Bamboo Woven

A bamboo woven building envelope integrates traditional craftsmanship with modern architectural techniques, creating façades or exterior skins that are both functional and visually appealing. Bamboo weaving provides a lightweight yet durable structure, offering natural ventilation, shading, and thermal comfort. Its porous texture allows air to circulate, reducing heat gain in tropical climates like Indonesia, while also maintaining privacy and a sense of openness.

From an aesthetic perspective, woven bamboo patterns can highlight local culture and craftsmanship, reflecting a connection to Indonesia's heritage. The texture and patterns can be customized to create dynamic façades that adapt to the needs of the building, such as controlling sunlight or framing specific views. Additionally, bamboo is a renewable and eco-friendly material. It grows rapidly, sequesters carbon, and requires minimal processing, making it a sustainable alternative to conventional cladding materials like concrete or metal.

b. Glass Curtain Wall

A glass curtain wall building envelope, when optimized for Jakarta's hot humid tropical climate, embodies a balance between transparency, performance, and simplicity, reflecting the principle of "less is more." The minimalist aesthetic allows the building to present a clean, modern appearance while maximizing openness and visibility, making the tourist information center more welcoming to visitors. High performance glazing, combined with thoughtful shading strategies such as horizontal overhangs or vertical fins, reduces solar heat gain and glare while maintaining abundant natural daylight inside. This approach not only enhances energy efficiency and thermal comfort but also ensures unobstructed visual connections between the interior and the surrounding urban environment. By integrating subtle design elements and avoiding excessive ornamentation, the envelope achieves timeless elegance, demonstrating how simplicity and environmental responsiveness can coexist harmoniously in a contemporary architectural expression.

c. Steel Structure Beam

A steel beam system for the building envelope provides a slim, precise structural framework that complements a minimalist "less is more" aesthetic while reliably supporting curtain walls, canopies, and secondary shading screens. Primary steel members carry vertical and lateral loads to the main structure, while a lighter secondary steel grid (back rail, horizontals, and vertical mullion supports) receives the unitized curtain wall or stick system. The inherent strength of steel allows slender profiles and longer spans, preserving visual lightness and unobstructed glazing bays important for a tourist information center's legibility and openness.

The building envelope of Jakarta's Tourist Information Center (TIC) should combine high-performance, climate responsive materials with a minimalist, "less is more" aesthetic to create a functional, durable, and visually timeless design. A glass curtain wall with low-e, double glazing maximizes transparency and daylight, while thermally broken aluminum frames and galvanized steel structural beams ensure strength and slenderness. To address Jakarta's hot humid conditions, external shading devices such as woven bamboo screens or perforated metal panels reduce heat gain and glare while adding cultural character. Complementary opaque materials like terracotta rainscreen panels, local stone, and fair-faced concrete provide durability and texture at key areas, while insulated roofing systems and integrated greenery enhance energy efficiency and comfort. Together, these carefully selected materials create a sustainable, low maintenance envelope that harmoniously blends performance, simplicity, and local identity.

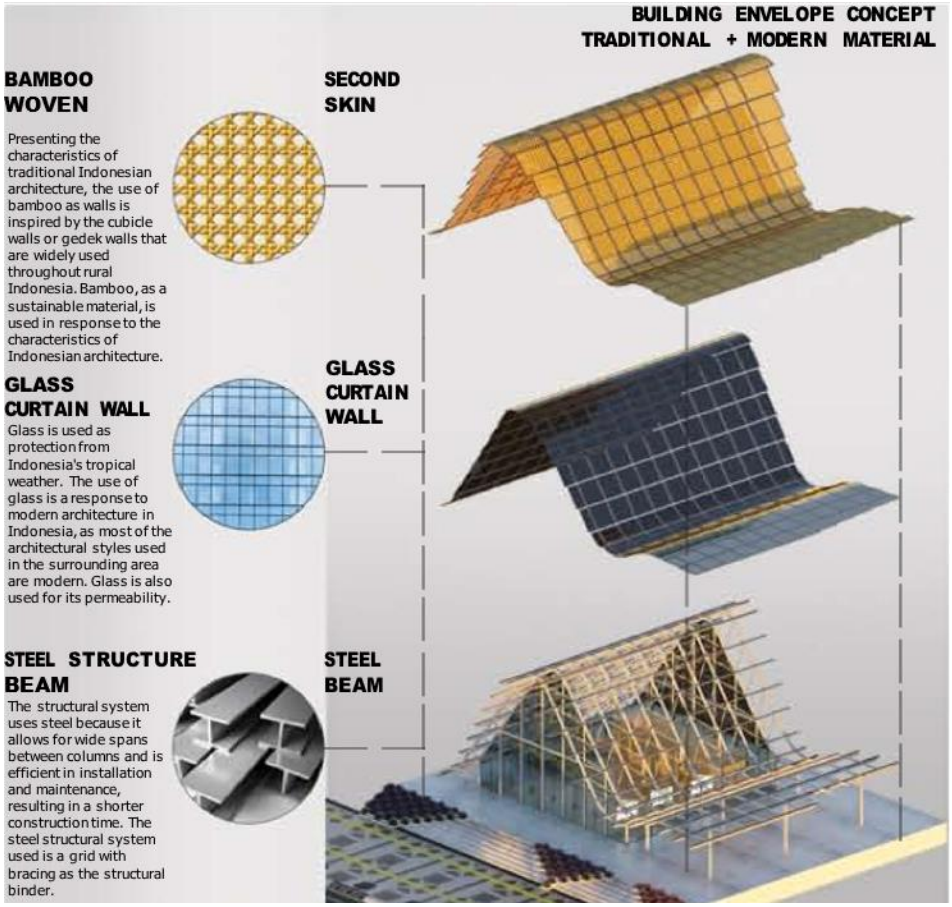

Figure 8. Building Envelope Concept of Proposed Design The Jakarta's Tourist Information Center

5. Conclusion

The design of Tourist Information Centers (TICs) extends far beyond the creation of purely functional spaces; it represents the crafting of iconic and inviting gateways that shape visitors' first impressions of a destination. By thoughtfully integrating cultural identity, functionality, aesthetic appeal, and sustainable principles, TICs can significantly elevate the tourism experience while fostering deeper connections between travelers and local communities.

As global tourism continues to evolve, driven by advances in technology, shifting traveler preferences, and growing sustainability demands, the importance of innovative, visitor centered design becomes increasingly critical. Well designed TICs not only enhance visitor satisfaction and engagement but also serve as powerful economic catalysts, encouraging longer stays, higher spending, and positive word of mouth promotion. Future developments in TIC design should continue to prioritize adaptability, inclusivity, and cultural authenticity, ensuring that these facilities remain relevant, dynamic, and aligned with the needs of contemporary travelers. By doing so, TICs can solidify their role as essential pillars of sustainable tourism development and symbols of destination identity worldwide.

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