Background

By: Group C1

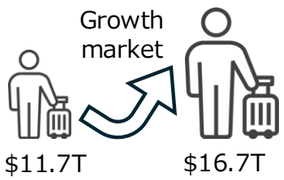
Our purpose

Mission
To eliminate the disparities of information between tourists and creative industries

Vision
Provide domestic and international tourists with a reliable, unified platform grounded in local expertise, enabling them to seamlessly discover and experience local creative industries in Bandung.

Value (Product / Business Value)
Provide domestic and international tourists with a reliable, unified platform grounded in local expertise, enabling them to seamlessly discover and experience creative industries in Bandung.

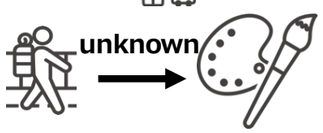
Background



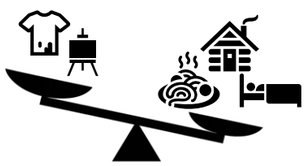
・According to the latest reports from the World Travel & Tourism Council (WTTC) and UN Tourism. **the global tourism market** is projected to reach approximately **US$11.7T 2025** and is forecast to grow to approximately **US$16.5T by 2035**.



・This market consists of "**Accommodation, Dining,Transportation, Shopping,etc**" by rich picture.



・However,interviews revealed a challenge in this growth market:"**Local creative industries remain unknown**."



・In practice, tourism information tends to be biased toward major tourist destinations and dining/lodging-related content, **structurally limiting exposure for local search activities.**



・Interviews revealed Braga's creative industries target primarily locals, lacking English support.

・Bandung, including UNESCO Creative City-listed Braga, is **ideal for this project's prototyping**.

Sources: Interview, Field work 1 & 2, Search Engine, and AI

Respective Thoughts

Independent Tourists
"We want to explore authentic creative spots and avoid long queues, but we struggle with language barriers, fragmented information, and accidentally walking into 'tourist traps'."

Creative Industry Owners
"We offer high-quality products and experiences, but we struggle to reach tourists. We are often digitally invisible, suffer from unstable trend-driven traffic, and lose out on foreign customers."

Change point →

Support and service already exist

Social media (TikTok/IG)	Drives massive but highly unstable "FOMO" traffic. Algorithms and content are overwhelmingly in Bahasa Indonesia, creating a severe language barrier for global tourists.
Global Maps	Good for basic navigation but lacks cultural depth and is prone to unverified, fatal errors
Travel Agents & Tour Packages	Offers rigid, mass-tourism itineraries that completely bypass authentic, independent creative MSMEs in favor of large commercial partners.
Travel books & Words of mouth	Highly trusted by foreigners, but quickly outdated and far too limited in reach to cover Bandung's vast, fast-changing creative landscape.
Bandung Good Guide	A professional guide leads you through the historic area, including Braga Street. It can explore local neighborhoods, but since the guide leads directly, it's small-scale and hardly known even within Bandung city.

What is the actual state and problems

Demand problem (Tourists)
Especially independent travelers from abroad are left out of local discoveries due to language barriers on local social media. They have no choice but to rely on fragmented viral trends or rigid travel agencies, leading to overcrowding at main spots due to FOMO.

Supply problem (Creative MSMEs)
High-quality local businesses (fashion, cuisine, crafts, culture) are barely recognized online. They struggle with unstable, algorithm-dependent traffic, incorrect information on the global map (e.g., showing 'permanently closed'), and the inability to reach a global audience.

The Gap
There is currently no reliable, curated, and multi-lingual bridge to connect independent tourists with authentic local creative MSMEs, leaving hidden gems empty while viral hotspots suffer from overcapacity.