

## ABSTRACT

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*This study aims to attract interest of public to visit Singkawang's Chinatown tour, preserves the history, and presenting another attraction around the tour. There are many Chinatown cultural heritage tours in Indonesia, one of them is Chinatown cultural heritage located in the city center of Singkawang. Chinatown's cultural heritage has a lot of history that is not yet known by the public. The method of data collection is using a questionnaire method about the tour of the Tjhia Family House Building which is distributed to the public in the outside and inside city of Singkawang. There are 84 people in this research, which is 51 people are in the outside of Singkawang and the rest of 33 people are in the inside of Singkawang. The result of this questionnaire is 94% of the correspondents are interested in knowing the history of the Tjhia Family House Building. The history information of Tjhia's Family house are collected by interviewing the vice chairman of Tjhia's Family Foundation.*

*Keyword: persuading, presenting information, enjoying, Chinatown cultural heritage tour, culinary*