

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

The success of the development tourism programs are determined by a variety of conditions such as ,tourism development is closely related to the level of public awareness. The society who is conscious with tourism is the factors that determine the success of tourism development. The society who is conscious and contain a series devoted to understand the tourist knowledge, interest, to take responsibility and to participate actively and creatively in the successful development of national tourism. As people are aware of and devoted to travel, we have to understand the importance and benefits of tourism. If we want to aware with tourism we must be responsible society to make it come true.

In addition, Responsible society that specifically are those government officials, managers of the tourism industry and related industries, communities around DTW, leaders and community leaders, opinion-formers media society, mass organizations and others should be able to give motivation stems from self and to the community environment, so that tourism becomes an inherent need at any time. Community environment will show the public awareness or community awareness.

Last, Community awareness and fondness would form a very circumstances determine process development of tourism, for that they can also enjoy benefits. At the end of tourism businesses that are able to solve many problems before, not only the interests of the purpose of government, but it must also able to solve the purpose and benefit of us. It means that responsibility is also become our responsibility as society in Palembang.

As one of the museum that exists in Palembang, the main function that has to do by Sultan Mahmud Badaruddin II museum is delivering the educational mission for people or visitors. Although the most of visitors are coming for recreation, but museum have to be able in making their visit become more interesting and become a part of learning process in the museum. For those reasons, the museum needs strategies to attract the visitors. In order to design and develop programs that attract the number of visitors in museum, the strategies are needed by the museum.

The strategies that have to be done by SMB II museum are making and developing the programs that suitable with the various visitors who come to the museum, so that their visit to the museum become something different for them. The supports that given by the museum staffs and improvement of the facilities will make the program will be running well.

5.2 Suggestion

The difficult thing that has to be done by the museum is making an exhibition program in the museum that can give the complete information about Palembang. Although the fund from the government of Palembang is not enough, the SMB II museum can cooperate with other stakeholders in making exhibition or other programs. That is why the design of museum programs must be supported by promotion, service from the staffs and the museum facilities itself.