

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

The writer concludes that Rumah Kembar Tuan Kentang can be said as a potential tourism destination in Palembang because it has fulfilled the theory of tourism potential namely, attractions, accessibility, amenities, ancillaries, accommodation, and infrastructures, although there are still some aspects that must be developed more. Rumah Kembar Tuan Kentang has several attractions such as the architectural design and historical value of the house, photo spots for taking pictures, and the river view. For amenities, Rumah Kembar Tuan Kentang has provided quite complete facilities, ranging from parking lots, souvenir spot, sinks for washing hands, prayer rooms, and toilets. For accessibility, Rumah Kembar Tuan Kentang could be accessed in two ways, namely by land route with a car, motorbike, or public transportation and by water route with a boat. For ancillary, Rumah Kembar Tuan Kentang is assisted by Dinas Pariwisata Kota Palembang and has a collaboration with Bank Indonesia to facilitate and encourage the development and marketing of Rumah Kembar Tuan Kentang.

5.2 Suggestion

The writer would like to give some suggestions to Rumah Kembar Tuan Kentang. The first suggestion is to do more promotion because Rumah Kembar Tuan Kentang is a potential tourism destination in Palembang. The promotions carried out by the government and the administrator of Rumah Kembar tuan Kentang are still not effective because there are still many people who do not know about this destination. For example, Rumah Kembar Tuan Kentang can collaborate with other tourism parties such as travel agents to facilitate the marketing of Rumah Kembar Tuan Kentang to the public. Lastly, Rumah Kembar Tuan Kentang must maintain its potential as an attractive cultural destination in Palembang.