

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

From the observation and consultations that have been done by the writer, it can be conclude that calendar can be used as a tourism promotion media to promote historical destination in Palembang. Because, Palembang is the city that has a lot history in and cant be seperated with the history. Which, if it is promoted in the right way can improve the tourism industry in Palembang city.

The calendar that the writer made is different from calendar that usually used, the calendar that the writer made provides not only pictures but also the general information about the historical destination. Calendar has many advantages that can be used as an effective promotion media. Because calendar used by people everyday especially in office area as a reminder, and as well as planning requirements. The calendar can used in a long time namely one year and with that the more people who use the calendar that contains information and picture about historical destination will remember and do not forget about the history in Palembang, expected that more number of tourists who visited historical destination in Palembang.

The steps to make calendar are prelimeneray field study, model develoment and final product testing and dissemenation. The writer made draft model of calendar , after that the calendar got revised by some experts to be eligible and fit for use as a promotion media to promote historical destinations.

5.2 Suggestion

To follow up the findings, the writer wants to give suggestion, as follow: Students have to develop the idea to improve tourism industry in Palembang by creativity and innovative to promote historical destination in Palembang so that historical heritage will be maintained and not fade by time because of the many more interesting modern attractions.