

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the result of the study, the writer concludes that the implementation of Sapta Pesona is not run well in Kampung Kapitan 7 Ulu Palembang. There are only three elements (security, hospitality, and order) that have been applied in this tourism object. The security has been implemented well because there is no crime that happened there. Also, the hospitality attitudes that done by the citizen in Kampung Kapitan are already well implemented. Then, the sign that indicates the location of Kampung Kapitan is clearly showed. However, others Sapta Pesona elements (coolness, cleanliness, beauty, and memories) has not implemented in Kampung Kapitan.

Kampung Kapitan cannot implement all of the Sapta Pesona elements because of two reasons. First, Kampung Kapitan is managed personally by the Captain Tjoa's family. Second, government does not give much contribution to the development of this tourism object.

5.2 Suggestion

Based on the result of finding and discussion, writer gives some suggestions for the Ministry of Tourism and Culture also the administrator of Kampung Kapitan about the implementation of Sapta Pesona in Kampung Kapitan.

In keeping the security of Kampung Kapitan it is better that The Ministry of Tourism and culture put the right people in charge to keep the security. Then, government should provide a ticket box. The money from the ticket sale can be used for maintaining the building and building toilet facilities. Following this, is the cleanliness element. Government should overcome the cleanliness problem by provide more trashcans and build the toilets facilities for the tourist. In increasing the coolness element, the government and administrators should do the reforestation to create a cool environment in Kampung Kapitan. Then, the government must keep, fix and repaint the building in keeping the beauty of

Kampung Kapitan as the historical place. The last is memories element, the government and administrator should concern about the things that can give good memories for the tourists by showing any cultural attraction, providing souvenirs or hand gifts that reflect the local characteristics and identity of Kampung Kapitan. The souvenirs must be easy to carry, have affordable prices and have good qualities. Furthermore, the administrators and government can work together to make Kampung Kapitan as the China town in Palembang.