

CHAPTER V

CONCLUSION

Taman pelangi is the newest of tourism destination in Palembang. As a tourism destination, Taman Pelangi should fulfill the requirement of tourism destination and also need Sapta Pesona to create an attractive atmosphere. The requirements of tourism destination are *What to see, what to do, what to buy, what to arrived, what to stay*. Then, Sapta Pesona elements are ***security, order, cleanliness, coolness, beauty, hospitality and memories***. Taman Pelangi fulfilled the requirements of destination but what to buy and *what to stay* elements are not implemented well. It happen because there is nothing a good correlation between the administrator and society about the needed of visitors needs. *What to stay* element is occured because the limitation of accomodation near the destination. Taman Pelangi almost fulfilled all of Sapta Pesona elements but *cleanliness* and *memories* elements are not implemented well. The lack of cleanliness employees to clean the Taman Pleangi, The limited waste disposal and then it does not have a regulation about cleanliness. After that, there is no souvenir store and direct photo printing from the administrator for the visitors may cause the *memories* element can not be reached.