

CHAPTER V

CONCLUSION AND SUGGESTIONS

In this chapter, the writer focused on conclusion and suggestions. First is conclusion, it explains about conclusion about finding and discussion in this report. Second is the suggestion. The suggestion tells about writer's idea for tourism in Baturaja to make a better tourism.

A. Conclusion

From the results of research conducted and from the data obtained and analyzed, it can be concluded that tourism marketing strategies in 2015 is more effective because the amount of tourism visitors who came to Baturaja increased. Besides that, tourism marketing conducted by Department of Tourism and Culture of Baturaja is done well to the fulfillment of the marketing plan although the marketing effort still needs an improvement in order to increase tourist visits every year.

B. Suggestion

From the conclusion above, the writer made suggestions to further improvement for tourism in Baturaja especially for Tourism Department of Baturaja. The writer suggests the government to hold more creative and attractive events handled by the government of tourism itself such as performing of arts (dance, theater, music) and the diversification of tourism products, aspects of environmental conservation and improvement as well as addition of facilities and access to tourism attractions including restaurants, restrooms, parking lots, the playground, and environmental regulation surrounding the tourism attractions.

