

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

In this chapter, the writer present about conclusion and suggestion.

#### **5.1 Conclusion**

From the observation and interview that have been done by the writer. It can be concluded that Pagaralam has sport tourism that can be promoted. Pagaralam has many kinds of sport tourism that can be promoted such as hiking, swimming, motorcycle atv and rafting. Beside, Pagaralam should improve the other sport tourism, such as Olympic Games, world Skiing event, world boxing event. Tourism and Cultural Office in Pagaralam promotes sport tourism in Pagaralam only through advertising by using booklet, public relation and publicity. It means that, sport tourism in Pagaralam is still lack of promotion. According to Kotler (2005:264), there are many kinds of promotion activity that can be done by Tourism and Cultural Office in Pagaralam such as advertising, public relation and publicity, personal selling and sales promotion.

#### **5.2 Suggestions**

The writer gives some suggestions for the tourism and culture office Pagaralam city for promoting Pagaralam as the sport tourism.

1. Tourism and culture office in Pagaralam should not only develop practitioners sport event such as hiking, rafting, swimming and motorcycle atv. But also, developed big sport events such as Olympic Games, world Skiing event, world boxing event
2. Tourism and culture office in Pagaralam improve the promotion of sport tourism through Social media, brochure and etc. In hope that society will know about sport tourism attraction in Pagaralam.