

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter consists of conclusion and suggestion of the research.

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 medium to promote tourism destinations in Palembang. Palembang has lots of interesting tourism destinations which, if promoted in the right way can improve the tourism industry in the Palembang city. This calendar is different from calendar that usually used. The calendar gives the picture of the destination and the general information, complete address, admission price, distance from the city center and tips when visiting the tourism destinations. The steps to make calendar are preliminary field study, model development and final product testing and dissemination. First, 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 medium of tourism destinations.

Calendar has many advantages that can be used as an effective promotion medium. Calendar is something needed and must be owned by everyone, calendar used by people every day as a reminder and as well as planning requirements, the calendar used in a long time, namely one year and the calendar can be used by any person that does not have a target limit sale, the more people who use the calendar that contains the information about travel destinations, expected that more number of tourists who visited tourism destination in the city of Palembang.

5.2 Suggestion

To follow up the findings , the writer wants to give some suggestions:

1. The government has to pay more attention about tourism destinations in Palembang, especially in the field of promotion. The government must innovate in providing the effective promotion media, so that promotion done is not in useless.
2. Tourism and Cultural Department can use the calendar as a promotion medium. Because calendar has the potential to be an effective promotion medium.
3. Tourism students have to develop the idea to improve the tourism industry in Palembang by creativity and innovative to think and collaborate skills and technology.