

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 CONCLUSION

Based on the observation above, Koran Museum has potency to be best religious tourism in Palembang because it has fulfilled five essential elements such as attraction (activity), hospitality industries, transportation (accessibility) infrastructure and facilities.

The attraction in Koran museum has three potencies, they are the existence of Al-Qur'an Al-akbar, religious activities, and the uniqueness of decoration. The potencies of Koran Museum attract global visitors. The visitors not only come from domestic but also international visitors.

Visitors usually come to Koran museum to fill their leisure time. They also take documentation by taking photo. The most favorite object is Al-qur'an Al-akbar. They loved to take photos with the background of Al-Qur'an Al-akbar because of its uniqueness.

Group of people, Islamic organization, industries, and government also often do religious activities in Koran Museum. They usually do *tausyiah*, reciting Qur'an, and breakfasting in Koran Museum. In ramadhan, the visitors often do religious activities in Koran Museum because they feel the situation is more comfortable and sacred.

The uniqueness of designed in Koran Museum also become an attraction for visitors to come. The choosing of colours such as gold and red make Al-Qur'an Al-akbar become majestic. The decoration in Koran Museum also use small fish pool that makes the situation in Koran Museum feels comfortable. Those are the reasons some couples choose Koran museum for their pre-wedding photos with religious theme. They loved Al-Qur'an Al-akbar as their background in pre-wedding photos.

5.2 SUGGESTION

Koran Museum has potencies to become best religious tourism in Palembang. The potencies of Koran Museum absolutely can attract many tourist both domestic and international. So, Koran museum must optimize their promoting system such as making social media, website, and blogspot. Using social media, website and blogspot are a great choice to promote Koran Museum and Koran museum must do it continuously. So, the tourists are interested to visit Koran Museum.