

CHAPTER V

CONCLSION AND SUGGESTION

This chapter presents about the conclusion and suggestion of the final report.

5.1 Conclusion

The writer can draw the conclusion that South Sumatera especially Palembang is a historical tourism destination which is worth to visit. Historical tourism destinations are Siguntang Hill, Central Songket, people struggle monument, Sultan Mahmud Badaruddin II Museum, Benteng Kuto Besak, and Kemaro Island.

In designing One Day Historical Package Tour Brochure, the writer used Modified Research and Development method. There are three steps of Research and development used by the writer to get the good result of designing package tour: (1). Preliminary study: a. Literature study, b. field survey, and c. Draft of product. (2). Development Product: a. Limited testing and b. Large testing. (3). Testing: a. Pre testing, b. Last revision and c. Post product. In literature study the writer found the information about the designing brochure, the characteristic of brochure and the information about the brochure's content of one day historical package tour.

In literature study the writer found information about the brochure's content of one day historical package tour. Based on field survey, the writer found that there was no brochure of one day historical package tour in Palembang city whereas historical objects in Palembang need to be promoted.

the collecting the data, the writer made draft of product included design the package which contains information, pictures, estimated time, accommodation, tour itinerary and tour price in detail. After making draft of the product the writer asked to some experts to develop the product. There are two steps, limited testing and large testing. After develop the product the writer tested again to some experts to get the good

result of designing brochure of package tour. The writer will distribute the package tour that has been made into a brochure. The package tour can be a tool or media for the tourist in area in order to get the tour travel is more comfortable, practical and organized.

5.2 Suggestion

Based on the result of designing package tour that has been done, the writer suggests some suggestions as follow:

1. The writer suggests to the government to recommend the parties who will implement a package tour before doing a tour travel
2. The writer suggests that the tour planner should follow the steps in making a package tour so the tour travel can run smoothly.