

CHAPTER V

CONCLUSION AND SUGGESTION

1.1 Conclusion

Sudirman Walk is still not worthy to be a superior night tourism destination in Palembang because *Sudirman Walk* has not met the characteristics of tourism destination yet. There are many weaknesses of *Sudirman Walk* and those all about the elements or the characteristics of a good tourism destination. First, its attractions and facilities are very minus. Second, ancillary or the officers of *Sudirman Walk* is difficult to be recognized. Third, hospitality in *Sudirman Walk* is not good enough. However, there are four ways in order to increase *Sudirman Walk* to be a superior night tourism destination in Palembang, it should be done by enhancing the numbers of attractions, improving its facilities, completing the official attributes of officers who are on duty, and educating the society about the importance of hospitality's awareness.

5.2 Suggestion

The suggestions of this final report are:

1. For the government

In order to increase *Sudirman Walk*, the government can follow tourism management of other cities or countries, such as Pedestrian malioboro in Yogyakarta, Orchard Road Singapore, Jonker Walk in Melaka, and so on. The government can hold some interesting activities or attractions, such as exhibition, cheap night market, competition of traditional and modern dancing or singing. It can also provide several public transportations, such as the attractive pedicabs, free bus that operated until midnight in Malaysia named GOKL, and others.

2. For the society

The society or visitors of *Sudirman Walk* should have the awareness of the cleanliness and also the hospitality, so they can help the government to maintain and increase *Sudirman Walk* to be a superior night tourism destination in Palembang.

3. For further researchers

In completing the final report, the writer suggests for further researchers to do observation not only on weekend nights, but also on the weekday nights so they will get the comparison of the situation in every nights. Furthermore, it will be better if further researchers interviewed more interviewees to get more opinions and suggestions, such as performers, visitors, or food sellers in *Sudirman Walk*.