

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter present about the conclusion and suggestion of the final report “The Designing Package Tour Brochure of One Day Cultures in Palembang”.

#### 5.1 Conclusion

The writer can draw the conclusion that South Sumatera especially Palembang is a culture tourism destination which is worth to visit. Cultures tourism destinations are Kampong Al-Munawar, Kampong Songket, Sekanak Besolek, Pasar 16 ilir, and Riverside village of Musi.

In designing one day cultures 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, b. large testing, 3. **Testing**; a. pre testing, b. final product. In literature study the writer found information about the designing brochure, the characteristic of brochure and the information about the brochure content of One Day Cultures Package Tour.

In literature study the writer found information about the brochure’s content of one day cultures package tour. Based on field survey, the writer found that there was no brochure of one day cultures package tour in Palembang city whereas not separated cultures objects in Palembang need to be promoted.

In 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 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 developing 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 tourists in area in order to get the tour travel more comfortable, practical and organized.

## **5.2 Suggestion**

Based on the explanation above, the writer would like to suggest that the next researcher must follow the steps or phases from the experts in designing an interesting tour package on brochure. The writer hopes that there will be a great development in designing package tour brochure by the students of State Polytechnic of Sriwijaya especially English Department.