

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

The Dempo Mountain has a potential tourism destination favorite in the District Pagaralam because this attraction is very unique and has its own characteristics which is the theme of healthy, clean, friendly (Besemah) so that tourists are very interested. So with the unique and distinctive characteristics such as unspoiled rain forest, the cool air and also the scenery that are fresh and very beautiful make the visitors can enjoy some activities such as relaxing vacation with family, friends, and loved ones in the villa near the foot of Dempo mountain and take a hike to the summit of Dempo mountain. Based on some previous explanations, this attraction is very easily promoted. Dempo Mountain attractions managed by the various efforts made by the organizer, among others, by bringing in experts to provide training, guidance to officers attraction of Dempo Mountain in order to manage, develop, market and promote the attraction of Dempo mountain so it can compete with other attractions.

As one of the best attractions in southern Sumatra, Dempo Mountain is in need of more promotion that can be recognized by the general public, especially outside the province. Various promotions have carried out by the organizer of Dempo mountain objects through print media such as the distribution of brochures, pamphlets, newspapers and held some events such as new year events, mountain climbing event, touring events, live music events as well as event tourism ambassador of Pagaralam. Promotion and marketing role in increasing the number of tourists who visit the attraction, especially Dempo Mountain has realized the writer as the potential tourism In the promotion and marketing of Dempo Mountain would also occur

several constraints. The constraints that occur such as limited human resources, coverage area of promotion is still local, security on the attractions site is still lack and limited funding for improvement.

## **5.2 Suggestion**

Based on the conclusion above, things that need to be delivered to the organizer are some suggestion that can be meaningful input for the sake of development of the Dempo mount attractions. The Suggestion are as below :

1. The Dempo Mountain attraction should be increased several more facilities in the tourist attraction, such as the addition of the arena so that outbound travelers were satisfied with the availability of diverse facilities. The management must be more creative so this attraction can compete with other attractions.
2. The management should be more creative and resilient in marketing and promoting the attractions so can be recognized by the general public and can increase the number of tourists visiting in this object although the scope of the area of promotion and marketing is still a local attraction.
3. To increase the safety accessibility and infrastructure, cause constructions the road is not good. Safety for rider and driver when traversing in the night is very danger, cause less light on the streer.