

CHAPTER VI

CONCLUSION

This chapter consists of the conclusion and suggestion from the research that has been conducted.

6.1 Conclusion

The conclusion of the research that has been conducted as follow:

1. The critical success factor of tourism is the elements that are necessary for an organization or project to achieve the goals of successful tourism. The critical success factors of tourism that should be considered at tourism in Kubang and surrounded are human resources, finance, customer-related, quality, and facilities.
2. The attractiveness factors of tourist destination in Kubang and surrounded area that has the highest relative important index is friendliness and hospitality of the locals (86.67), while the lowest relative important index is museums (36.0). The attractiveness index of each tourist destination respectively as follows: Anyaman Mansiang (2.6), Embung Tanjung Bungo (2.7), Kampung Ganepo (3.0), Kebun JESIGO (2.7), Monumen PDRI (2.8), Paralayang Taeh (3.4), Rendang Kokoci (3.2), Sate Danguang-danguang and Martabak Kubang (3.4), Tenun Kubang (3.1).
3. The strategical step to build an integrated tourist destination in Kubang is contained from the result of CSF and attractiveness factors of tourism. For example, the attractiveness factor of tourism (accommodation and catering) are related to CSF (quality and facility factors). To overcome the limited accommodation and catering, the local government should be focused on providing good quality of the restaurant that serve a variety of good food and beverages.

6.2 Suggestion

Based on the research that has been conducted, the suggestion for future research as follows:

1. The tourist attraction that will be assessed should be adjusted, not only in Kubang and surrounded area but also for all of the tourist destination in Payakumbuh and Lima Puluh Kota.
2. For the future research should be considered another tourist attractiveness perspective which was not considered in this research such as background culture of the tourist, economic level, aged, educational level, etc.

