

CHAPTER 5

CONCLUSION AND SUGGESTIONS

This chapter concludes the present research and offers some methodological and practical suggestions. The conclusion is drawn on the basis of the findings of the research. The suggestions consists of methodological implications of this research and suggestions for further research and tourism practitioners.

5.1 Conclusion

This research was conducted to examine websites in Indonesia that were used to promote tourism. It was done to see the key concepts of tourism provided on the websites and how the concepts were presented. This study focuses on tourism websites that promote Bandung and Pangandaran.

It is found that Bandung tourism website offers key concepts of tourism such as *Bandung, home, tourism, events, and accommodation* which emphasizes more on the homey atmosphere of the city. On the other hand, Pangandaran emphasizes on the names of their tourism objects by presenting key concepts such as *Green Canyon, Batu Karas, and National Park*. In terms of technical requirements, both have fulfilled the requirements of clear navigations and ease of use. However, some important features, i.e. interactive feature, security of personal information, regular updates, online bookings, and photo collections are

missing. Therefore, it can be said that the presentation of both websites appear to be too simple, as they use less persuasive language and design.

Based on the findings above, it can be said that:

- a. Leximancer is a suitable tool to analyze the content of tourism websites and to categorize the concepts according to their connectivity and occurrence with other concepts in the text.
- b. The quality of websites presentation needs to be observed from several points of view i.e. the key concepts offered and the presentation of the websites.

5.2 Suggestions

Some methodological suggestions are offered based on limitations of this research. First, the research only used two tourism websites, it is suggested that future research used more tourism websites as the data and compare it with tourism websites in other countries. Second, this research relies on the default setting of Leximancer so there were irrelevant key concepts occurred in the result. It is recommended to investigate the websites in more detail by adjusting the setting based on the necessity of the research in order to have a better result. Lastly, the websites were examined using the trial version of Leximancer v3.5. Further research is suggested to use the academic version so there will be more time (a month) to access the program rather than renewing the trial version every week.

Some practical suggestions are also offered. First, for tourism marketers, they are suggested to re-evaluate their tourism websites whether it has met the users' intention or not; a well managed menus and links also more attractive design is needed crucially. As for the government, there is a serious problem with tourism promotions which have to be handled and conquered thoroughly.

