

CHAPTER I

INTRODUCTION

1.1 Reason for Choosing the Title

At the highest level of prosperity of a nation in economy, the desire to see something from different world in culture, habits, and natural creation increases more and more. This makes a feeling to know, to see, and to enjoy the differences.

Tourism has become human need which is as important as the other needs such as food, drinks, clothes, and houses. This matter is caused by the fact that human being has desire to know, so he or she travels to get physical and spiritual freshness.

At the moment, we meet a lot of tour companies which offer a lot of tour products. The function of tour bureau is to arrange a good trip and to give a satisfaction to the tourist. So to reach that function, a good step of tour planning is needed. Besides that it can also make the tourists interested.

Many factors which influence tourism are: time, cost, and desire to do a trip. To fulfill those factors, it is needed to make approximation. In promoting their products; tour bureaus use a package system which is more efficient.

After the writer surveyed, interviewed and collected data from PT Gusta Tour and Travel Semarang, the writer saw the fact that the most existing tour package is only limited to tourism objects which are located in Central Java, East Java, Bali, Yogyakarta, Jakarta, and some of Kalimantan islands. Based on the

reason above the writer chooses the title “Tour Planning at PT Gusta Tour and Travel Semarang”.

1.2 Statement of the Problem

Based on the reason above, the problems mentioned in this paper are:

1. What are the steps in making tour package at PT. Gusta Tour and Travel Semarang?
2. Why Tour Package need to be made at PT Gusta Tour and Travel Semarang?

1.3 Limitation of the Problem

The problem will be limited on the steps in arranging tour package at PT. Gusta Tour and Travel Semarang when the writer had field study there.

1.4 Objective of the Study

The objective of the study is to describe the steps in making tour package and why tour packages need to be made at PT Gusta Tour and Travel.

1.5 Significance of Study

The significance of the study:

1. For the writer
 - a. The writer can enlarge knowledge about tour package at PT Gusta Tour and Travel Semarang.

