

# 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.

b. To look more information about planning used at PT Gusta Tour and Travel Semarang.

c. To get job experience at P T Gusta Tour and Travel Semarang.

## 2. For the Company

The study can also be evaluation about its activities to make the company better.

## 3. For the University

The paper can be used as reference for the students about tour package.

### 1.6 Implementation of the Study

The study was conducted for a month (From February 1<sup>st</sup>, 2007 to March 1<sup>st</sup>, 2007) The Activities the writer did during the study are:

DATE	ACTIVITIES
1 <sup>st</sup> week 1 <sup>st</sup> -3 <sup>rd</sup> February, 2007	Collecting some data about the history, the organizational structure and job description of PT Gusta Tour and Travel Semarang
2 <sup>nd</sup> week 5 <sup>th</sup> -10 <sup>th</sup> February, 2007	Observing PT Gusta Tour and Travel Semarang and interviewing the manager about the steps of tour planning used by PT Gusta Tour and Travel Semarang.
3 <sup>rd</sup> week 12 <sup>th</sup> -17 <sup>th</sup> February, 2007	Continuing observing the step of tour planning used by PT Gusta Tour and

	Travel Semarang.
4 <sup>th</sup> week 19 <sup>th</sup> -24 <sup>th</sup> February, 2007	Analyzing the weakness of the steps of tour planning used by PT Gusta Tour and Travel Semarang.
5 <sup>th</sup> week 26 <sup>th</sup> February-1 <sup>st</sup> March, 2007	Continuing observing and thanking the office staff.

### 1.7 Method of Data Collection

In this paper the writer used several methods. The methods used in collecting the data are:

#### 1. Observation

Observation is direct examination to the precise object (Keraf, 1992:162). By using this method the writer observed tour planning at PT Gusta Tour and Travel Semarang and collected data that the writer needed.

#### 2. Interview

Interview is collecting data or gathering information by giving question to the person who has responsible with the subject matter (Keraf, 1994 : 161).

In this method, the writer interviewed the manager of PT Gusta Tour and Travel Semarang.

#### 3. Library Research

Library research is collecting data by studying documents and books related to the object of the study. In this method, the writer read the books related to the problem in this paper.

## 1.8 Paper Organization

The paper organization of this paper is:

Chapter I Introduction. This chapter consists of reason for choosing the title, statement of the problem, objective of the study, significance of the study, impementation of the study, method of data collection, and paper organization.

Chapter II Literature Review. This chapter consists of definition of tour, tour operator, tourism industry, tourism product, tour package, and tour planning.

Chapter III Tour Planning at PT Gusta Tour And Travel Semarang. This paper consists of history of PT Gusta Tour and Travel Semarang, organization structure, job description, the steps in making tour package, and why the tour packages need to be made at PT Gusta Tour and Travel Semarang.

Chapter IV Conclusion and suggestion. This chapter consists of conclusion and suggestion.