

**TOUR PLANNING
AT PT GUSTA TOUR AND TRAVEL
SEMARANG**

PAPER

**Presented in partial fulfillment of the requirement
for the completion of Diploma III study Program
of English Department specialized in Tourism**



by:
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**FACULTY OF LANGUAGES AND LETTERS
DIAN NUSWANTORO UNIVERSITY
SEMARANG
2008**

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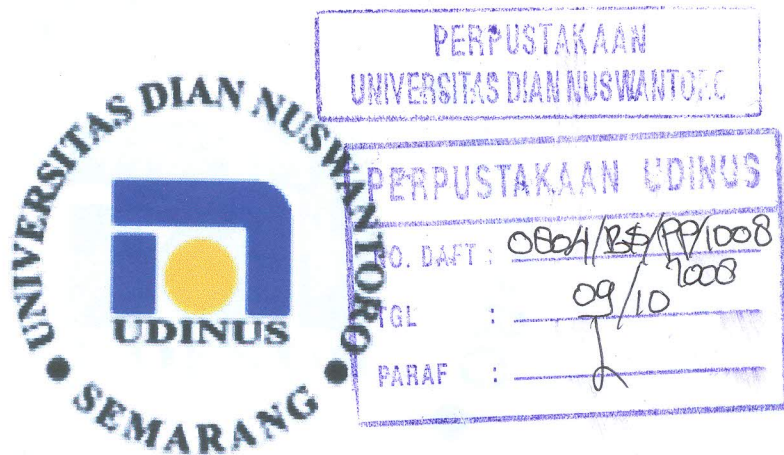
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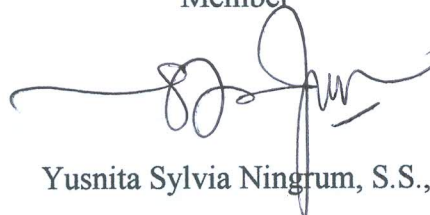
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ABSTRACT

This paper, entitled "Tour Planning at PT Gusta Tour and Travel Semarang", is the result of field study conducted for one month (from February 1st, 2007 to March 1st, 2007) at PT Gusta Tour and Travel Semarang. This study is aimed at describing the steps of making a tour package and why the tour package is needed to be made at PT Gusta Tour and Travel Semarang.

The data of this study were collected by using interview, observation, and library research methods. The interview method was conducted to get information about tour planning in the company. The observation method was aimed at observing the activities of applying the steps of tour package. The library research method was done by studying and comparing the theory and activities of the application of the steps of making a tour package in the work field.

From the study it can be concluded that the process of making a tour package at Gusta Tour and Travel Semarang includes:

1. Market Price Survey
2. Itinerary Arrangement
3. Tour Calculating
4. Product Policy

While the reason why package is necessarily made two because it will give advantageous:

1. For the traveling company
 - a. To give information about the tourism traveling to the tourist easier.
 - b. To form a traveling plans easier.
 - c. To give information about fee estimation to the tourist.
 - d. Can be use as a comparison referension to another tour package of other tour agent
2. For Tourist
 - a. To make a process of tourism tour that will be held easier.
 - b. To get brief and clear information about schedule of tourism tour.
 - c. To know the object or resort briefly before held the tourism tour.
 - d. To have efficient and effective journey.
 - e. To know about how much fee that they need.