

FACULTY OF LANGUAGES AND LETTERS
DIAN NUSWANTORO UNIVERSITY
SEMARANG
2007.

Slamet Widodo
C21.2003.00409

by



Presented in Partial Fulfillment of the Requirements
for the Completion of Diploma III Program
of the English Department
specialized in Tourism

A PAPER

TOUR PACKAGE ARRANGEMENT AT
PT. KARTIKA TOUR & TRAVEL SEMARANG

07
antoro

**TOUR PACKAGE ARRANGEMENT AT
T. KARTIKA TOUR & TRAVEL SEMARANG**

A PAPER

**Presented in Partial Fulfillment of the Requirements
for the Completion of Diploma III Program
of the English Department
specialized in Tourism**




PERPUSTAKAAN
UNIVERSITAS DIAN NUSWANTORO

PERPUSTAKAAN UDINUS

NO. DAFTAR : 0674/BS/PA/0907

TGL : 24-09-2007

PABAF : 

by

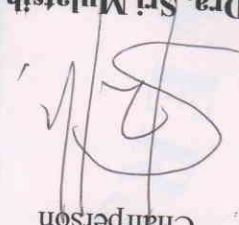
**Slamet Widodo
C21.2003.00409**


**FACULTY OF LANGUAGES AND LETTERS
DIAN NUSWANTORO UNIVERSITY
SEMARANG
2007.**

PAGE APPROVAL

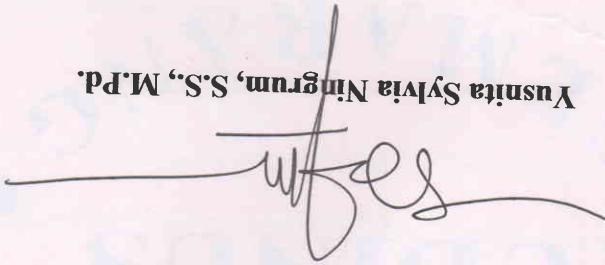
This paper has been approved by Board of Examiners, Diploma III Study Program of English Language, Faculty of Languages and Letters, Dian Nuswantoro University on July 27th, 2007.

Board of Examiners

Dra. Sri Mulasih

Chairperson

Achmad Basari, S.S.

Member

Adviser


Yunita Sylvia Ningsrum, S.S., M.Pd.

Approved by:

Dean of

Faculty Languages and Letters



ACKNOWLEDGEMENT

First of all, there is not any word to say except "Alhamdulillah hirobbil

alamin", I would like to thank Allah SWT for His infinite grace and for guiding

me in every single step in my wonderful life, thus I could finish the paper entitled

"Tour Package Arrangement at PT. Kartika tour & Travel Semarang" well.

I would also like to thank everyone who has had roles in finishing this

paper; I realize that without their support, encouragement, and constructive

criticism, the paper would not be finished well.

Gratefulness and indebtedness should also be acknowledged to:

1. H. Mahmud, S.E., M.M., Dean of Faculty of Languages and Letters of Dian Nuswantoro University, who gave permission to me to conduct this study;

2. Mrs. Tri Mulyani Wahyuningsih, S.S., Paper Coordinator of Diploma III Study Program of English Language, Faculty of Languages and Letters, Dian Nuswantoro University, who gave permission to me to conduct this study;

3. Mrs. Yusnita Sylvia Ningrum, S.S., M.Pd., my adviser, for her continuous and valuable guidance, advice and encouragement in completing this paper;

4. All lecturers at the English Department of Faculty of Languages and Letters of Dian Nuswantoro University, who have taught, motivated and given

guidance during the writing of this paper;

ABSTRACT

This paper, entitled "Tour Package Arrangement at PT. Kartika Tour & Travel Semarang," is the result of the field study conducted for 4 weeks (February 20th to March 11th, 2006) at PT. Kartika Tour & Travel Semarang. This study aimed at explaining about tour package arrangement at PT. Kartika Tour & Travel Semarang.

Many travel bureaus are available in Semarang that is why the competition among them becomes very tight. PT. Kartika Tour & Travel Semarang as one of the big travel bureaus that still exists in Semarang city has to face the reality so that it has to make such a good promotion strategy to get a lot of consumers. The writer did a research at the tour department of PT. Kartika Tour & Travel Semarang to describe the tour package arrangement, all the things that can influence the cost of tour package, how travel bureau gets profit from tour package, and how to calculate a tour package at PT. Kartika Tour & Travel Semarang.

During the study the writer involved himself in several activities of the tour department in PT. Kartika Tour & Travel Semarang and observed the several interviews with the tour manager and the customers.

The result shows that there are four steps in arranging a tour package. Those are planning, organizing, actuating, and controlling. There are many things that we cannot ignore, for example, accommodation, the price of ticket in the tourism resort, the bus cost, restaurant, and the other things.

nice friendship and wonderful memories that we spent

together... Remember me; my wish for giving me the opportunity to be the
12. Especially for my nymph, thanks a lot for giving me inspirations and

spirit. I will always love you for a lifetime.

Finally, I do realize that due to my limited ability this paper must
have shortcomings. For this I welcome any suggestions and criticisms.

Semarang, July 27th, 2007

Slamet Widodo

5. Mr. Roni Albert, Marketing Manager at PT. Kartika Tour & Travel Semarang. Thank you very much for giving me the opportunity to do the field study;
6. My parents who trust me and give me the opportunity to continue my study at the university, thank you for all that you have given to me, I love you so much;
7. My sisters "Mba Siti and Dede Widya", thank you for guiding and showing me about the meaning of family, you are my sunshine after the rain;
8. My Fellows at Scooter Brotherhood "VENUS", Qencoex, Arieq, Sagar, Achienk, Kebo, Prengky Krebo, Hadi, Sindu, Yuda, Atenk, Rangka, Dion, Dhani, Syokeh, Kodo, Panji, Rossi, Yayan, Arby, Timi, and all the scooters die harder in the world. Keep on the road...Bro;
9. My Partners at UDINUS Martial Art "Tae Kwon Do", Sabum Jhon, Sabum Hari, Sabum Kris, Sabum Argo, Sabum Rafi, Sabum Bassari, Ricky, Ari, Aik, Putri, Sagar, Roy, Candra, and many more. Don't forget me;
10. My Lovely Friends, Adieih, Choles, Andy, Imam, Idris, Eddy, Annas, Raka, Endrat, Wayan, TJ, Yanuar, Yayan, Nugroho, Bang Denny, Mas Muchlas. Bos Eddy, Thank you for all;
11. All of my unforgettable classmates in C21.2003, Dede, Bayu, Gendut, Kancil, Mbah Met, Pak Exo, Fian, Nina, Dilla, Ardy, Koko, thank you for

TABLE OF CONTENTS

PAGE OF TITLE.....	i
PAGE OF APPROVAL.....	ii
ACKNOWLEDGMENT.....	iii
ABSTRACT.....	iv
TABLE OF CONTENTS.....	v
LIST OF FIGURE.....	vi
LIST OF APPENDICES.....	vii
CHAPTER I INTRODUCTION.....	1
1.1 Reason for Choosing the Title.....	1
1.2 Statement of the Problem.....	2
1.3 Limitation of the Problem.....	2
1.4 Objective of the Study.....	2
1.5 Significance of the Study.....	3
1.6 Implementation of the Study.....	4
1.7 Method of Data Collection.....	5
1.8 Paper Organization.....	6
CHAPTER II LITERATURE REVIEW.....	7
2.1 Definition of Tourism.....	7
2.2 Definition of Tourism Industry.....	8
2.3 Definition of Travel Agency.....	9
2.4 Definition of Tour Package.....	10

2.5. Arrangement of Tour Package.....	11	
CHAPTER III TOUR PACKAGE ARRANGEMENT AT PT. KARTIKA		
TOUR & TRAVEL SEMARANG	12	
3.1 History of PT. Kartika Tour & Travel.....	12	
3.2 Organizational Structure of PT. Kartika Tour & Travel		
Semarang	13	
3.3 Job Description of PT. Kartika Tour & Travel Semarang.....	15	
3.4 Tour Package Arrangement at PT. Kartika Tour & Travel		
Semarang	19	
CHAPTER IV CONCLUSION & SUGGESTION		
4.1 Conclusion.....	26	
4.2 Suggestion.....	27	
BIBLIOGRAPHY.....		29
APPENDICES.....		30



Figure 3.1 The Organizational Structure of PT. Karitika Tour & Travel Semarang 14

LIST OF FIGURE

LIST OF APPENDICES

Appendix 1. The tour package of Bandung-Jakarta Tour..... 30

Appendix 2. The tour package of Bali-Lombok Tour..... 31

Appendix 3. The tour package of Kartika Padang-Bukit Tinggi Tour..... 32

Appendix 4. The tour package of The Amazing Bali Tour 33