

## CHAPTER I

### INTRODUCTION

#### 1.1 Reason for Choosing the Title

Nowadays, tourism is getting more progressive and competitive. The development of tourism sector becomes important to replace oil commodities besides other export commodities. Therefore, it becomes one of the biggest income generators. That is why, it is important to promote our tourism product and one of the effective ways is by promoting the tourism resort.

The intensity of tourist arrival from foreign countries can support the development of tourism industry, especially the effort of attracting foreign tourists to come to Indonesia.

To attract the foreign tourists to come to Indonesia, we have to possess a good promotion in tourism industry. One of the important parts of the tourism industries is travel agent since it has an important role in attracting the tourist. There are many activities to be conducted by travel agent; one of them is to arrange tours package.

Considering the needs of the tourists, which are very complicated, a travel agency cannot stand as a single fighter; it has to cooperate with other sectors of tourism industries; for instance, transportation company, hotel, restaurant, tourist destination and government. In the tour package, tour and travel agency must consider tourist components (accommodation, transportation, restaurant, etc) and calculate them well. Therefore, the travel agent must keep on good relationship

with other companies to make the work successful. Based on the reason above the writer chooses the title “TOUR PACKAGE ARRANGEMENT AT PT. KARTIKA TOUR & TRAVEL SEMARANG”.

### **1.2 Statement of the Problem**

Based on the reason above, the problem mentioned in this paper is “how does PT. Kartika Tour & Travel Semarang arrange the tour package?”

### **1.3 Limitation of the Problem**

The writer limited the problem of this paper into the tour package arrangement at PT. Kartika Tour & Travel Semarang during the implementation of the study.

### **1.4 Objective of the Study**

In line with the statement of the problem, the objective of the study is to describe the tour package arrangement at PT. Kartika Tour & Travel Semarang.

### 1.5 Significance of the Study

The significances of the study are as the following:

#### 1. For the writer

- a. To acquire new experience and knowledge from tour package arrangement at PT. Kartika Tour & Travel Semarang as a provision to enter business world.
- b. As a partial fulfillment of the requirements for the completion of Diploma III Program of the English Department specialized in tourism.

#### 2. For the Company

- a. To get some inputs that will be useful for the company development.
- b. As an instrument to introduce PT. Kartika Tour & Travel Semarang to the public, and especially to the education world.

#### 3. For the University

As a reference that might be useful for those who are interested in knowing more about the tour package arrangement especially at PT. Kartika Tour & Travel Semarang.

## 1.6 Implementation of the Study

The study was held for a month (from February 20<sup>th</sup> to March 11<sup>th</sup>, 2006).

While the activities the writer did during the study are as the following:

NO	DATE	PLACE	ACTIVITIES
1	20 <sup>th</sup> – 18 <sup>th</sup> February 2006	PT. Kartika Tour & Travel Semarang	Getting to know the staffs and the office environment as well
2	27 <sup>th</sup> February – 4 <sup>th</sup> March 2006	PT. Kartika Tour & Travel Semarang	Learning about marketing and tour package
3	6 <sup>th</sup> – 11 <sup>th</sup> March 2006	PT. Kartika Tour & Travel Semarang	Helping the staff to arrange the tour package for customers
4	13 <sup>th</sup> – 18 <sup>th</sup> March 2006	PT. Kartika Tour & Travel Semarang	Helping the staff to do marketing activities in some places

## 1.7 Method of Data Collection

In writing this paper the writer uses several data, while the methods used in collecting the data are as follows:

### 1. Observation

According to Arikunto (1998: 235), observation is “*Suatu usaha sadar untuk mengumpulkan data yang dilakukan secara sistematis, dengan prosedur yang tersadar*” (An intentional activity with a systematic procedure in collecting data by using an intentional procedure). By using this method the writer observed directly the arrangement of a tour package at PT. Kartika Tour and Travel Semarang.

### 2. Interview

According to Arikunto (1998:145), interview is “*Sebuah dialog yang dilakukan oleh pewawancara untuk memperoleh informasi dari terwawancara*” (A dialogue held by the interviewer in order to collect data from the interviewee). By using this method the writer interviewed directly the arrangement of a tour package at PT. Kartika Tour and Travel Semarang.

### 3. Library Research

According to Nasir (1983: 3), a library research is “*Metode pengumpulan data dengan menggunakan buku-buku literature yang berhubungan dengan penelitian*” (Method of data collection by using books related to the research).

The writer found and read the books related to the problem.

## **1.8 Paper Organization**

The paper organization of this paper is as the follows:

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

Chapter II is Literature Review. In this chapter, the writer gives some theoretical reviews related to the problem of the study. It comprises the definition of tourism, the Definition of tourists industry, definition of travel agency, definition of tour package, and the arrangement of tour package.

Chapter III is The Tour Package Arrangement at PT. Kartika Tour and Travel Semarang. This chapter consists of history of PT. Kartika Tour and Travel Semarang, organizational structure, job descriptions, and tour package arrangement at PT. Kartika Tour & Travel Semarang.

Chapter IV is Conclusion and Suggestion.