

CHAPTER IV

CONCLUSION & SUGGESTION

4.1 Conclusion

From the study, the writer takes several conclusions are as the following:

1. Every department at PT. Kartika Tour & Travel Semarang works together in doing its job not only in making the tour package (The most complicated product of PT. Kartika Tour & Travel Semarang as a travel bureau), but also in another jobs. So, every job is done successfully. It is because of its compactness and professionalism. In other words, it gets the profit and good image because of its good services.
2. In arranging/making tour package, there are many things that should be considered by the tour manager. He/she should consider the accommodation, transportation, meals, etc. the calculation should be calculated as a carefully as possible to minimize the error, satisfy the consumers and prevent any obstacles during the process. He should also use his/her field experience both in calculating and actuating the tour package. His/her main duty in actuating the tour package is satisfying the consumers.

3. In arranging tour packages at PT. Kartika Tour & Travel Semarang, there are four steps that should be taken: they are: planning, organizing, actuating, and controlling.
4. PT. Kartika Tour & Travel Semarang usually uses itinerary from the last tour. The company does not make the new one. So, it eases the company. In calculating the package tour, PT. Kartika Tour & Travel Semarang convinced the consumers well by showing their calculation to the consumer.

4.2 Suggestion

In the writer's opinion the implementation of tour package arrangement at PT. Kartika Tour & Travel Semarang is good, but the writer wants to give suggestions for PT. Kartika Tour & Travel Semarang:

1. The writer knows that during the field study at PT. Kartika Tour & Travel Semarang, the services of the staff in PT. Kartika Tour & Travel Semarang is not good enough, especially in giving explanation about tour package to the costumer. The explanation is not clear. So, the staffs have to be accurate in giving explanation to the consumer because good services will make good impression, and good impression will make the consumer comes back again.
2. PT. Kartika Tour & Travel Semarang should increase the skill of guide in speaking English, because the tourists not only come from domestic but also come from foreign.

Those are all suggestions that the writer can give to the company and the writer hopes these suggestions can give a lot of benefits and development to all department at PT. Kartika Tour & Travel Semarang.

