

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Tour And Travel Agency has important role in tourism activities. It can facilitate people to explore tourism object in Indonesia and also promote object tourism whether exposed or unexposed. Jafar Jafari (2000) define tour as any journey from one place to another, a tour is now commonly used in two distinct senses; to describe either a day trip or excursion, or any touristic journey involving a period of travel and overnight stay. Jafar Jafari also explain that Travel involves movement from place to place. Additionally, Jafar Jafari state that Destination management companies provide on site coordination services for visiting groups. Much of their business arises from the meetings, conventions, exhibitions and incentive tourism segments. They liaise closely with corporate and association meeting planners, incentive travel planners, tour operators and wholesalers to arrange locally oriented events and logistics such as transportation, banquets, and other functions and activities. Based on explanation above, Tour and Travel agency is a company which handle tour and travel activities and all aspect which supports tour and travel itself.

Nuansa Wisata Prima Nusantara Tour And Travel is one of Tour and travel agency in Jember, East java. It is located at Karimata street number 58 Sumpersari regency. Nuansa Wisata Prima Nusantara Tour And Travel has been establish since 2001 until now. So, Nuansa Wisata Prima Nusantara Tour And Travel has a lot of experience in tourism world at least for 14 years. Nuansa Wisata Prima Nusantara Tour And Travel also give the best service for their product and professionally be a trusted tour and travel agency in East java.

To give shape of professionalism, Nuansa Wisata Prima Nusantara divides the management into 3 division. They are General Affair Division, Marketing Division and Operational Division. General Affair Division consist of Accounting staff and Finance staff. Marketing Division consist of sales executive and Tour

quotation and Tour Planner staff. Operational division consist of sales counter staff and operation tour staff.

Operational Division has been chosen by the writer to apply the skill which has been gotten from State Polytechnic of Jember in Language, Communication and Tourism department. In Operation Division, the writer learnt how to make effective promotional media for tour activities through brochure and how to learn arranging appropriate tour itinerary. In addition, the writer also learnt how to handle customer in front desk as customer service in daily activities at Nuansa Nuansa Wisata Prima Nusantara Tour And Travel.

## **1.2 The Objectives of Internship Program**

### **1.2.1 General Objective**

The purpose of Internship Program in general was improving the concept and understanding the knowledge of the students at the company/industry/agency that could help internship students to improve their skill in their specific expertise, so that they have enough valuable experiences in the work field.

### **1.2.1 Specific Objectives**

1. To apply the skills and knowledge which the writer has gotten from English Study Program into real working place.
2. To get the real picture of working condition at tour and travel agency.
3. To get experience of the work in tour and travel agency.
4. To learn how management in a company works

## **1.3 The Significances of Internship Program**

### **1.3.1 For the Writer**

The Internship Program facilitate the writer to get new experience and new knowledge especially in workplaces environment about the duty of an employee in tour and travel agency. Besides, the Internship Program also helped the writer to get real experience in the real work place includes the problems that would happen in the company and the way in solving the problems.

### 1.3.2 For English Study Program

The internship program could facilitate the good relationship between State polytechnic of Jember especially for Language, Communication and Tourism Department with PT. Nuansa Wisata Prima Nusantara Tour and Travel. The English Study Program provides some trainees for PT. Nuansa Wisata Prima Nusantara who helped the employee to do their job while PT. Nuansa Wisata Prima Nusantara provides the English Study Program with the information of competence that may needed for the trainees.

### 1.3.3 For Students of English Study Program

The Internship Program give reference to next student of English Study Program who want to choose Nuansa Wisata Prima Nusantara Tour and Travel as their place for doing Internship Program

### 1.3.4 For PT. Nuansa Wisata Prima Nusantara Tour and Travel

The Internship Program that conducted in PT. Nuansa Wisata Prima Nusantara would give some benefits to Nuansa Wisata Prima Nusantara Tour and Travel. The most important benefit is the management of Nuansa Wisata Prima Nusantara Tour and Travel can share knowledge of Tourism world for the trainee and it will make the trainee be able to do kind of job in there. Then, it will improve the productivity of Nuansa Wisata Prima Nusantara Tour and Travel.

## **1.4 Location and Time of the Internship Program**

The internship program was conducted at PT. Nuansa Wisata Prima Nusantara Tour and Travel that located at Karimata Steet, 58 Jember, East java. The internship program was conducted from March 01<sup>st</sup> up to May 10<sup>th</sup>, 2016 or as long as 512 hours. The works duration were 8 hours for Monday until Saturday which divided into two shifts (08.00 a.m - 17.00 p.m) or (01.00 a.m - 21.00 p.m) and Sunday (08.00 a.m – 14.00 a.m).