CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is a journey made for recreation or vacation, which is needed by everyone. Not just an individual or group who needs it, but also many countries that depend on this industry as a source of revenue in taxes and increase state revenues and boost the economy of the people. Therefore, the development of the tourism industry is one of the strategies used government as well as non-government organizations to promote a particular area as a tourist area to increase trade through the sale of goods and services to non-local.

Our country Has potential nature to be developed as tourist destinations . Almost the whole of Indonesia has natural beauty that is good enough to be used as a tourist destination. Seeing the huge potential, Indonesia is called as the paradise of the world. The natural beauty that is spread almost all over Indonesia has made every region in Indonesia has a tourist destination areas.To support the tourism sector , it is necessary to develop travel agencies, hotels, restaurants, tourist attractions, transportation or transportation and souvenir in the form of handicraft items , which are interconnected with each other and support each other.

As a student of Politeknik Negeri Jember , I learned how to manage a travel agency properly in English for Tour and travel and Pengelolaan Biro Perjalanan subjects. This subject teaches a lot of related making travel plans, understanding the tourism sector in the area, how to become a tour guide, tickets online, etc. Since I was very interested in the tour and travel business, I chose the tour and travel as a place of my internship program. Internship Program is the activity of the students in 6th semester to learn and practice the activities in company/ industry/ agency so they can make improvement in their skills and expertise (Academic Division of POLIJE, 2014). This program is conducted to develop the skill of students in the real field work. In Internship Program, the students must be

a part of the company in that daily activity of company to learn how to be a worker.

As a place of an internship program , I chose LUNA Tour and Travel , because LUNA Tour and Travel is the good travel in Jember . Luna is an office has been established 8 years , so I think LUNA is a good company to apply and give me many knowledges .

1.2. Objectives

There are some objectives in conducting my Internship Program, those are:

1. To apply my knowledge that I learned from the college especially the knowledge dealing with the subjects of Tour and Travel, Pengelolaan Biro Perjalanan and others in the real workplace

2. To get new knowledge and experience in the real workplace especially at LUNA Tour and Travel

3. To develop my discipline, responsibility, tolerance, creativity and teamwork in the real workplace

4. To increase my Business skills like marketing and communication with new colleagues.

1.3. Significances.

The significances of conducting the Internship Program at LUNA Tour and Travel:

i.   For the Writer

In conducting Internship Program, I got opportunity to learn the activities in the workplace and apply my knowledge that I got in the lecturing class.

ii.   For the Reader

The report of this Internship Program can give more information to the reader about the situation in the real workplace especially at LUNA Tour and Travel.

1.3.3 For English Study Program

By doing this Internship Program, English Study Program are able to establish good cooperation with LUNA Tour and Travel.

1.4 Location and Time of the Internship Program

The time and location when I conducted the Internship Program are as follows:

1.4.1 Location of Internship Program

This Internship Program was conducted at LUNA Tour and Travel at Jl. Sumatera 82-B, Sumbersari Jember - East Java – Indonesia.

1.4.2 Time of Internship Program

The duration of this Internship Program was about 512 hours, started from March, 7th 2015 up to May, 9th 2015. I worked for 9 hours per day. It was started from Monday until Saturday. I got free day on Sunday and the national holidays.