

# CHAPTER 1. INTRODUCTION

## 1.1 Background

Indonesia is the world's 14<sup>th</sup> largest country in the terms of land area and the 7<sup>th</sup> largest in the terms of combined sea and land area. is an exotic country that rich and lives by the diversity in terms of culture, ethnicities and language. This diversity becomes an opportunity for Indonesia in developing the tourism sector. Some experts have already defined about tourism. According to Sugiama (2011) in Pranata, tourism is the activity and to provide good services of the tourism attraction from group or individual. So, it is necessary a business entity. It is a Tour and Travel Agency that aims to explore and develop the potential of Indonesia's tourism.

Tour and Travel Agency is a business entity that provides a complete service to someone who wants to make a trip or traveling. According to Dawn Rosemberg Mckay (2019), Tour and Travel arrange transportation, accomodation, and entertainment for businees and individual travelers after firt assesing their neds and desire. It is a company that earns revenue and profits by offering and selling products and services provided to tourists/customers. Usually, the services that would give by Tour and Travel Agency are included tour component such as transportation, accommodation, consumption, tour package offered, payment procedure, etc. One of the Tour and Travel Agency which can help the customer to get their travelling successfully is Kusuma Tour and Travel.

Kusuma Indah Tour and Travel is one of Tour and Travel Agency in Situbondo, East java. It is located at Jl. Santana number 06 Patokan, Situbondo regency. Kusuma Indah Tour and Travel has been establish since 2014 until now. So, Kusuma Indah Tour and Travel has a lot of experience in tourism world at least for five years. Kusuma Indah Tour and Travel also gives the best service and price for their product and professionally be a trusted tour and travel agency in Java.

Kusuma Indah Tour and Travel divides the management into 3 divisions to giving shape of professionalism. They are General Affair Division, Marketing Division and Operational Division. General Affair Division consists of Accounting staff and Finance staff. Marketing Division consist of sales executive and Tour quotation and Tour Planner staff. Then, Operational division consists of tour preparation staff and tour operational staff.

In being tour preparation staff has been chosen by the writer to apply the skill which has been gotten from Politeknik Negeri Jember in Language, Communication and Tourism Department. In Tour Preparation Subdivision, the writer learned how to make reservation in hotel and accomodation and how to learn arranging appropriate tour itinerary.

## **1.2 Objectives**

The Internship program at Kusuma Tour and Travel has several general and spesific objective, they are:

### **1.2.1 General Objectives**

In general, the purpose of an Internship Program is to improve the knowledge, skill and work experience in applying the theory which has been getting from Politeknik Negeri Jember in Language, Communication and Tourism Department at the company. So, it could help the students to develop and improve their working skill in their specific expertise that is not obtained from the college.

### **1.2.2 Specific Objectives**

The spesific purpose of Internship Program were as follows:

1. To apply the skills and knowledge of students about Bureau Travel Management (*Pengelolaan Biro Perjalanan*), English for Tour and Travel, Public Speaking and Public Relation in the workplace.
2. To increase the opportunities for students to strengthen their skills and knowledge to increase their confidence and maturity.
3. To train the critical thinking and problem solving ability of students based on the real work condition during the internship program.
4. To increase students' understanding of the attitude of the labour in implementing and developing certain techniques and rational reasons for applying these techniques.

## **1.3 Significances**

The significances of the Internship Program were as follows:

### **1.3.1 For the Writer**

The Internship Program facilitated the writer to get new experience and new knowledge especially in workplaces environment about the duty of an employee in Tour and Travel Agency. It included 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 Politeknik Negeri Jember especially for Language, Communication and Tourism Department with Kusuma Indah Tour and Travel. The English Study Program provides some trainees for Kusuma Indah Tour and Travel who helped the employee to do their job while Kusuma Indah Tour and Travel 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 which was conducted at Kusuma Indah Tiur and Travel can serve as a reference for students of English Study Program who want to do Internship Program in the future as their place for doing the Internship Program.

#### 1.3.4 For Kusuma Indah Tour and Travel

The Internship Program that conducted in Kusuma Indah Tour and Travel would give some benefit to Kusuma Indah Tour and Travel. The most important benefit is the management of Kusuma Indah 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 Kusuma Indah Tour and Travel.

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

The internship program was conducted at Kusuma Indah Tour and Travel that located at Santana street number 06 Patokan, Situbondo Regency. The internship program was conducted from 12<sup>th</sup> of March up to 23<sup>th</sup> of May, 2018 or as long as 384 hours.