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ENGLISH FOR TOURISM

Asdar | Restu January Hamid | Ulfah Syam

# ENGLISH FOR TOURISM

**DR. ASDAR, S.PD, M.PD**  
**RESTU JANUARTY HAMID, S.PD.I., M.PD.**  
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# ENGLISH FOR TOURISM

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# ENGLISH FOR TOURISM

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2023

## ENGLISH FOR TOURISM

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# PREFACE

First of all, thanks to Allah Swt. because of the help of Allah, the writers finished writing the book entitled "English for Tourism" right in the calculated time. The writers thank to all the people who contributed to finishing this book.

This book aims to fulfill the tridarma of higher education as an obligation for writers who work as lecturers and serve as textbooks in teaching and learning at the university level.

In arranging this book, the writers face many challenges and obstructions. However, with the help of many individuals, those obstructions could pass. The writers also realized there are still many mistakes in writing this book. Because of that, the writers thank to everyone who helped write this book. Hopefully, Allah replies to all help and blesses you all. The writers realized that this book is still imperfect in arrangement and content. then the writers hopes the criticism from the readers can help the writers perfect the next book. Last but not least Hopefully, this book can help the readers to gain more knowledge about tourism.

Makassar, September 3<sup>rd</sup>, 2023

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# CHAPTER 1

## INTRODUCTION TO TOURISM

### A. The Origins Of Tourism

International tourism had become one of the world's most important economic activities by the early twenty-first century, with an impact felt from the Arctic to Antarctica. As a result, tourism history is of great interest and significance. That history goes back to before the term "tourist" was coined at the end of the 18th century. In the Western tradition, both "heritage tourism" (the celebration and appreciation of historic sites of recognized cultural importance) and beach resorts can be traced back to Ancient Greece and Rome. The Seven Wonders of the World became tourist destinations for Greeks and Romans.

Pilgrimages have similar origins, incorporating Eastern civilizations. Its religious goals coexist with predetermined routes, commercial hospitality, and a mix of curiosity, adventure, and enjoyment among the participants' motivations. Pilgrimages to the earliest Buddhist sites date back over 2,000 years, though the transition from the improvised. It is challenging to relate small groups of monks to recognizable tourist practices to trace. Pilgrimages to Mecca are also centuries old. Given the number of casualties on the journey through the desert, the hajj's tourist status is problematic even in the twenty-first century. Regardless of pilgrimage associations with the site as a holy well or sacred spring, the thermal spa as a tourist destination is not always a European invention. Since the sixth century, the oldest Japanese onsen (hot springs) have been serving bathers. Tourism has always been an international phenomenon.

Modern tourism is a developing, commercially organized, and business-oriented set of activities with origins in the industrial and postindustrial West. In the 16th century, the aristocratic grand tour of cultural sites in France, Germany, and, particularly, Italy began,



including those associated with Classical Roman tourism. However, it rapidly expanded, encompassing Alpine scenery in the second half of the 18th century, between European wars. (If truth is historically the first casualty of war, tourism is the second, though it may subsequently incorporate pilgrimages to graves and battlefield sites and even, by the late 20th century, to concentration camps). The grand tour's exclusivity was eroded as the expanding commercial, professional, and industrial middle classes joined the landowning and political courses, wanting their sons to participate in this rite of passage. By the early nineteenth century, European journeys for health, leisure, and culture had become a common practice among the middle classes. Paths to acquiring cultural capital (that collection of knowledge, experience, and polish required to mix in polite society) had been smoothed by guidebooks, primers, developing art and souvenir markets, and carefully calibrated transportation and accommodation systems.

## **B. The History of Tourism**

The history of tourism is extensive. People have always wanted to be tourists, even when we did not have high-speed trains, planes, or luxurious cruise ships. Tourism's history can be traced back to transportation technological advancements. People can drive to more places as more roads are built. People will be able to fly to more areas as more airports open.

The history of tourism is also inextricably linked to global economic, social, and political trends. For example, someone with much money is likelier to take a vacation than someone with little money. Similarly, many tourists are unlikely to visit a place with political unrest. Over the years, the tourism industry has evolved in various ways. In this article, I will go over some of the history of tourism.

## 1. *The History of Tourism Ancient times*

When did tourism first take off? We can't pinpoint it and can only make educated guesses about ancient tourism for apparent reasons. We do not have selfies or travel brochures to look back on, but we know that people traveled in the past. Historians have discovered records showing why people traveled and how tourism evolved.

We know that cultures and nations moved armies around to conquer new lands and control trade routes and other resources. This paved the way for future travel. As the Egyptian, Roman, and Eastern Mediterranean Empires gained power, necessary travel evolved into tourism. The Phoenicians, for example, traveled not only to develop trade routes but also out of curiosity. They were interested in what lay beyond that stretch of the Mediterranean. Others are likely to have done the same. Members of modern-day Mexico's Mayas and China's Shang Dynasty traveled to see what lay beyond their borders. They, of course, desired to spread their civilizations. Historians have discovered evidence of ancient travels in the form of artifacts found in excavations from other places. This could not have happened without the older adults's state of tourism.

## 2. *The History of Tourism The Empire Era*

It is difficult to say when ordinary travel evolved into what we now call tourism. As previously stated, the Empire Era (beginning with the Egyptians and ending with the Roman Empire) significantly impacted the development of travel and tourism. As time passed, more people traveled. They traveled for various reasons, including business, education, government, and religion. The trip was essential, with consolidated governments established in different central locations as early as the Egyptian Kingdoms (4850-715 BC). Because travel was required, so were necessities. Visitors from other areas needed lodging and food, which likely led to the realization that you could travel to another location just because. This was especially true

of the Greeks (900–200 BC). They wanted to have fun in new places, so they encouraged using a common language, and their money evolved into a form of common currency.

Important government locations became tourist attractions. If you went to a different area, you could find shops, places to eat and drink, sports to watch, gaming, and even theater. The ancient Romans took this even further. They built good roads and waterways during their empire (500 BC - 300 AD). Inns were constructed about 30 miles apart, with a relatively easy day's travel in between, so there was always somewhere to stay at night. Horses are even available for rent.

Roman roads expanded into a 50,000-mile network. Travel became more manageable and less stressful as their currency became almost universally accepted and common languages such as Greek and Latin were used. Then, there was the shared legal system. This made people feel safer and more protected when traveling for pleasure, business, or adventure. Cities throughout the Roman Empire (such as Pompeii) became popular vacation destinations for the middle and upper classes.

This can teach us a lot about modern travel. Tourism increases when people have more free time (for example, during school holidays) and currencies are easily exchangeable. There are common languages, and the presence of the law ensures personal safety. If any of these factors were removed, people would be less likely to travel. This was observed during the Middle Ages when tourism was declining.

### ***3. The History of Tourism The Middle Ages and the Renaissance Era***

During the Middle Ages (5–14th centuries AD), travel and thus tourism was virtually non-existent. It became dangerous after the fall of the Roman Empire. Previously, nations shared commonality; however, a feudal system resulted in autonomous areas. Language, currency, and transportation were all fragmented. This made traveling to a different location much more complex than before. When people did travel, it was not for pleasure. There were nine crusades to retake the Holy Land between 1096 and 1291 AD, as the Roman Catholic

Church gained power. They all failed, however, leaving people wanting to travel beyond their backyard. People were curious about different civilizations. After the Crusades ended, merchants like Marco Polo traveled far and wide. People began to regain interest in travel after reading about Polo's travels (1295-1295 AD).

More merchants traveled further afield during the Renaissance (14th-16th centuries AD). This was partly due to the church and royalty controlling larger geographical areas than before. Trade routes are also reopening. People continued to leave their hometowns and territories as commercial activity increased.

Historians believe that Cyriacus of Ancona was the first true tourist. He scoured the Mediterranean for information on Greek and Roman history. His desire to learn about the past and see what was left inspired others to consider how travel could benefit education. As a result, the Grand Tour Era was established.

#### ***4. The History of Tourism: The Grand Tour Era***

The Grand Tour (1613-1785) was the heyday of tourism as we know it. People traveled to learn, beginning with society's wealthiest members. It was fashionable and quickly became a status symbol in and of itself. Those coming of age traveled throughout Europe to see art, architecture, science, and other cultures. France, Switzerland, Germany, and Italy were popular travel destinations. Each 'Grand Tour' would be several years long. People would travel by carriage, accompanied by an older person who would keep an eye on them.

This began to change slightly around 1750 when the Industrial Revolution began. Economic and social structures were altered indefinitely. As a result of the process, many people found that long journeys, such as the Grand Tour, were no longer feasible. Factory life, business management, and modern industrialism tethered people more.

Transport became more efficient as economies and technology advanced. Markets grew across borders, and people's incomes rose;

travel was now for business and pleasure, but with less free time, trips were cut short. The tourism industry needed to increase to meet newly discovered customer needs.

### **C. Tourism as a Scientific Discipline**

The science of tourism has been defined as “the study of theories and practices about tourist travel, the social activities that facilitated the journey, and its implications.” To explore the loss of tourism as a discipline can be seen from three aspects:

#### **1. *Ontology aspect***

The ontology aspect of the science of tourism can be seen in providing complete information on the properties of travel, exhibitions of tourist travel, tourist characteristics, infrastructure, tourist facilities, places, and the creation of visiting destinations, systems and organizations, and related business activities, auxiliary seromas in the region as well as ina tourist destination. From the side of the ontology, formal objects, which are studies of tourist science, can be focused on three elements: (1) tourist movements, (2) community activities that facilitate these tourist movements, and (3) the effects of tourist movement and community activities that enable it to host various aspects of people’s life.

#### **2. *Epistemology aspect***

The episodic aspect of the science of tourism can be shown in ways that tourism gets scientific truth; the object of tourism has been based on rational logic and can be experiential.

#### **3. *Axiology aspect***

International tourism had become one of the world’s most important economic activities by the early twenty-first century, with an impact felt from the Arctic to Antarctica. As a result, tourism

history is of great interest and significance. That history goes back to before the term “tourist” was coined at the end of the 18th century. In the Western tradition, both “heritage tourism” (the celebration and appreciation of historic sites of recognized cultural importance) and beach resorts can be traced back to Ancient Greece and Rome. The Seven Wonders of the World became tourist destinations for Greeks and Romans.

Pilgrimages have similar origins, bringing in Eastern civilizations. Its religious objectives coexist with predetermined routes, commercial hospitality, and a mix of curiosity, adventure, and enjoyment among the participants’ motivations. Pilgrimages to the earliest Buddhist sites began more than 2,000 years ago. However, the transition from the improvised privations of small group monks to recognizable tourist practices is difficult to trace. Pilgrimages to Mecca have a long history. The hajj’s tourist status is complicated by the number of casualties on the journey through the desert, even in the twenty-first century. Regardless of pilgrimage associations with the site as a holy well or sacred spring, the thermal spa as a tourist destination is not necessarily a European invention. Since the sixth century, the oldest Japanese onsen (hot springs) have been serving bathers. Tourism has always been an international phenomenon.

Modern tourism is a developing, commercially organized, business-oriented set of activities with roots in the industrial and postindustrial West. The aristocratic grand tour of cultural sites in France, Germany, and, particularly, Italy—including those associated with Classical Roman tourism—began in the 16th century. However, it increased, encompassing Alpine scenery during the second half of the 18th century, in the intervals between European wars. (If truth is historically the first casualty of war, tourism is the second, although it may subsequently incorporate pilgrimages to graves and battlefield sites and even, by the late 20th century, to concentration camps). The grand tour’s exclusivity was eroded as the expanding commercial, professional, and industrial middle classes joined the landowning

and political courses, aspiring to give their sons access to this rite of passage. By the early nineteenth century, European journeys for health, leisure, and culture had become a common practice among the middle classes. Paths to acquiring cultural capital (the collection of knowledge, experience, and polish required to mix in polite society) had been smoothed by guidebooks, primers, developing art and souvenir markets, and carefully calibrated transportation and accommodation systems. A. Tourism goods and services.

## **D. Development of National and Internasional Tourism**

### **1. *Development of Indonesian tourism***

In 1969, the number of tourist visits to Indonesia reached 86,000 tourists. This was then addressed by creating a master plan for tourism development in Indonesia for the first time in 1970 by establishing the Bali Tourist Development Corporation (BTDC). Due to the publication of American journalist Hickman Powell's book *The Last Paradise: An American's 'Discovery' of Bali* in the 1920s in 1930, Bali became a pilot project for Indonesia's tourism development at the time, and due to this publication, the number of tourists coming to Bali gradually increased from 11,278 in 1969 to 2,114.99 in 2008. This moment is what then became the starting point for the development of tourism in Indonesia. At that time, the Indonesian tourism marketing icon took advantage of the nature and culture of Bali as its main attraction.

From the 1970s until now, Indonesia has experienced various metamorphoses to attract tourists to Indonesia. In the 1980s, Indonesia participated in the World Tourism Market (WTM) for the first time, marking the start of an era of international tourism promotion, along with the birth of 7 central tourism strategic policies in Pelita V, namely:

- 1) Consistent tourism promotion
- 2) Increasing accessibility
- 3) Increasing the quality of tourism services and products
- 4) Development of tourism objects

- 5) Promotion of natural, animal, and marine tourism attractions
- 6) Improving the Human Resource Quality
- 7) Sapta Pesona is implementing tourism awareness campaigns.  
In 1992, through Presidential Decree No. 60/1992, the Decade of Tourist Visits (Dekuni) was established as part of Indonesia's tourism campaign with a different theme each year.

Interestingly, the government at that time realized the potential of Indonesia's natural and cultural resources to be the main attraction for Indonesian tourism. This is evident after 41 years. According to the World Economic Forum (WEF) report, this potential has not changed. Another exciting thing is that Indonesian tourism had not moved from the shadow of Bali as an icon of Indonesian tourism during that time.

Five essential things underlie tourism activities:

- a. Tourist travel is responsible, meaning that all those engaging in tourism must be responsible for the effect tourism can have on the natural and cultural environment.
- b. Tourism is carried out to/in natural (naturally made) areas or areas managed by the raw code.
- c. The goal is to enjoy the natural charm and gain additional knowledge and understanding of various natural and cultural phenomena.
- d. Provide support for the conservation of nature. Promotes local welfare.

## ***2. National Development of Tourism***

In Indonesia, tourism is a significant economic sector. 2009, tourism ranked third in foreign exchange after commodity, gas, and palm oil. The number of foreign tourists visiting Indonesia increased by 11,525,963 million, or 10.79%, according to 2016 data, over the previous year.

Indonesia's Nationality has begun since Presidential Instruction No.9 of 1969 was issued on national development tourism development



guidelines. In 1969, the number of tourists visiting Indonesia reached 86,000 tourists. This was then addressed by making the parent planning of tourism development for the first time in Indonesia by forming the Bali Tourist Development Corporation (BTDC) in 1970.

In the 1980s, Indonesia's first install the World Tourism Market (WTM) marked the start of the International Tourism Promotional era, along with the birth of 7 PARTY OF THE PROCESS OF STARTING PARTA VITACT 1) Consistent Tourism Promotion 2) Addition of Accessibility, 3) Imniating Quality of Service and Tourism Products, 4) Development of DTW, 5) Promotional Attabling Nature, Sembar and Marine Tourism, 6) Measuring the quality of HR, 7) Implementing a Sadawa Course Way through Sapta Charm.

In 1991, Indonesia's tourism campaigns were still in the stage of public awareness of tourism activities through the Sapta Charm Program (security, order, cleanliness, comfort, beauty, hospitality, and memories). The logo or mascot of the tourism campaign at that time detected protected animals, namely Berco Bersu 1 1 habitat in the area of Ujung Kulon Banten.

Through VIY in 1991, foreign tourists (Wisman) who came to Indonesia were 2.6 million, with several foreign exchanges of USD 2.5 billion. Taking repeating the success of 1991, 1992 was again proclaimed the year of Indonesian visit by lifting the theme "Let's Go Archipelago." This year, the tourism marketing policy has tried to raise the potential for natural) owned by Indonesia. But this year, despite international tourist visits due to war in the Middle East, Indonesia's tourism increased by 23% from 1991, with Bali and Jakarta dominating the number of visits of 1,024,231 and 958,818 travelers.

In 2000, Indonesian tourism recorded the average record of the old live group of foreign tourists of 12.26 days, with the number of tourist visits of 5,606,417 [6]. 2002 Indonesia's tourism was re-experienced due to the Bali Bombal event on October 12, 2002. This event caused a drastic decrease in Bali from 156,923 to 86,901, reducing the number of visitors to the Company's business by 0.31%.

In general, Indonesian tourism dynamics can be described as follows:

- a. 1946, the formation of the Hotel and Tourism / Honet (the Ministry of Transportation), with the task of managing the hotel's Dissetician Hotels.
- b. 1952, KeptendaformationoftheInter-FederalPanitiaThetourism Tourism Affairs with the task of forming a tourist destination (DTW).
- c. 1953, the hotel joints and Tourism Indonesia (Sergahti) were tasked with emptying "residential residents" hotels and hotel tariffs.
- d. African-Asian Conference, (1955). In 1993, Bapindo (Bank Indonesia Human) founded PT. Natata (National Hotels and Tourism Corporation Ltd.) and joined PT. Hii (Hotel Indonesia International).

### ***3. The development of international tourism***

International organizations such as the United Nations, the World Bank, and the World Tourism Organization (WTO) have recognized tourism as an essential component of human life. They are beginning with what, as noted by John Naisbitt in his *Global Paradox?* Many of the relatively wealthy in the early twentieth century were now becoming part of human rights. Once considered a privilege of the wealthy elite, travel is now considered a fundamental human right. This occurs not only in developed countries but also in developing countries such as Indonesia.

According to WTO data, the number of Central State Tourists (West Wisman) in 2000 reached 698 million, generating USD 476 billion in revenue. The growth of tourist numbers in the 1990s was 4.2%, while the development of Wisman receipts was 7.3 percent, even though 28 income countries grew 15 percent per year.

While domestic tourists are numerous in each country and are the primary drivers of the national economy, in 2000 134 million tourists visited Nusantara (Wisnus) in Indonesia, spending Rp. 7.7 trillion. This amount will rise as the accessibility of a location improves.

Based on these figures, tourism is classified as the world's largest industrial group, according to John Naisbitt in the book above. Tourism accounts for approximately 8% of total goods and services exports. The dominance of the tourist destination began to wane. When 15 major tourist destinations in the world were concentrated in Western and North America in 1950, bringing 97% of the world's tourist population, this had decreased to 62% by 1999, with the remainder spread across the globe, particularly in East Asia, East Europe, and Latin America. Among them, China recorded 122 million tourist arrivals in East Asia and the Pacific region, with 31.29 million arriving for USD 16,231 billion.

The data presented by WTO also shows that the world's recognizable identity of world travelers, USAN, Japan, and the United Kingdom contributed 41% of world tourism revenues.

In these relationships, countries, including Indonesia, also enjoyed the effects of increasing world tourism, especially in 1990. 1996. A typhoon of economic crisis in Indonesia since late 1997 is an invaluable experience for the Indonesian tourist community to re-position and re-vitalize Indonesia's tourism activities. Furthermore, under Act No. 25 of 2000, the national tourism planning program was given a new mandate to aid in federal economic recovery and restore Indonesia's image in the international community. This assignment was particularly complicated after the unique challenges that resulted from the September 11, 2001, tragedy in the United States.

Faced with these challenges and opportunities, there have also been changes in the cultural and tourism roles that served in the past as builders, focused now more on just government duties than on facilitators so that private-driven tourist activities could thrive. The role of the facilitators here may be defined as creating a comfortable

climate where cultural and tourist ACTS can flourish efficiently and effectively.

Furthermore, the tourism sub-sector is expected to boost people's economies because it is considered the best prepared regarding facilities, tools, and infrastructure.

Population growth, urbanization, the rise of businesses - businesses dealing with urban tourism - industrial cities, jobs expanding to industry, the shift in investment from the agricultural sector to intermediaries such as banks, and international trade are all factors in Europe's social and economic fabric. This is what created the tourist market:

- a. Increased transport/transport technologies
- b. The advent of a travel agency.
- c. Thomas Cook & Son LTD. 1840 (England) and American Express Company 1841 (United States) founded the world's first travel agencies.
- d. The expansion of the hospitality industry.
- e. The development of transportation systems also encouraged the establishment of hotels near train stations and tourist destinations. As a result of urbanization, many restaurants, bars, and other coffeehouses exist.
- f. The advent of literature - literature on the survival of tourism, among others: "Guide du Hotels to France 'by Michelin (1900)," Guide to Hotels "by Automobile Association (1901)
- g. Flourishing tourist areas in Egypt, Italy, Greece, and the United States. Thomas Cook & Son LTD oversaw and coordinated the journey. 1861, in the early nineteenth century.

The modern world referred to follows 1919. This was marked by using automobile transportation for personal travel after World War I (1914-1918). This world war gave people the experience of getting to know other countries, arousing interest in traveling to other countries. So, with the opportunity to travel to other countries, international

tourism has also developed the sense that international tourism is one of the means to achieve world peace and the use of transportation from personal automobile use to sound-speed aircraft. In the year 1914, British railways fell into financial ruin, and so wisdom was taken:

- Steam-driven trains are replaced by diesel and electric engines.
- A less favorable reduction of the train line
- High-tech transport vehicles have also appeared as vehicles, which are more comfortable and faster than others.

#### ***4. Understanding Tourism Industry***

A collection of various businesses that work together to produce goods and services that tourists need and the tourist bureau in general. The tourism industry is an industry that provides services, attractiveness, and facilities. An initiative is a business or business unit within tourism spread across three geographical areas, including the area of DAW tourists, the Transit DT area, and the DTW tourist destination. The tourism industry is a collection of business fields that produce various services and goods travelers require.

Every physical or virtual product presented to meet specific human needs should be evaluated as an industrial product. The tourism industry includes the following activities, according to the United Nations World Tourism Organization: visitor accommodation, food and beverage service, passenger transportation, travel agency and other reservation activities, cultural activities, sports, and entertainment activities. UNWTO is the United Nations World Tourism Organization. According to Tourism Law Number 10 Year 2009, the tourism industry is a collection of interconnected businesses that produce goods and services to meet the needs of tourists in the tourism organization.

- Industrial Tourism Resources Own :
  - Natural Resources
  - Human Resources
  - Human Resource Resources create

- Entertainment and Sports Facilities
  - Recreation and Cultural Facilities
  - Sports facilities
- General and Tourism Infrastructure
  - Communication and Travel Instruments
  - Social Installation
  - Basic Installation
  - Telecommunication
- Tourism Reception Service
  - Travel Agents and the Bureau of
  - Office Promotions and Confirms
  - Service Visitor Information
  - Vehicle Rentals
  - Payment and interpretation officers
- Facilitation Reception
  - Hotel, guesthouse, village, and city
  - Condominiums
  - Other settlements
  - Settlement for individual needs
  - Isntalati for eating and drinking services
- The tourism industry's breadth The tourism industry's scope includes a variety of economic sectors. The tourism industry covers the following topics:

### 1. Restaurants

In the restaurant industry, attention can be focused on service quality, food type, service ministry, nutrient content, food health, and environmental restaurants, as well as the discovery of new food and traditional good recipes, materials, or presentation that are not very objective developed on a national, regional, and even international scale.

### 2. Inn Lodge or Home Stay

Access to tourism development areas includes hotels, motels, resorts, condominiums, time sharing, guesthouses, and bed

and breakfasts. In developing this inn, marketing strategy, inventory service, restaurant or travel agency integration, and other factors should be considered. Research can also be directed toward efforts to reduce tourism industry waste.

3. Travel service

A travel agency, travel packages (Tour Wholesalers), incentive travel, and reception services are all part of this travel.

4. Transportation

Transportation can include infrastructure and tourism infrastructure such as automobiles/buses, aircraft, railways, cruise ships, and bicycles.

5. Development of local tourist

Destination tourism destinations can include market research and distribution, tourist area entertainment, building architecture and engineering, and financial institutions.

6. Recreation facilities

Include creating and using state gardens, camps, and other facilities.

2. Understanding of tourist products

Regarding tourism, a marketed product is a service or service. The tourism products are several facilities and services provided and assigned to travelers made up of three components: a resource found in the Yoeti tourist destination, facilities, and transport, 2002:128. According to Burkart and Medlik, "the tourist product may be seen as a vast product, an amalgam of products, transport, imported and of entertainment." It is said that the product of the tourist industry is an integrated array of products consisting of tourist attractions, attractions, transportation, accommodation, and entertainment, in which each company is prepared and offered separately.

The Association of International Experts and Scientists in Tourism (AIEST) established the following limits in 1973: "The Product covers the entire experience from the time he (tourist) leaves home to the

time he returns to it" (S. et al. The Tourist Product and It Implications, 1972).

The product of a tourism product is a virtual product (tourism product) and unreal (intangible product), packaged in a whole range of journeys enjoyed only when the entire field can provide an excellent experience to travelers or those who use it.

So the nature of the products for tourism is unreal, for in a journey, there are various complementary elements, depending on the type of travel carried out by tourists.

For example, tourists will travel to an island to enjoy the beauty of Marine gardens. Of course, tourists will need support facilities, such as boats to cross to the island and vehicles that take them from home to where they are located. When they arrive at the tourist island, they require well-equipped accommodations for both food and water while on the island and for diving purposes. Thus, according to the above illustration, it is clear that the range of tourist trips to an island requires holistic and fragmentary components of tourist products, meaning that the supply, transport, accommodation, food, and water, as well as diving equipment and even tourist attractions of the island, are a unified and complementary unit to create a recreational experience for tourists.

According to this limitation, the tourism industry products are: "All forms of service enjoyed by tourists since he departed to leave where he used to live until he returned home."

The tourism industry products consist of three components, one with another very closely related, namely:

a. Accessibilities of the tourist destination

That is all that can help tourists visit a tourist destination (DTW).

This category includes the following items:

- a) Infrastructure includes airports, seaports, railways, highways, roads, and bridges.
- b) Modes of transportation include airlines, cruise ships, hovercraft, coach buses, taxis, and tourist buses.



- c) Government Regulation: Transportation, Routes Operated, and Visa
  - d) Regulations Operational Procedure: Tariff Regulation, Service Frequency, and Price Change.
- b. Facilities of the tourist destination
- If its visitability is established, the “facilities” function is to meet the needs of tourists while they are in the DTW. According to Victor T.C. Middleton, this group includes:
- a) Lodging options include hotels, motels, apartments, villas, camping grounds, and hostels.
  - b) Restaurants, Bars, and Cafes: From fast food to fine dining, there is something for everyone.
  - c) Transportation options at the destination: taxis, car rentals, and bicycle rentals.
  - d) Sports and activities such as skiing, golfing, sailing, fishing, and hunting, e). Other services include handicrafts, arts, souvenirs, and a guiding course.
  - e) Retailers: Lokal Travel Agents, Film and Camera, Supplies, Drug Stores, etc.
  - f) Other services include hairdressing, a tourist information center, and a police station.
- c. Tourist Attractions of the tourist destination
- That is the only reason tourists are interested in visiting a tourist destination (DTW). This category includes the following items:
- a) Natural Attractions: Landscapes, Seascapes, Beaches and Climates
  - b) Cultural Attractions: History and Folklore, Religion, Art, Entertainment, museum
  - c) Social Attractions: The way of life  
Monuments, Parks, Gardens, Marinas, Ski Slopes, Industrial Archaeology, Visitor Attractions, Golf Courses, Special Shops, and Themed Retail Areas are examples of built attractions.

# CHAPTER 2

## TOURIST

### A. Definition of Tourist

**T**ourism is a temporary trip from one place to another, usually carried out by people who want to refresh their minds after work and take advantage of vacation time by spending time with family for recreation. The potential for tourism objects in each country varies depending on geographical conditions and culture. This is the main attraction for tourists to visit and enjoy these attractions.

According to Pendit (2002:37-42), there are fifteen types of tourism: cultural tourism, health tourism, sports tourism, commercial tourism, industrial tourism, political tour, convention tour, social tour, farms tour, hunting tour, pilgrim tour, marine tourism, wildlife sanctuaries tour, honeymoon tour, and adventurous tour. In line with this, Yoeti (1996:123) says that based on the objects, there are seven types of tourism: cultural tourism, recuperation tourism, commercial tourism, sports tourism, political tourism, social tourism, and religious tourism. In Indonesia, tourism is vital because it gives a certain income to improve the economy.

Many tourism assets can attract domestic and international tourists. Nowadays, tourism in Indonesia has been considered one of the critical economic sectors. This sector is hoped to be the first income. Because of that, the government must improve the tourism area and ensure that tourism will satisfy the consumers' needs (Hartley & Hooper, 1993). Tourism has been known worldwide since prehistoric times, but of course. The understanding of tourism at that time was unlike today (modern). Since the old times when the world's nations, such as Sumer, Phoenicia, and Rome, already traveled, the goal is still to trade and life science, or political science. Furthermore, after modernization was widespread in all corners of the world, especially

after the Industrial Revolution in England, some travelers took turns making their tourism trips as we know them today. In Indonesia, tourism has been known since the days of the kingdom - a kingdom that controls the territory of the archipelago. However, they still have an interest in holding each other; it cannot be denied that there are cultural exchanges between regions. Indonesia's modern tourism has been known since the occupation era Dutch in Indonesia.

What is a tourist? There are more definitions of it.

- A tourist is a person who is visiting a place for pleasure and interest, especially when they are on holiday.
- Is anyone who travels to places other than the one in which is his habitual residence, outside of their everyday environment, for a period of at least one night but not more than one year and whose usual purpose is different from the exercise of any remunerated activity in the place to which he goes.
- Someone who travels for pleasure and recreation and exchange of culture.
- A person who travels to another region or country for leisure or to know different places or cultures.
- Someone who travels for pleasure and recreation and exchange of culture.
- "can be defined as a person who travels away from their normal residential region for a temporary period of at least one night, to the extent that their behavior involves a search for leisure experiences from interactions with features or characteristics of places he chooses to visit" (Leiper, 2004, p. 35).
- A person who travels and stays overnight at a destination due to one or more motivations.
- Someone who travels for pleasure and recreation and exchange of culture.
- A visitor spending at least one night in an accommodating structure in the country visited.

- A social actor, originating in a departure society and culture, that visits destination societies and cultures within (her)his leisure time.
- A person who makes a tour for pleasure or culture.
- A person whose primary motivation to visit a place is leisure.
- Someone who travels for pleasure and recreation and exchange of culture.
- A person who travels and stays overnight at a particular destination due to one or more motivations.
- A person who remains for a short period in a town or region for leisure or work purposes.
- Temporary visitors staying at least twenty-four hours in the country visited for a purpose classified as either holiday (recreation, leisure, sport, and see to family, friends, or relatives), business, official mission, convention, or health reasons.
- Someone who travels for pleasure and recreation and exchange of culture.

## **B. The Motivation of Tourist Travel**

Motivation is a reason that encourages someone to do, complete, stop, etc., an activity to achieve a specific goal desired from that motivation. Tourist motivation is someone's motivation to take a tour, which is influenced by several motivations in making a trip: physical, cultural, social, and fantasy.

Ryan (1991), from his literature review, found someone during a tour as below. Namely, the driving factor for:

- a) Relaxation. The desire for relaxation/refreshment is also related to escape motivation above.
- b) Escape. Want to escape from the environment that is feeling tedious or bored from everyday work?
- c) Play. Want to enjoy fun through various games, which are a re-emergence of childishness and escape for a moment from serious matters, namely the desire to enjoy pleasure.

- d) Strengthening family bonds. Strengthening kinship relations is wishes, particularly in VFR (Visiting et al.). The familiarity of this kinship also occurs between family members who travel together because togetherness is difficult to obtain in a day-to-day work atmosphere in an industrialized country.
- e) Prestige. Visiting destinations that indicate class and lifestyle, showing the existence or prestige, which is also encouragement that can increase social status or degree. In various societies, outward travel is one form of 'initiation.'
- f) Social interaction. Can carry out social relations with local communities visited and with friends.
- g) The desire to meet people who can fulfill sexual needs, especially in sex tourism, and people who provide a romantic atmosphere called romance
- h) The desire to study other people or areas or know different ethnic cultures. This is the dominant driver in tourism; it is called an educational opportunity because it can see something new.
- i) The desire to find yourself (self-discovery). Usually, self-discovery can be found when looking for new people or new areas called Self-fulfillment.
- j) Wish fulfillment. This is also very clear in religious tourism, as part of the desire to know that a solid internal drive is the dominant driver in tourism. I can learn something new about other ethnic cultures, learn about other people or other areas, have the desire to realize dreams that have long been told and sacrifice myself frugally to be able to travel. This, too very clearly in the course of religious tourism, is part of a strong desire or impulse from within.

Yoon and Uysal (in Woodside, 2008) mentioned that there are several push factors (when tourists visit a tourist destination, namely:

- a) Rest
- b) Prestige

- c) Social Interaction
- d) The desire to run away
- e) Adventure
- f) Health and Fitness

Uysal and Hagan (in Zeng, 2015) five factors that can attract tourists to come to tourist destinations, namely:

- a) Food
- b) Natural and historical attractions
- c) Recreational facilities
- d) People
- e) Marketing the destination image

McIntosh (2002) explained that tourist motivation is influenced by things that can be grouped into four groups of reasons, namely as follows:

- a) The motivation is physiological and physical (Physiological Motivation), among others, participating in sports activities, relaxing, and so on, comfort, relaxation, and health.
- b) Cultural Motivation, namely the desire to know the culture, customs, traditions, and other regional arts. Including an interest in various objects of cultural heritage (historic monuments).
- c) Social Motivation (Social Motivation or Interpersonal Motivation)
- d) who are social, do things that are considered to bring prestige (value pretensions), make pilgrimages, escape from boring situations, such as visiting friends and family, meeting work partners,
- e) Fantasy Motivation, namely the existence of a fantasy that in an area other than where a person lives, he can escape from his tedious daily routine.

### **C. The Global Character Of Tourists**

Tourists are interested in visiting a tourist attraction because there are characteristics in that place; these characteristics include

Natural beauty, Climate and weather, Culture, History, Ethnicity, and Accessibility.

Based on the area and scope of the trip, tourists are divided into foreign and domestic tourists for the Indonesian term, transit tourists, and business tourists. Foreign tourists are tourists who live in a country and travel to another country, not their place of residence to travel. Meanwhile, domestic tourists travel to the region or country where they are. Transit tourists travel to a foreign country, which is not their will because they are compelled to stop by that foreign country as a link to their destination foreign country. In addition, business tourists are foreigners who travel to get an assignment or job. After completing the work, the business traveler can carry out holiday activities in the destination foreign country.

Other tourist characteristics are distinguished based on the tourist travel concept, motivation, or activities. The tourist characteristics are divided into trip descriptors and tourist descriptors.

The characteristics based on the trip descriptor are differentiated into more specifics based on the purpose of the trip, namely visiting friends or family, recreational travel, based on the length of the journey, based on the way of travel, based on travel information found on the type of accommodation used, based on the means of transportation used for travel, organizing trips and the amount of expenses for traveling (Seaton & Bennet, 1996).

Tourist descriptor is the division of tourist characteristics based on socio-demographic, socio-psychographic, and geographic factors. As explained by Spillane in Fandeli (2000), socio-demographic characteristics are relatively frequent and fundamental in tourism research because they relate to planning and marketing. Some of the points used in the study of socio-demographic traits are gender, age, family members, education level, marital status, and family size.

The characteristics of tourists, including psychographic characteristics, are social class, lifestyle, and personal aspects of the tourists in deciding whether to visit a tourist attraction or a country.

Geographical characteristics are the distribution of tourists based on their region or location of origin, which can be found in their country of origin, city of birth, village, or province. Then, it can be analyzed from the relative size of your town and the population density in the country, city, or village of origin.

#### **D. Tourist Needs**

Tourists who visit someplace need some facilities. Facilities and infrastructure that facilitate convenience and everything that makes it easy. From this understanding, it can be concluded that tourist facilities are all facilities and infrastructure that facilitate ease in recreational activities and management carried out by tourists, managers, and the public. Tourism Travel Components to satisfy the needs and tastes of tourists, supporting elements or factors must be considered; several components in tourism that are needed are as follows:

1. Main Facilities for Tourism
  - Travel Agencies and Agencies
  - Transportation (Land et al.)
  - Restaurants
  - Tourism Objects
  - Tourist Attractions (Traditions or Local Culture)
2. Tourism complementary facilities
  - Recreational and sports facilities
  - Public infrastructure
3. Supporting facilities for tourism
  - Night Club and Steambath
  - Casino and Entertainment
  - Souvenir Shop, mailing service

#### **E. Tourism Development**

Definition of Development According to J.S Badudu (1994), General Indonesian is developing things, methods, or work results



in the dictionary. Meanwhile, growing means opening, advancing, progressing, and improving. According to Yoeti (2001: 177), things that need to be considered in the development of an area into a tourist destination so that it can be attractive to be visited by tourists must meet three conditions, namely:

- a. The area must have “something to see” and tourist objects and attractions different from other regions.
- b. In that area, you must have “something to do” in place; there is much that can be seen and witnessed, and Plenty of recreational facilities or amusements should be provided to make them feel at home in that place.
- c. In that area, what is called “something must be available to buy,” the place must be available souvenirs and crafts the people to take home to their respective places of origin. In addition, there must also be other infrastructure, such as money chargers, banks, post offices, telephone contacts, and so forth.

There are ten main elements in the tourism industry. Development of the tourism industry in a country or region will not run well if it does not have the following elements:

- a. Politics and Policies issued by Local Governments.

The first element is related to the role of government in managing tourism potential in the region. Politics and the policies issued by the government can influence the sustainability of the tourism industry in the area. The government can improve the quality of tourism in the area or even sink the existing tourism potential through its policies.

- b. Feelings of Curiosity

In the beginning, the main essence that gave birth to tourism is the most profound human feeling, which is that humans want to know everything something while living in the world. Humans want to know everything inside and outside their environment; they want to know about the culture in a foreign country, the

way of life and customs of the middle country nowhere, the air and the air are different in different countries, beauty and natural wonders with hills, mountains, valleys as good beaches, and various things that do not exist in their environment.

c. Kindness

The warm-hearted nature of the Indonesian people is one of the Large "potential capital" in the tourism sector; besides natural beauty and attractive attractions, this suave nature is an unreal investment in the true sense of the world in the tourism industry because it is an attraction in itself.

d. Distance and Time (Accessibility)

What must be considered by competent stakeholders in the tourism industry today is the time and distance required by tourists to reach the object of pilgrimage.

e. Attractions

In the world of tourism, everything that is interesting and worth visiting and seeing are called attractions, or tourist attractions, which usually occur every day and are specially held at certain times in Indonesia Lots.

f. Accommodation

Accommodation is a temporary home for the tourist as far or along its journey requires comfort, good service, sanitation hygiene that ensures health, and things needed for proper daily life in the international world.

g. Courier

Transportation factors in the world of tourism require specific conditions, including good roads, smooth traffic, and means of transportation that are accompanied by sufficient conditions in a foreign language commonly used by the international community.

h. Prices

Of course, tourists will choose the place or country where the price of the goods or travel is cheaper and better.

i. Publicity and Promotion

Publicity and promotion referred to here is propaganda tourism based on plans or programs regularly regular and sustainable well. This Publicity and advertising aimed at the local community to arouse public views to be aware of the usefulness of tourism for him so that the Tourism Industry in this country has its support. To the outside, this publicity and promotion is aimed at the outside world everywhere. The information campaign does contain a variety of facilities and attractions that are unique and attractive to tourists. In this case, Indonesia should be able to prioritize outstanding facilities that meet the standards of the tourism industry and present exciting attractions that are different from other places

j. Shopping Opportunities

Shopping opportunities or shopping is also commonly said as the opportunity to buy goods, gifts, or souvenirs to bring back home or to his country.

# CHAPTER 3

## TRAVEL AGENT

### A. Definition of Travel Agent (Travel Agent)

**T**ravel, This word is taken from the word “travel agent,” which means traveling agent. As for those who are business, the tour business is one unity, whereas Tour Agents and Travel agents are very different. These two types of companies, like twins, look the same but, in essence, are different.

The tourism bill states that what distinguishes between tour operators and travel agents is “tour travel service business consisting of the travel agency business and tour travel agent business.” Alternatively, maybe it is easier like this: we usually call a tour agent. Moreover, travel agents we usually call travel agents.

Travel agents translate the English term “travel agency,” which refers to a legal company whose sole purpose is to conduct travel business. Several times are used and known in the tourism industry, including travel services, travel bureau, tour operators, Tourist Bureau, or Tour and Travel Services.

Travel agents, or we are more familiar with travel agents, are a business booking service for tourist facilities and managing travel documents. In business activities, travel agents are what is meant by Travel Agent. It is business activities as an agency, which gets profits based on sales commissions that it will receive as business income, namely commissions from the intermediary function selling products such as tickets, hotel vouchers, travel document management services, etc.

In practice in the field, this travel agent is divided into two—agents and sub-agents or, if they are termed as I explained earlier, Wholesalers and Retailers. Agent (Wholesaler) is usually appointed directly by the principal. For example, by airlines for ticket sales. This agent usually has

to deposit a certain amount to the airline. Later, this agent or wholesaler also has the right to resell tickets obtained from the airline to retailers or sub-agents. The final product of this travel agent is in the form of tokens, hotel vouchers, document processing services, and others.

The legal relationship between the travel agent and the carrier is the provision of agency power (contract of representative agency). Other matters related to travel agents with aspects of commercial transportation include Carriers, Consigners, Passengers, forwarders, stevedoring companies, warehousing companies, and consignees.

Discussing travel agents with the tourism aspect, there are still many terms used and known by various groups regarding this travel agent. Other terms used as a substitute for the word travel agent include Travel services, tour operators, travel bureau, tourist bureau, or tours and travel services.

At first glance, these terms look the same, but if we examine them several times, they have a broader meaning than related terms. For example, the term tour operator or, in other words, tour and travel services refers to business activities where the travel activities include organizing activities:

- Planning and organizing various kinds of travel.
- Planning and selling tour packages.
- Provide tour guides, tour leaders, and others.
- Renting out tourist transportation, providing or providing bulk transportation facilities, and others.

The object of the scope of activities organized by tour operators/ tour and travel services seems broader if we compare it to the activities carried out by travel agents, which, among others, focus on the sale of tourism products offered by tour operator companies, as well as ticket sales for transportation facilities. Make hotel room reservations shows, and take care of travel documents.

According to the Minister of Tourism, Post, and Telecommunication decree, there are only known terms of travel agents, where a travel

agency is a business that plans tour trips and travel services. The travel agent is an intermediary service business that sells or manages services for tour trips. The scope of activities and mastery of travel agents and travel agents includes:

- Arranging and organizing tour packages
- Provision and tourism transportation services
- Reservations for accommodation, restaurants, and other means
- Providing tourism travel equipment (document) services

Thus, between a travel agency and a travel agent, there must first be some contractual business cooperation made and signed by both parties in the context of selling tourism products. This cooperation can be expressed in various forms of business cooperation known in travel, including licensing contracts, franchise contracts, and agency contracts.

## **B. Travel Agent History**

Cox & Kings established the first travel agency in modern history in 1758. Bernardo Abreu founded the Abreu Agency in Porto in 1840, making it the world's first agency to offer public services. A Thomas Cook travel agency in the United Kingdom that closed in 2019.

In exchange for a commission, Thomas Cook, a Baptist preacher who believed that alcohol was to blame for social problems, agreed with the Midland Railway in 1841 to organize transportation for 500 members of his temperance movement from Leicester Campbell Street railway station to a rally in Loughborough. Thomas Cook & Son, which later became The Thomas Cook Group, was founded by him. In 2019, it declared bankruptcy and went into liquidation.

Dean and Dawson were founded in the United Kingdom in 1871, and Thomas Cook purchased it in the 1950s. The Polytechnic Touring Association was founded in the United Kingdom in 1886. In 1887, Walter T. Brownell founded Brownell Travel, the first travel agency in the United States, and embarked on a European tour aboard the SS Devonian from New York. Originally, agencies primarily catered

to middle and upper-class customers, but as commercial aviation developed, they became more common.

After being treated poorly by a British travel agency, K. P. Chen founded the China Travel Service, China's first travel agency, in 1923. During WWII, the industry suffered. However, the post-World War II economic expansion in mass-market package tours resulted in the proliferation of working-class travel agencies.

Nippon Travel Agency became Japan's first travel agency in 1905. 1929, Intourist was established as the Soviet Union's official state travel agency to persuade foreign visitors to visit the country. People from Western countries used travel agents to travel behind the Iron Curtain during the Cold War.

Helloworld Travel's forerunner became one of Australia's first travel agencies in 1951. Henderson Travel Service was the first black-owned travel company to take large groups of black tourists to Africa in 1955. In the early 1980s, American Airlines' Sabre division developed eAAsySabre, a direct-to-consumer booking tool for flights, hotels, and cars. With the liberalization of travel for South Koreans in 1989, Mode Tour became the country's first travel agency.

Hotel Reservations Network, the forerunner to Hotels.com, was founded in 1991. Initially, hotels did not pay many commissions. With the advent of the internet, travel agencies migrated online and experienced disintermediation due to cost savings from removing layers from the package holiday distribution network.

Travelweb.com was the first online hotel directory to launch in 1994. Internet Travel Network sold the first airline ticket over the World Wide Web in 1995. Expedia.com, the first prominent online travel agency, launched in October 1996, with Microsoft investing hundreds of millions of dollars. Simultaneously, Cheapflights began as a listing service for flight deals from consolidators.

Lastminute.com was founded in the United Kingdom in 1998. European airlines eliminated or reduced commissions in 1999, while Singapore Airlines did so in parts of Asia. In 2002, several US airlines did

the same, resulting in an unsuccessful lawsuit alleging collusion among the airlines, which was decided on appeal in 2009. The introduction of the iPhone and related mobile apps in 2007 increased online travel bookings. The launch of Airbnb in 2008 created an online marketplace for spare bedrooms and apartments. The launch of HotelTonight in 2011 highlighted instant same-day hotel room booking.

### C. Basic Organization Structure Travel agent



The basic organization above shows that the Chairman And CEO is the highest leader who manages the Managing Director. The Managing Director manages the Director/ General Manager. The director/ General Manager manages departments like Finance, Advertising and Marketing, Reservation/ Travel, Outbound, Mice, and HR. The reservation/ Travel Department manages the Tour Consultant and Tour Guide. The Advertising And Marketing Department manages Outbound and Inbound.

Indeed, here is an overview of the functions of each of the roles and departments within a travel agency:

1. **Chairman and CEO:** The Chairman and CEO are typically responsible for the travel agency's overall strategic direction and leadership. They make high-level decisions, set organizational goals, and ensure the company's profitability and growth.



2. **Managing Director:** The Managing Director is responsible for the day-to-day operations of the travel agency. They oversee various departments, implement company policies, and work closely with the CEO to achieve the agency's objectives.
3. **Director/General Manager:** Directors or General Managers are in charge of specific departments or branches within the agency. They manage the teams, meet departmental goals, and report to higher management.
4. **Finance Department:** The Finance Department manages the agency's financial affairs. This includes budgeting, financial planning, payroll, accounts payable and receivable, and financial reporting. They ensure the agency's financial health and compliance with regulations.
5. **Advertising and Marketing Department:** This department promotes the agency's services. They create marketing campaigns, manage advertising, handle social media, and work on branding to attract clients and increase sales.
6. **Reservation/Travel Department:** This department handles client inquiries and bookings. They assist clients in selecting travel options, make reservations for flights, hotels, and other services, and provide information on travel itineraries.
7. **Outbound Department:** The Outbound Department specializes in organizing and selling outbound travel packages. They arrange trips for clients traveling to destinations outside their home country.
8. **Inbound Department:** The Inbound Department focuses on incoming tourists and travelers visiting the agency's location. They create packages and services for tourists exploring the agency's region.
9. **MICE Department (Meetings, Incentives, Conferences, and Exhibitions):** This department caters to corporate clients by organizing business events, conferences, incentive trips, and

exhibitions. They handle logistics, venue bookings, and related services.

- 10. HR Department:** Human Resources manages recruitment, employee training, payroll, benefits, and overall employee well-being. They ensure the agency has a skilled and motivated workforce.
- 11. Tour Consultant:** Tour Consultants work closely with clients to understand their travel preferences and needs. They provide expert advice, help plan itineraries, and make travel arrangements tailored to individual clients.
- 12. Tour Guide:** Tour Guides accompany travelers during trips to provide information, context, and assistance. They know the destinations and offer insights into local culture, history, and attractions.

These roles and departments work together to ensure the smooth operation of a travel agency, from attracting clients and creating travel packages to managing finances and providing excellent customer service.

#### **D. Duty and Function of the Travel Agent**

Travel agents provide everything that deals with travel, such as plane tickets, hotels, etc. Here are some of the benefits of using a travel agent service. There is no need to take care of all accommodations because travel agents usually have packages for all your needs, such as tickets, hotels, meals, etc.

Get a reference for vacation options because travel agents usually offer many package options. There have been many travel agents serving online services via the internet, making it easier for you. Can compare prices and packages offered by travel agents with one. If you go as a group, you will usually get a discount so the cost is cheaper. You feel safe during the holidays because the travel agent accommodates all your needs and calms you on vacation.

This travel agent, too, in practice in the field, is divided into two—agents and sub-agents or, if they are termed as I explained earlier, Wholesalers and Retailers.

Agent (Wholesaler) is usually appointed directly by the principal. For example, by airlines for ticket sales. This agent usually has to deposit a certain amount to the airline. Later, this agent or wholesaler also has the right to resell tickets obtained from the airline to retailers or sub-agents.

Travel Agents have two functions, namely :

- a. As an intermediary  
In the area of origin of tourists
  1. Complete information for tourists
  2. Provide advice for potential tourists
  3. Provide tickets
- b. At the destination
  1. Provide information for tourists.
  2. Help with reservation
  3. Provide transportation
  4. Organize planning
  5. Selling and ordering gold tickets

Duty Of Travel agent / Tour agent, namely:

1. Promote and market business (especially travel/tour packages)
2. Assisting in visiting services, tourist attractions, and trips
3. Provide advice on travel/tourist data equipment such as visas or passports
4. Recruitment, training, and supervision of staff
5. Manage travel/tourist budgets
6. Maintain statistical and financial records
7. Planning
8. Offers vacation and travel insurance
9. Prepare promotional materials and displays

## The Duties and Responsibilities Of Each Position

### a. Director

The director, as the captain, functions to determine the company's direction and exercise control over every part. The duties and responsibilities of the director are primarily:

Make plans or strategies for both short and long-term

Perform management functions to control each section so that each unit carries out its activities following the company plan.

### b. Sales Department

The sales or marketing department serves to increase sales. The duties and responsibilities of the sales department are mainly increasing sales through various sales plans or strategies that have been determined, supervising sales implementation until the realization of sales targets, and maintaining relationships with subscribers. Other duties include working with other departments to create customer service synergy. Utilizing technology to increase sales, the company's brand (brand), such as online product sales both in B2B (Business to Business), B2C (Business to Customer), and Digital Marketing.

### c. Finance

The primary function of finance is to control finance and record financial transactions. In more detail, it consists of two (2) parts, namely the finance section and the accounting section.

### d. Financial department

The duties and responsibilities of the finance department are mainly:

- Money receipts control to ensure that every sales transaction is received in full on schedule.
- Control expenses to ensure that every payment to the supplier is correct and on schedule.

- Control of cash flow (cash flow) to ensure the availability of sufficient funds to carry out the company's operations
- Other tasks include controlling operational costs and communicating with other parties to obtain additional credit.
- We are utilizing technology to make it easier to carry out financial control efficiently, accurately, and on time.

#### e. Accounting Section

The duties and responsibilities of the Accounting department are mainly:

- Record all company financial transactions accurately and on time
- Present financial reports accurately and on time through balance sheets, profit-loss calculations, and cash flow calculations.
- Communicating financial data to other parties, both internal and external
- Other tasks include tax reporting, internal control, auditing, budgeting, making efficient company systems and procedures, and designing, evaluating, and developing computerized systems for internal and external company needs.
- We are utilizing technology to facilitate the presentation of financial reports in an efficient, accurate, and timely manner.

#### f. Product Section

The product or purchasing department provides the products required by the sales department. The duties and responsibilities of the product department are mainly:

- We deliver the products subscribers require at the best price fast time.
- Create and provide products such as tours according to customer needs or sales plans.
- We are negotiating with vendors to get the best price.
- Other tasks include maintaining product quality and service, maintaining relationships with suppliers, and developing

products according to the needs of the sales department.

- For tour products, make a quotation (estimated cost and selling price of the tour)
- We are utilizing technology to make making tour products or getting products through the online system easier. One of the applications of online technology in obtaining ticket products is making online quotations.

## **E. The Role of Intermediaries in The Tourism Industry**

There are several reasons why intermediaries play a vital role in the tourism industry, including:

1. Most of the companies involved in the tourism industry are located far from the residences of tourists. It will be cheaper for them to travel with many intermediaries because, in this way, it will save time and money, obtain complete information, travel with a Travel Agent, guarantee security, and have no hesitation on the way. Meanwhile, if you plan to travel, the situation is reversed.
2. Most of the tourism industry companies are small companies without much capital, and their activities have limited management and inadequate marketing activities, so they are more of a waiting nature.
3. Most intermediaries sell products or services whose sales have a sharp level of competition. As long as standardized commission rate commission rates or incentives in making special sales on behalf of producers.
4. The intermediary always concentrates on offering his services precisely and efficiently because the goal is profit through special sales without producing the products he sells himself.
5. Intermediaries, especially Travel Agents and Tour Operators, always pay attention to the services their customers want, and they usually prefer manufacturers who can provide a complete

service. None other than Travel Agents and Tour Operators who want ease in coordinating the implementation of the tours organized.

6. Intermediaries always pay attention to promotional activities, both destination areas and tourism industry facilities, to form an image impression with their customers. This means that Travel Agents and Tour Operators have preferred manufacturers who can provide good service and help them achieve their goals.

Visitor : Good morning, I'd like to rent a room at this hotel for tonight.

Receptionist : We have a single room on the second floor.

Visitor : OK. I'll take it. How much is the rate?

Receptionist : It is about Rp450.000,- a night.

Visitor : Good. How do I pay?

Receptionist : You can pay when you are checking out.

Visitor : Is it easy to get a meal?

Receptionist : Yes, Sir. We have the special cafe on the first floor. And if you want to enjoy typical food of Indonesia you can find out around that street. It's near here.

Visitor : I see.

Receptionist : Let me show you the room.

Visitor : It is a pleasure. Thank you.

Receptionist : You are welcome.

Source: (Yaumi and Alek, 2019)

# CHAPTER 4

## HOTEL ACCOMMODATION

### A. The Definition of Hotels

The term hotel is derived from the French *hôtel*, which refers to a townhouse in French. The fifth Duke of Devonshire coined the term “hotel” to describe a lodging property in London around 1760. Historically, a townhouse was the residence of a peer or an aristocrat in the capital of a major city in the United Kingdom, Ireland, and several other countries. The term hotel could also be derived from the phrase “a place to stay for travelers.”

According to British law, a hotel is “a place where bona fide travelers can receive food or shelter, provided he/she is in a position to pay for it and is in a fit condition to be received.” As a result, a hotel must provide food (and beverage) and lodging to a paying traveler. Still, the hotel can refuse if the traveler is absent (drunk, disorderly, or unkempt) or cannot pay for the services.

A hotel is “an establishment whose primary business is to provide lodging facilities to a genuine traveler as well as food, beverage, and sometimes recreational facilities on a chargeable basis.” Other lodging establishments, such as hospitals, college hostels, prisons, and sanatoriums, do not qualify as hotels because they do not cater to travelers’ needs.

A hotel is a paid lodging establishment that typically offers short-term stays. Hotels frequently provide additional guest services such as restaurants, bars, swimming pools, healthcare, and retail shops; business facilities such as conference halls, banquet halls, and boardrooms; and space for private parties such as birthdays, marriages, kitty parties, and so on.

Most modern hotels nowadays provide the basic amenities in a room--a bed, a cupboard, a small table, weather control (air conditioner



or heater), and a bathroom--along with other amenities such as a telephone with STD/ISD capabilities, a television set with cable channel, and broadband internet connectivity. A mini-bar with snacks and drinks (the cost of which is added to the guest's bill) and a tea and coffee-making unit with an electric kettle, cups, spoons, and sachets containing instant coffee, tea bags, sugar, and creamer may also be available.

## **B. History of Hotel**

The invention of currency and wheels in the fifth century BC are the two significant factors that led to the emergence of innkeeping and hospitality as commercial activities. While Europe can safely be considered the cradle of the organized hotel business, the evolution of the modern hotel industry over the last century can be seen on the American continent.

The hotel industry has come a long way from the primitive ancient inns to the modern state-of-the-art establishment that provides everything for the contemporary traveler. The history of the hotel industry can be broadly divided into the following periods:\

### **1. Ancient Era**

Europe's first recorded evidence of hospitality facilities dates back to 500 BC. An ancient city, such as Corinth in Greece, had many establishments that provided visitors with food, drink, and lodging. The biblical inns were of the primitive variety, with a cot or bench in the corner of a room and, at times, even a stable. Previously, travelers stayed in a large hall. There was no privacy or personal sanitation.

Numerous lodging establishments sprang up in the third century AD, along with an extensive network of brick-paved roads throughout Europe and minor Asia (a region of Asia bordering Europe). During that time, lodging hotels were known as mansions.

These conditions persisted for several hundred years until the Industrial Revolution in England gave rise to railways and steamships, which made travel more efficient, comfortable, and faster. The

Industrial Revolution also changed the journey's focus, making it more business-oriented than educational or social.

The emerging nations of Europe, notably Switzerland, have taken the lead in organized hotel-keeping as we see it today. The aristocracy primarily patronized the early establishments and took the form of chalets (small cottages) and small hotels that offered various services. Between 1750 and 1825, British inns gained a reputation for being the finest hospitality establishments.

## **2. Grand Tour**

The 'Grand Tour' popularity significantly boosted the hotel industry in the second half of the eighteenth century, before the French Revolution (1780-990). A Grand Tour of Europe was an essential component of the education of scions of wealthy families in Britain at the time.

Because this tour frequently lasted several years, it allowed people in prominent cities in France, Italy, Germany, Austria, Switzerland, and Ireland to establish lodging, transportation, and recreation facilities. Entrepreneurs who saw money in the exercise developed hospitality skills and pioneered the modern hotel industry.

Dolder Grand in Zurich, Imperia in Vienna, Jahreszeiten in Hamburg, and Des Bergues in Geneva were among the hotels that arose during this period. Thomas Cook, a simple cabinet maker, organized a rail tour from Leicester to Loughborough in 1841, immortalizing himself as the world's first tour operator.

## **3. Modern Era**

The advancement of transportation made journeys safer, easier, and faster, allowing for both economical and frequent mass movement. Funiculars (ropeways) made high-altitude mountains accessible, resulting in the growth of many hotels in the Alpine ranges. Burgenstock and Giessbach are two Swiss hotels that owe their existence to developing ropeways.

The two world wars, mainly the second (1939-45), took their toll on the hospitality industry. The massive destruction caused by the war and the resulting economic depression proved to be a significant setback for the travel industry. Travel on the European continent grew slowly and steadily during the 1950s.

The development of aircraft and commercial passenger flights across the Atlantic stimulated that worldwide, hastening the growth of the hotel industry. On the other hand, American entrepreneurs are credited with changing the face of the hospitality industry through innovation and aggressive marketing. Before the establishment of the City Hotel, lodging facilities on the American continent were modeled after European taverns or inns.

However, the City Hall sparked a race among American hoteliers, resulting in the construction of large hotels. During the Great Depression of the 1930s, most hotels in America lost their liquidity. During the 1940s, the hotel industry streamlined with slow and steady growth. The rise of motor hotels or motels, a new category in the hotel industry, coincided with the rise of automobile travel in the 1950s.

The motel provided free parking and a rest stop for people traveling between cities or tourist destinations. The following decades saw the widespread expansion of motels and the introduction of budget hotels that provided basic amenities at half the price. They gradually evolved into national and international chains over time.

### **C. Types of Tourism Accommodation**

Accommodation is a place provided to meet tourism needs. The following types of tourism accommodation:

#### **1. Hotel**

Hotels are one of the most complete types of accommodation and have the most rooms and use part or all of the building to provide lodging, food and drink, spa, and other services managed commercially. Hotels can also be differentiated into several kinds.

a. According to the facilities owned by the hotel:

1) Star Hotel

The star hotel category is every hotel that has been certified based on the existing facilities in the hotel, such as a gym, spa, swimming pool, children's playground, golf, tennis, bar, laundry, meeting room, restaurant, and many more.

2) Budget Hotel

The Jasmine hotel category has no complete facilities; Jasmine hotels still tend to be simple and have a minimum of 25 rooms. The hotel accommodation business has its market.

b. According to the location where the hotel is located

1) City Hotel

The City Hotel category comes from its name; we can guess where the City Hotel is. The City Hotel is located in the city center and is perfect for tourists doing business or family visits.

2) Resort Hotel

This hotel category applies to all hotels in resort areas, with more comfortable and pleasant facilities and services suitable for tourists with a good economy.

3) Transit Hotel

The hotel transit category is all hotels used as a place to rest for a while after a long journey before arriving at the destination, where tourists staying here will continue their journey to their destination. Hotels in this category are suitable or needed for tourists traveling long distances or disrupting flight schedules.

4) Mountain Hotel

This hotel category is a hotel that functions as a resting place with clean air and a beautiful view away from the crowd. This hotel category is ideal for tourists who are on medication or recovering and who like beautiful scenery.

5) Beach Hotel

From the name of the hotel, we can already guess where the hotel is located; this hotel category is where the tourists who stay at this hotel generally do a lot of activities around the beach.

c. According to the season

1) Seasonal Hotel

Seasonal Hotel is open, and the rooms are rented out during certain seasons. Concept hotels like this are usually built in a country with four seasons.

2) Year Round hotel

A year-round hotel is a hotel that is open and operates throughout the year; usually, this hotel is built in tropical countries.

d. According to the room rate system

1) European plan

The European plan is one where hotels only apply the room price component system, without breakfast/lunch/dinner, so tourists who stay in hotels that implement this system can not service other than room-only rooms.

2) American plan

The American plan is a hotel that implements a room price component system, including breakfast, so tourists who stay will get breakfast service the next day.

3) Full American plan

The Full American Plan is a hotel that implements a room price component system, including three meals: breakfast, lunch, and dinner.

4) Modified America plan

The Modified American plan is where hotels that implement a room rate component system include two meals, breakfast, and dinner.

5) Cottages

Cottages are a form of building used for accommodation service businesses with other additional facilities; other additional facilities can be in the form of bicycle rental, for cycling activities in the cottages area, and partly.

6) Inn

This is a hotel service with a house used for resting without being charged, or the average night price is pretty affordable. The facilities are incomplete.

7) Homestay

A homestay is a privately owned building used as a temporary accommodation for tourists whose economies are weak or can be called hippies. Even so, this accommodation is liked by many people, including the middle to upper class, because it is considered more comfortable. The homestay also provides food and beverage services.

8) Bungalow

A bungalow is a building or house used as a last resort; it can be located on the edge of town or in out-of-town areas.

## **D. Hotel Reservation**

Reservation requests room reservations and other facilities desired by potential guests for a specific time. The reservation officer will handle all requests for this room reservation based on the availability of rooms at the time.

### **1. Five Ways to Reserve a Hotel**

#### **a. Hotel reservations by phone**

Reservations by telephone should be made if we have previously stayed at the hotel. So we already know how the hotel is in overall condition. Besides being able to save time and energy because you do not need to go to the hotel directly, by making a reservation by phone, you can usually find out exactly how many rooms are available

at the time you want. This info we cannot get in OTA. Especially if we plan to book a large number of rooms. The drawback of this method is that the room rate offered is usually the same as the official hotel rate (publish rate). This method is not recommended for those who like to look for discounts. Unless you can negotiate directly with the marketing manager.

b. Hotel reservations by coming in person (walk-in)

Reservation by coming directly (walk-in) allows us to see in advance the condition of the hotel, both exterior and interior. Generally, hotel staff do not mind showing room conditions to potential guests. Here, we can pay attention to the need for cleanliness, comfort, and hotel facilities. The problem is that the standard of cleanliness and comfort differs for each person. This includes guests' expectations of hotel facilities. Is the wifi fast or within tolerable limits? Are the employees friendly or too friendly to be annoying? Are the hotel regulations too many and troublesome, or is it still within the limits of reasonableness? Etc.

However, the walk-in also has some disadvantages. First, generally, the room rate when walking in can be more expensive than the room rate stated on the OTA. Second, hotels usually rarely give discounts to guests who come directly. Third, walk-in does not guarantee a room, especially during high or high seasons.

c. Hotel reservations through conventional travel agents

Some time ago, conventional travel agents experienced signs of collapse due to OTA attacks. However, some groups do not immediately abandon this method of reservation. The problem is this method has its advantages. Here, guests will get a discount on room rates and can also make reservations for vacation packages in the destination city. For orders in large numbers (groups), in my opinion, this method is still more profitable because, generally, agents work with other tourism businesses, such as hotels, car/bus rentals, restaurants, and tourist attractions. So they will get a special room

rate, which is generally cheaper than the published rate.

However, in my opinion, this method also has some drawbacks. First, it lacks flexibility. Visiting a conventional travel agency office can only be done during specific working hours. Second, their scope of cooperation is limited. In a sense, not all hotels enter into contracts with these travel agents. Third, if there is a cancellation, it is possible that the refund process will not be as expected because the guest will bump into the cancellation provisions from two parties, namely the travel agent and the hotel.

#### d. Hotel reservations through online travel agents (OTA)

Reservations through OTA are still excellent. Both for guests and the hotel itself. The flexibility offered by OTA is still the main attraction for guests to make hotel reservations. For discount enthusiasts, OTA can be the best choice. The thing is, OTA dares to give various discounts that consumers can always take advantage of.

In addition, OTA has a 24-hour call center ready to assist with guest complaints—from changing reservations and cancellations to misunderstandings that may arise between guests and the hotel. From my experience, the average OTA is entirely professional and responsible.

However, reservation via OTA also has its downsides. First, guests who have never stayed at the hotel will not know the actual condition of the hotel. Guests only decide on a reservation based on photos and reviews. Meanwhile, in my opinion, these two things are not a guarantee that can describe the state of the hotel. Unless the guest has stayed before at the hotel.

The next disadvantage is that not All OTAs offer complete group or vacation package reservation services (hotels, cars, meals, and tourist attractions). The hotel generally restricts the number of available rooms (allotments) sold through OTA.

A few tips that guests need to do when making an OTA reservation: read and understand all the terms and regulations listed on the hotel property in question. From my experience, some guests



who ignore hotel regulations are written off at OTA and will not be helped to make a refund if a cancellation occurs.

e. Hotel reservations via the hotel website

When OTA was booming, some hotels started to maximize their website so that guests could make reservations without going through a third party. Do not get me wrong; sometimes I find more favorable prices on hotel websites than OTAs. Some hotels not only do promos on the website but also hotel facilities that guests can only enjoy by opening the website. For example, communicating with hotel staff while staying via chat on the hotel website or application

In addition, guests who make reservations through the hotel website generally become more “special” for the hotel because they are considered loyal customers. The disadvantage is that it is not necessarily the hotel we want to have a website. Meanwhile, for hotels that already have a website, there is not necessarily an exceptional staff who always manages the website. So, the hotel response often seems slow.

**2. Several types of reservations or room reservations are as follows:**

a. Amendment or change

Amendment or change is a room order made because of a change or correction to information that has been made. Changes can be arrival date, date, length of stay, room type, or special request.

b. New

New is a type of room order a guest first makes; there has been no improvement. The first room order made can be grouped into 2, including:

c. Individual: room orders that are allocated to individuals or individuals with not more than three people

d. Group: Room bookings that are intended for group guests who will stay at the hotel. Generally, groups of 15 people or more, but now can be small or large groups

l. Advance: how to book a room using cash. Usually, the minimum amount of money in advance is the value of one night up to 2.5 times the room price. Each hotel determines the initial deposit size because each hotel has different regulations and the initial deposit for the location factor or hotel occupancy rate.

m. Not guaranteed

Not guaranteed: The room order made is not guaranteed by the customer, so the hotel will wait for the guest's arrival according to the SOP until 18:00. If the guest does not arrive at the specified time, the hotel can sell the room to another guestsGroup reservation

Group reservation is a room reservation that is coordinated by a tour operator or travel agent so that guests are paid in full to the travel agent or tour operator, usually a group of at least 15 people, so the sponsor of the group gets a discount and the tour leader also gets a free room. Here, the sponsors are meant to be travel agents or tour operators, Event management companies, convention planners, corporate training departments, and partners are all possible.

### **3. The types of group guests are as follows:**

- a. Tour group
- b. Convention group
- c. Participants in seminar
- d. Participants in the training program
- e. Participants of the exhibition motor show
- f. Political delegations
- g. Reunion
- h. Performing artists
- i. Military troops,
- j. JFashion shows and model organizer
- k. KSport teams and delegation
- l. Airlines crew

m. Government delegation

n. State visit

From the explanation above, it can be concluded that hotel accommodation is also very influential. In supporting the country's development, the hotel business has a role in increasing people's industry because hotels use many goods produced by people's initiatives, such as furniture, clothing, food, beverages, and so on-  
Second, Creating employment; third Helping education and training efforts. Fourth, Increasing regional and state income; fifth, Increasing foreign exchange; and sixth, Improving relations between nations.

## CHAPTER 5

# TOURISM TRANSPORTATION

**T**ransportation is the most essential thing tourists use when traveling to a country, city, or village. There are various kinds of vehicles, divided into three types of transportation: air, sea, and land. The function of transportation is to transport tourists from one tourist spot to another. Moreover, in tourist transportation, several efforts have been made.

The need for recreation or tourism, especially in developed communities, is critical. In an industrialist society, traveling will loosen up neurological information after hard work. Therefore, they often see or hear of foreign tours which, individually or in groups, make trips abroad. To travel to another country or city, we need transportation. Transportation is one of the most important means that help us to move from one place to another. Ride in the tourism sector is very important because it can take tourists to the tourist attractions they will visit in a country or city.

### **A. Definition of Tourism Transportation**

Transportation is the movement of people or goods from one location to another using a vehicle propelled by humans or machines. Transportation is used to make it easier for people to go about their daily lives.

Transportation in tourism is defined as a means of reaching tourist destinations and a means of movement once there (the means of achieving the goal and the means of action once there). Referring to the definition of tourism, tourism is the temporary movement of people from one point to another, which means that the existence of the transportation industry is essential, considering that tourism travel involves human mobility from one place to another. In its

development, the function of transportation is not only as a means of mobilization but also as a tourist attraction (part leisure).

## **B. Types of Tourism Transportation**

Tourism transportation that tourists can use includes :

### **1. Air Transport**

Air transportation is used by tourists who want comfort and speed because air transportation can cover long distances and travel times and carry passengers and goods. International and domestic aircraft transportation types include bulk, charter, and scheduled or scheduled flights.

### **2. Land transportation**

Every tourist activity necessitates land transportation, which includes cars (both private and rental), buses, trucks, taxis, and trains. Land transportation has several advantages because it is adaptable and can deliver passengers "door to door." Personal comfort can be provided by land transportation. Tourists can choose their routes, departure, arrival times, and rest stops.

Land transportation can reach challenging or remote locations. It can transport passengers and luggage while providing transportation, recreational facilities, and lodging.

### **3. Water transportation**

Water transportation provides its own experience and impression. Water transportation that can be used includes ferry crossings, cruise ships, lake boats, rivers and canals, and boats. Sea transportation can reach small islands (especially those that cannot be reached by other means of transportation) and use natural resources (waters). Water transportation can accommodate many users, from boats, canoes, and ferries to cruises.

Like air transportation, water transportation consists of international and domestic shipping, which can be wholesale or charter shipping and scheduled or scheduled shipping.

### **C. The Function of Transportation in the Tourism Industry**

The function of transportation in the tourism industry is to bring tourists from their place of origin to tourist attractions and return them to their source. These tourist activities impact the local economy, either directly or indirectly.

Tourism activities depend a lot on transportation. People's desire to travel is greatly influenced by distance and time constraints. Tourism is rapidly expanding as a result of vehicles. The advancement of transportation facilities encourages the promotion of tourism, and the expansion of the tourism industry can create a demand for transportation that can meet the needs of tourists.

There is no denying that the primary function of transportation is closely related to "accessibility." That is the frequency of its use; the speed at which it has it can result in long distances as if it were closer. This means shortening the time and, of course, will further reduce the cost of travel. Thus, transportation can make it easier for people to visit a particular area, such as a tourist destination.

### **D. Tourism Transportation Business**

Included in the field of Tourism Transportation Business are as follows:

- a. Road tourism transportation business is the business of providing transportation for people for business tourism needs and activities
- b. Tourism transportation by train is an effort to provide railroad facilities and facilities to meet tourism needs and activities.
- c. The tourism transportation business in rivers and lakes provides tourist transportation using ships carried on rivers and lakes for tourism needs and activities.

- d. Domestic Tourism Sea Transportation Business provides domestic sea transportation for tourism needs and activities, not regular/public transportation, in Indonesian territorial waters by the provisions of laws and regulations.
- e. International Sea Transportation Business. Tourism is the business of providing international sea transportation for tourism needs and activities, not regular/public transportation, by the provisions of laws and regulations.

The development of proper transportation and routes to tourist spots is good without obstacles to getting there by building tourist attractions with excellent development potential. It can be concluded that transport is essential in the tourism sector because lifts can help tourists to visit tourist destinations in each country or city and even the villages visited. Also, with various types of vehicles, we can try different types of transportation in each country.

# CHAPTER 6

## TOUR GUIDE

### A. Definition of Tour Guide

**T**our guides or tour guides are professionals in the field of tourism responsible for accompanying tourists and providing information and instructions/guidance to tourists in carrying out their tourism activities. However, several professions have similarities with a tour guide, such as translator (interpreter), receptionist (hostess), and bodyguard or escort. A translator (interpreter) is responsible for translating a particular language into what tourists desire. The translator only conveys what other people say or explains conversations in a specific language. A receptionist (hostess) is responsible for picking up guests at the airport, seaport, station, terminal, and hotels. Sometimes, the receptionist bids farewell to guests who will return to their place of origin or continue their journey to other tourist destinations. The usual form of receiving guests is giving welcome greetings by draping flower arrangements, helping guests during immigration and customs checks, or introducing tourists to certain people who are related to their trip at that time. A bodyguard or escort is someone who is in charge of accompanying tourists in various tourist activities. The scope of the escort's duties is broader than the profession of a tour guide—tourism activities by not providing much information to tourists. Giving data is given authority to the tour guide on duty at that time.

In carrying out their duties, a tour guide needs to have the following abilities and skills:

- a. **Communication skills:** A tour guide must have communication skills, especially with the tourists he handles. They must appear attractive, fun, and proficient in communication, Which is effective.



- b. The ability to tell stories, in this case, is the ability to convey information to tourists, which is handled so that tourists feel interested and intrigued by listening to the information given by tour guides.
- c. Managerial ability: Accompanied tourists are sometimes one or two people or more. If the number is more, adequate managerial skills are needed. Executive power is intended to organize and coordinate tourists with all their interests.
- d. Mastery of foreign languages, tourists who visit a place or destination area include foreign tourists. A minimal number of foreign tourists can speak Indonesian. Therefore, tour guides must master at least two foreign languages, in this case, English and one language other foreign language, for example, German, Dutch, French, or other foreign languages. The goal is that tourists can communicate and get information about something they see.
- e. understanding of history and culture, history and culture of an area are very closely related. A tour guide should be able to explain the history and culture of a site or a tourist attraction. That is why tour guides need to have adequate knowledge about the history and culture of a place or a tourist attraction visited.

## **B. Role and Function of Guide**

Tour guides are the spearhead of tourism. Tour guides are responsible for accompanying tourists, giving directions, and providing information and guidance to tourists. A tour guide must be able to explain the intricacies of the tourist attractions visited. So, a tour guide must have sufficient knowledge and insight.

The following is the role of a tour guide when accompanying tourists.

1. Recommend exciting tourist spots to tourists  
For example, a tourist who is traveling in Tana Toraja. The tourist only has one day of tour time while many tourist objects can be visited, so staying for just one day is impossible. This is where the role of the tour guide is to recommend which tourist objects are more interesting to see.
2. Accompany, guide, and provide information to tourists carrying out tourism activities.  
For example, when tourists are picked up at the airport, the tour guide directs them to get on the bus they are traveling on. Along the way, the guide provides information about the length and distance traveled to their destination. Likewise, tourists need information on where to make stops to take pictures, or maybe tourists need information about rooms and trim along the way.
3. Explaining and giving knowledge about tourist objects that tourists are visiting.  
When in a tourist spot, tourists will know about the ins and outs of the place or object in front of them. That is where the tour guide must provide information or explanations about the thing. A tour guide must be able to explain the object he visited.
4. Protecting and guaranteeing the safety of tourists  
Tour guides sometimes act as security for the tourists they accompany. For example, when accompanying guests to crowded places, they suddenly see their backpacks open. As soon as possible, convey it so that the bag or backpack closes soon. At that time, tourists feel safe and increase their trust in their guides.

### **C. Type of Tour Guide Service**

Tour guides generally serve tourists during transfer-in, during tours, and transfer-out. Warokka (2018) outlines the general duties of guides in helping tourists. The intended task is to organize and carry out tourism travel activities for tourists based on travel programs

(itinerary) that have been agreed upon, show and take tourists to the desired tourist objects and attractions, and provide information and explanations regarding the tourist attractions visited historical and cultural knowledge, and various other information. More specifically, it explained at the time of transfer-in following tours and transfers.

### 1. Service at transfer-in

The things that must be considered by a tour guide in carrying out this transfer service are:

- a. Arrive on time
- b. Use nameplates
- c. Good and attractive appearance
- d. Manage default
- e. Collaboration with the tour leader (if any)
- f. Transfer-in into the hotel
- g. Help check in at the hotel
- h. Provides information about hotels and events

As for how to do the transfer-in are:

- 1) Shows the travel agency's paging board. By showing this identification board, it is hoped that tourists who use certain travel or travel agents can see and read so that they can approach and identify themselves. Then, it is served for further processes, such as ticket confirmation, baggage management, and immigration documents (if needed).
- 2) If this tour is a group tour, the guide on duty first looks for the Tour Leader to introduce himself briefly.
- 3) Ask about the luggage of group participants by contacting them first and writing them down. If it is an individual, then after getting acquainted, immediately take care of the luggage, count it, and record the amount so tourists do not get it.
- 4) Invite tourists to go to the bus, but before the bus leaves, the guide counts the group members so that no one is left behind.

- 5) Arriving at the vehicle/bus, the guide introduces the assistant (if any) and a driver who will take the group to their destination.
- 6) Upon arrival at the hotel, the guide helps in the check-in process at the reception. For this, there should be cooperation with the tour leader who has/holds the name list of the group participants to make it easier for the reception to prepare a rooming list
- 7) After all the participants have gotten their rooms and before they go to the restrooms, the guide gathers them to provide further information about the inn, namely the restaurant's location, money changer if needed, coffee shop, and other facilities. The event will be carried out according to an itinerary prepared and determined beforehand.
- 8) To facilitate communication, the guide should exchange contact numbers with the tour leader so that they can be quickly contacted if anything is needed.

## 2. Services during the tour (e.g., city tour)

A professional guide has several duties/roles in carrying out his profession when guiding tourists. Duties or functions are referred to as follows:

### a) Become a resource person

One of the main tasks of a guide is to become a resource person for tourists accompanied by a guide. A guide must be able to provide information about the tourist objects he visits, whether related to history, social conditions, culture, economy, or maybe also matters related to politics. If a guide guides tourists to a historical place such as a museum, he must explain the historical background of the object. If he is driving a tourist attraction or is passing through an area, he must be able to provide information about social, cultural, economic, or political conditions. In essence, a guide must have broad and adequate knowledge.

b) Being a travel organizer.

Guides are the spearhead of tourism. Success or failure of tours depend on a guide's expertise in arranging tours. To carry out the role of a professional guide, the guide must know the terrain well and be able to manage time well. For example, if a guide guides a tour to Tana Toraja, the guide must know how far it is from a specific place to Toraja and how long the distance will take—likewise, the weather, rainfall, and so on. When touring Toraja, the guide must know when it is good to visit a tourist object. Lemo Cemetery, for example, should be seen in the morning around 09.00 - 11.00 because the sun shines from the east and gives a bright light effect when tourists take pictures of the graves displayed on the west cliff.

c) Become a guide

Another role that is no less important is as a guide. The tourists who are escorted are the average intelligent person. They brought guidebooks so you will not get lost. However, if the handbook is a guide, they will feel accommodating. This role will be necessary, especially on trips not included in the usual itinerary. Show the way to the place in question.

d) Become a friend to talk to

As said before, a guide must have extensive knowledge and insight. This insight is sometimes needed when meeting tourists who like to chat. At that time, the focus had to be a conversation partner for the tourists he accompanied. Various topics of conversation may arise, so the guide must be able to serve them.

e) Provide assistance

Guides are also required always to be willing to assist tourists. For example, some tourists want to take pictures at a tourist attraction. However, he needs to remember one of the tools left in the car; the guide can quickly go to the car to get it. Sometimes, some tourists suddenly feel unwell, so they must be taken to the nearest hospital. The guide must quickly take him to the hospital.

### 3. Service during transfer-out

The following presents several matters relating to the duties of a guide during transfer-out.

#### a) Check the vehicle

Even though there is a driver responsible for the car, the guide needs to check the vehicle to ensure that the vehicle to be used does not experience technical problems, which can be fatal. Of course, this is communicated with the driver. If the guide has specialized knowledge about the vehicle, there is nothing wrong with the guide checking directly on the condition of the car to be used. All of this is done in anticipation to ensure that there are no technical problems, such as a strike, because if something like a strike occurs on the road, it can result in tourists missing their flight. The consequences will be severe for them, the guide, and the company where the principal works.

#### b) Check documents and luggage

In addition, the guide must also check the completeness of tourist documents. Make sure that no records are left behind to avoid serious consequences later. The most important documents, of course, are passports and air tickets. Do not forget also to check tourist luggage.

Check if the number is correct. Ask again if there are any items left behind. It seems that this kind of thing is not difficult but needs to be done regularly to minimize risk.

#### c) Checking hotel affairs

The guide also needs to check whether all matters with the hotel have been completed. So, during checkout, the focus must also monitor whether the guests have paid off all their obligations to the hotel. If necessary, the stress can ask the cashier. If the guide guides individual tourists or small groups (parties), he must do everything himself. Unlike when driving a large group led by a tour leader, the guide must coordinate with the tour leader about such work.

#### d) Maintain conditions

In addition, guides must also maintain physical and mental conditions so they can always carry out their duties. If guests are going to fly early the next day, for example, at 6 am, the guide must quickly rest at night so they do not wake up late because he has to take tourists to the airport at least two hours before the flight, to be precise at 04.00 in the morning.

#### f) Inform the airport tax.

Guides must also inform the tourists they handle that they must pay a certain amount of airport tax. It is best if the guide tells you from the hotel so they can prepare money beforehand. If a large group is being handled, the focus can be collecting tickets and funds to help check it out at the airport and pay the airport tax.

#### g) Assist check-in

When they arrive at the airport, the guide provides the best possible service by inviting them to wait and letting the guide help check in. The check-in process is usually done by reporting the plane ticket to the counter and paying the airport tax. After everything is ready, the key is handed back to the tourist. Each guided them into the waiting room, and the guide did not forget to say goodbye sincerely. If they give a tip, say thank you. Even if you do not give a bonus, the principal still has to smile and be happy.

### **D. Information Exposure Techniques to Tourists**

As said earlier, a tour guide must be able to explain to tourists the object being seen or visited. Various kinds of tourist behavior in response to the information provided. Some like it if the information is rather long, and some prefer it if the information provided is not too long or convoluted.

If the guest being accompanied is a group guest (more than ten people), the guide can explain with a one-way lecture model. However, there may be questions that arise from visitors. At that time,

it must be responded to by presenting the question. If only one or two guests are handled, the tour guide tends to clarify through question and answer or direct dialogue. That is, the tour guide briefly explains the object being seen and then allows guests to ask more questions, and then they are immediately answered.

In providing information to tourists, a tour guide should not be unreasonable. Tour guides must prepare data to be presented to the tourists they accompany. Here, knowing how to explain a matter or object is necessary. To create information, a guide can use the 5 W 1 H technique, namely:



As an example of its application, if tourists arrive at a tourist attraction in Tana Toraja 'Londa Cave.' In front of the cave, before tourists are ushered into the cave, the tour guide starts showing that in front of you is a cave used by the Toraja tribe as a burial place for people who died after being celebrated according to custom (what). This cave is intended for Toraja people who come from the upper-class caste. Since hundreds of years ago, this cave has been used for burial (when). Londa Cave is quite famous and is most frequently visited by tourists because it is located easily accessible, precisely between the City of Makale and the City of Rantepao. The road to this place is very supportive because all the routes have been paved, making it easier for all means of transportation to reach it (where). As a burial place, this cave looks multi-level. Some are at the very top, some are



in the cave cliffs in the middle, and some are at the bottom. The use of the cave as a burial place is intended to protect the body from disturbances around that place (why). To bury their dead in the cave at the top, the Toraja people use ladders made of bamboo. The people of Toraja widely use bamboo because it is pretty easy to find around where they live (how).

In addition, providing information to tourists at tourist attractions, of course, uses spoken language. A tour guide can explain the object as if writing a description essay. Only this explanation is conveyed orally. The description essay is an attempt by the speaker to describe the impression or the five senses only carefully and as vividly as possible so that tourists can see, hear, feel, live, and enjoy the object (Mariska, 1992).

- Visitor : Good morning, I'd like to rent a room at this hotel for tonight.
- Receptionist : We have a single room on the second floor.
- Visitor : OK. I'll take it. How much is the rate?
- Receptionist : It is about Rp450.000,- a night.
- Visitor : Good. How do I pay?
- Receptionist : You can pay when you are checking out.
- Visitor : Is it easy to get a meal?
- Receptionist : Yes, Sir. We have the special cafe on the first floor. Anda if you want to enjoy typical food of Indonesia you can find out around that street. It's near here.
- Visitor : I see.
- Receptionist : Let me show you the room.
- Visitor : It is a pleasure. Thank you.
- Receptionist : You are welcome.

Source: (Yaumi and Alek, 2019)

# CHAPTER 7

## DESTINATION, OBJECT AND TOURISM ATTRACTION

### A. Definition

The implementation of tourism activities depends on the interaction between tourists and tourist objects, which various tourism infrastructures support. A tourist object is said to be attractive if it is visited by many tourists (Kuntowojoyo, 2006). According to the Big Indonesian Dictionary, a tourist object is a manifestation of human creation, way of life, art and culture, national history, and natural conditions that attract tourists to visit. Meanwhile, according to Ananto (2018), a tourist attraction is a place visitors see because it has natural and artificial resources, such as the natural beauty of mountains, beaches, flora and fauna, zoos, historic ancient buildings, monuments, and temples. -Temples, dances, attractions, and other distinctive cultures. In line with that, Siregar (2017) said that tourist objects are everything that is a tourist-target; tourist objects are very closely related to tourist attractions. The area that becomes a tourist object must have a uniqueness, which is the main target of tourists visiting the tourist area. The essence of a tourist area can be seen in the local culture, nature, flora and fauna, technological advances, spiritual elements, and other identities.

Meanwhile, according to the World Tourism Organization, a tourist attraction is an attraction that a tourist attraction must own. Attractions are local attractions of a destination, and the attractions of these destinations are attractive to tourists. So, it can be said that tourist attractions are a type of travel holiday associated with local attractions to learn about the life and culture in an area. In the following, several definitions of tourist attractions are put forward according to experts, including:

1. A tourist attraction is an object, activity, or activity that presents or displays something interesting for tourists (Witt & Moutinho, 1995)
2. A tourist attraction is a place, activity, or object that gives satisfaction or enjoyment to visitors (Tarlow (1999).
3. A tourist attraction is an exciting activity, object, or place for visitors to visit, follow, or do (Jafai, 2000).
4. Tourist attractions can encourage or motivate target customers to visit destinations like a magnet (Hidayah, 2021).

From this understanding, it can be concluded that tourist attractions refer to activities, objects, or activities carried out by someone during a tour and can provide satisfaction or enjoyment for visitors.

Another term related to tourist attractions that often cannot be distinguished and separated is tourist attraction. This term refers to anything that attracts people to travel to a place. For more details, several definitions of tourist attraction can be observed and put forward by the following experts.

1. Tourist attraction has an attraction to be seen and enjoyed that is worth selling to the tourist market (Zaenuri, 2012).
2. A tourist attraction is an object, activity, or activity that presents or displays something interesting for travel people (Witt & Moutinho, 1995).
3. A tourist attraction is an exciting place, object, or activity for visitors to visit, follow, or do (Jafari, 2000).
4. A tourist attraction is a place, activity, or object that provides satisfaction or enjoyment for visitors (Tarlow, 1999).

The following are examples of tourist attractions and tourist attractions.

No.	Tourist Attractions	Attractive Object
1	Visit museums	Natural beauty, such as beaches, mountains, lakes, or national parks.
2	Take a walk in the park.	Rich history, like monuments, historic buildings, or archaeological sites.
3	Try the typical food area	A unique culture, such as traditions, performing arts, or special foods.
4	Watch cultural performances	The Uniqueness of the place, such as a unique culture or rare natural phenomena.
5	Shop at traditional markets	Complete tourist facilities such as hotels, restaurants, or recreational parks.
6	Play on the playground	Sports activities, such as golf, skiing, or surfing.
7	Nature tourism, such as trekking or along the river	Entertaining performances, such as musical or theatrical performances.
8	Try water sports, such as snorkeling or diving	Adventure activities such as paragliding or rafting.
9	Try adventure activities like paragliding or bungee jumping	Festivals or special events, such as music festivals or food festivals.
10	Watching art performances, such as theater or musical performances	

## B. Tourist Destinations

Destination is a term that refers to a meaning related to a place, direction, or destination. A tourist destination is a location or area managed by a particular party for business purposes or to increase state income, in which entertainment facilities and services are prepared.

In managing tourist destinations, proper management is needed by considering several principles, namely the principles

of participatory, collaborative, integrated, and sustainable. The participative code means the involvement of the local community as broadly as possible with stakeholders such as the central and regional governments and business actors, both in planning, implementing, and making decisions in the formation and management of a destination management organization.

A destination management organization is an integrated tourism management system that integrates economics, marketing, coordination, and parts to build community identity and representative functions With the development of various sectors. Tourism development must be adapted to the socio-cultural dynamics of the local community and ecological dynamics in the tourism area and the surrounding area. In addition, tourism development as a part of development must be adapted to the regional development framework and plans.

The following principle is the collaborative principle, which is realized through cooperation to reduce or eliminate conflicts and accommodate various aspirations or desires of the parties to participate in multiple roles, benefits, and responsibilities in tourism management. Collaborative principles aim to realize transparency, accountability, participation of various parties, efficiency, and effectiveness in planning, implementing, and evaluating tourism development.

The principle of sustainability in question is realized by applying economically feasible, environmentally viable, socially acceptable, and technologically appropriate codes. By achieving more effective destination management, sustainable growth is ensured by combining profit and economic development in general while maintaining identity and improving the quality of life of local communities.

### **C. Supporting Factors for Tourism Destinations**

The nature of a tourist destination involves a place or area that attracts visitors' attention because of the beauty of nature, culture,

history, or other entertainment offered. Tourist destinations can be vacations or trips to relax, explore, study, or interact with different environments and communities. This includes natural attractions like beaches and mountains, historical sites, museums, and amusement parks to cities with vibrant nightlife. The main goal of a tourist destination is to provide a memorable experience for its visitors.

Tourist destinations must be supported by various facilities, namely attractions, accommodations, activities, amenities, and accessibility. Nature, art performances, or all kinds of activities designed to attract visitors and give them a memorable experience while they are on holiday

Tourist accommodation is a place for tourists to stay during their trip. This includes various types of accommodation such as hotels, villas, inns, hostels, resorts, and the like. Tourist accommodation is essential to the tourism industry as it provides a place for tourists to rest and stay while they explore different tourist destinations. Activities are equated with the term entertainment, namely the provision of activities or entertainment for tourists to make their experience more enjoyable and memorable. This can include cultural performances, music concerts, art exhibitions, dance performances, or other special events designed to keep tourists engaged and enjoying their visit. They. The aim is to create valuable and positive moments during their journey.

Meanwhile, amenities are a term that refers to facilities or services that enhance the comfort and quality of life in a particular place or environment. Room or concierge service. This term can also be used in a residential or commercial setting to describe additional amenities that make a home more attractive or comfortable to live in or visit. The last is accessibility. The point is to provide convenience or affordability for someone to access or use a place, service, or product without significant barriers. In tourism, this means ensuring that people with various physical abilities, such as those who use wheelchairs or have other special needs, can easily access and enjoy certain facilities, services, or destinations. It can also refer to making

information, websites, or apps easily accessible to everyone, including those with visual or hearing impairments. The primary purpose and accessibility is to ensure inclusivity and equality in accessing various aspects of life

#### **D. Tourist attraction**

A tourist object is an attractive place or location for tourists to visit and enjoy because of its beauty, historical value, cultural uniqueness, or activities that can be carried out in a particular place. Concerning tourist objects, at least we often hear the terms cultural attractions and natural attractions. Cultural tourism objects are places that have significant cultural values, traditions, and historical heritage. Examples include temples, shrines, palaces, traditional markets, cultural festivals, and villages. Tourists usually visit cultural attractions to learn about local culture, experience traditional ceremonies, and interact with local people.



*Issong (attraction of Toraja women pounding rice in a mortar)*

Source: <https://hypeabis.id/hypephoto/8311/musik-lesung-khas-toraja>



*Fire football attraction*

Source: <https://www.bola.net/indonesia/media-inggris-ulas-sepak-bola-api-asal-indonesia-3337df.html>

Indonesian culture is vibrant and diverse because this country consists of various tribes, languages, customs, and religions. Traditional arts such as wayang kulit, batik, dance, and sculpture are unique in Indonesian culture. Distinctive architecture, such as the Borobudur and Prambanan temples, also reflects a rich cultural heritage. Likewise, culinary diversity, traditional ceremonies, and festivals are integral to Indonesian culture.

Natural tourist objects are locations or places that offer natural beauty, such as stunning natural scenery, diversity of flora and fauna, and a unique natural environment. Examples include national parks, rainforests, lakes, waterfalls, and mountains. Tourists usually visit natural attractions to enjoy the beauty of nature, carry out activities such as hiking or camping, and get closer to the environment. Indonesia has rich and varied natural wealth, such as rainforests, that can be used as a tourist attraction. As previously demonstrated, tropical rainforests are one of the largest in the world. They are home to many unique species—natural resources such as petroleum, natural gas, coal, and minerals.

Recently, we have heard the term artificial tourist attraction, namely places or structures made or designed by humans for tourism



and entertainment. This can include theme parks, amusement parks, water rides, shopping areas, and landmarks or iconic buildings that attract tourists. Artificial lures are designed to provide entertaining experiences for visitors. Domestic tourists mostly visit this fake tourist attraction.

Indonesia's natural and cultural wealth allows tourists to participate in various activities. The tourism activities in question are cultural tourism, marine tourism, nature reserve tourism, commercial tourism, industrial tourism, sports tourism, and health tourism.

1) Cultural tourism activities involve the experience and exploration of cultural aspects of a place, such as art traditions, food, dance, and customs, to understand and appreciate the cultural heritage owned by the local community.

2) Maritime tourism activities involve exploration and experience in water areas such as seas, beaches, and islands. This includes snorkeling, diving, sailing, swimming, and exploring the underwater beauty and coastal culture. Marine tourism often focuses on the beauty of the underwater world, marine ecosystems, and water-related attractions around coastal areas.

3) Nature reserve tourism activities are visits and explorations in protected areas to preserve biodiversity, ecosystems, and certain natural features. The goal is to understand and appreciate the beauty of nature and contribute to environmental protection. This involves various activities, from hiking and observing wildlife to learning about the protected flora and fauna in the environment.

4) Commercial tourism activities are activities carried out to obtain financial benefits. This includes various forms, such as providing accommodation, restaurants, tours, and tourist attractions offered to tourists in exchange for payment. The main goal of commercial tourism is to generate revenue while providing visitors with engaging experiences and services.

5) Industrial tourism activities are a type of tourism that provides an opportunity for tourists to see and learn about production or

manufacturing in a place. This involves visits to factories, farms, plantations, or other production facilities, where tourists can see how products are made or processed. These activities provide insight into industrial processes and help connect tourists with the local practical and economic side.

6) Sports tourism activities are tourism activities that focus on participation in sports or physical recreation activities. This can include various activities such as hiking, mountain climbing, cycling, sky, surfing, etc. Tourists in sports tourism usually seek active physical experiences and challenges in the natural environment or special facilities supporting these sports activities.

7) Health tourism activities are forms of tourism that emphasize recovery and physical and mental well-being. This includes trips to places such as spas, health resorts, and wellness centers that offer various services such as water therapy, yoga, meditation, and wellness programs. Wellness tourism aims to restore energy, relieve stress, and improve overall health through activities and body care.



# CHAPTER 8

## RESTAURANTS IN THE TOURISM INDUSTRY

### A. Definition

**F**ood and drink are vital things needed by tourists during their tour. One place that can be used to fulfill this need is a restaurant.

The word 'restaurant' comes from French, which means to restore. Initially, a man named Monsieur Boulanger started to open a soup restaurant in his town called 'le restaurant Divin', a refreshing medicine. Then, he wrote a tagline for his restaurant, "Venite ad me Omnes Qui Stomach Laboratis et Ego Restaurabo Vo." The writing means, "For those who feel hungry, come all to me; I will restore your condition!" This is the beginning of the restaurant.

According to the Minister of Tourism and Communications Decree, a restaurant is a type of business in the food service sector located in part or all of a permanent building equipped with tools and equipment for making, serving, and selling food or drinks to the public. Meanwhile, according to Suarhana (2006), a restaurant is a commercial place where the scope of its activities includes the provision of dishes and drinks at the home of business Food and beverage services. Restaurants can be outside or inside a hotel, office, or factory.

### B. Restaurant Classification

The following is the classification of restaurants according to Sugiarto and Sulastriningrum (2001), namely:

- 1) A formal dining room, a hotel restaurant, is a high-class restaurant deliberately created in such an exclusive way that only sure guests can enjoy a meal. This restaurant looks luxurious because it uses luxurious equipment and personal service methods; the food price is relatively high. It is usually

used when banquets are complete and formal, generally the process of cooking certain foods in front of guests and usually serving a full-course dinner. This restaurant can be divided into rotisserie, Grill, and Supper Club. The Rotisserie is an exclusive restaurant where guests can view the grills. A grill restaurant is a restaurant for steak or chops where the food is cooked according to the guest's taste.

- 2) An informal dining room is a casual or relaxed restaurant where the hotel provides the facilities the restaurant needs. This kind of restaurant is considered less luxurious because the service is simple, features a simple menu, is relatively cheap, and is open for breakfast, lunch, and dinner. This restaurant is divided into three: coffee shop, pool snack bar, and room service. The coffee shop is a commercially managed business sector that offers food and drinks to guests that are not formal. The pool snack bar is a small counter bar located by the pool in a hotel that provides food and drinks. Room service is a food and beverage service system in a hotel where guests can order food and drinks from the room, and the order will be delivered to the room.
- 3) A specialties restaurant is a restaurant that provides food or unique dishes. These special dishes, such as Japanese, Korean, Italian, and others, are usually well-known internationally.

Another opinion about the classification of restaurants was put forward by Marsum (2000), where Marsum classifies restaurants into seven types, namely:

- a) A La Carte restaurant has obtained full licenses to sell complete food and drinks with many variations, in which consumers or guests are free to choose their food, and each type has its price.

- b) Table D'hote Restaurant, which is a restaurant that specializes in selling a complete menu (from starters to desserts) at predetermined prices.
- c) Cafeteria or Cafe, a small restaurant that prioritizes the sale of cakes, bread, coffee, and tea where the choice of food is limited and does not sell alcoholic beverages.
- d) Inn Tavern is a managed restaurant with affordable prices by individuals on the outskirts of town.
- e) Snack Bar or Milk Bar, a restaurant with a place that is not so wide and is informal with fast service where consumers take their food and bring it to the dining table.
- f) Specialty Restaurant, namely a restaurant whose atmosphere is adapted to the typical type of food served.
- g) A Family Restaurant is a simple restaurant that serves food and drinks at relatively low prices, especially for family or group guests.

### **C. Services to Tourists in Restaurants**

Guests who visit a restaurant certainly expect satisfaction. In that case, the service staff at a restaurant must pay attention and make every effort to provide the best service to the guests who come. The service procedures in restaurants are as follows (Tangian, No Year).

1. Greeting the guest: The guest enters the restaurant and is greeted in a friendly manner by the restaurant hostess or restaurant receptionist
2. Escorting and Sitting the Guest: The guest is escorted to a table that has been ordered or liked or has not reserved a place at all, then helps pull out a chair when he is about to sit and opens the guest's napkins.
3. Presenting the menu/taking orders: The Waiter provides a list of menus from the guest's left side while helping guests if they experience difficulties with the menu offered and recording

guest orders (take orders), then gives them to the relevant department.

4. Serving bread and butter and serving of bread and butter as a side dish.
5. Adjustment: The waiter clears up or replaces cutlery and adjusts it to the menu ordered by the guest.
6. Serving the food: serving menu dishes according to predetermined rules.
7. Clear up. The process of picking up dirty equipment after guests are done eating. At the moment the dish is served, the waiter takes equipment that is no longer used, such as ashtrays, B&B plates, and wine glasses.
8. Crumbing down. The cleaning of the dining table and dirt after the clean-up process.
9. Presenting coffee or tea after the dessert dish is finished, the waiter offers tea or coffee, and the sommelier section offers drinks after eating (after-meal glass).
10. Presenting the bill. Before giving the account, the waiter asks for guest comments regarding service and the taste of dishes and drinks as a benchmark for developing and improving in the future according to customer wishes. Then, the captain waiter gives the bill using a check tray or bill order.
11. Bid Farewell: After payment, the captain is ready to help pull out the chairs when the guest stands up and says thank you.
12. Table setting: As soon as the guest leaves the dining table, the waiter immediately performs the table setting again so that other guests can reuse the table, if any.

Next, Tangian type and food and beverage services are divided into four classes, namely:

1. Table service: a service in which guests sit in chairs facing the dining table. Then, food and drinks are delivered and served. Table service is generally divided into four categories, namely:

- a. American service (American service system): This type has the characteristics of (a) the nature of the service is simple, informal, and fast, (b) the food is ready to be arranged and arranged on a plate, (c) served to guests from next door kiri, and (d) dirty dishes are lifted from the right.
- b. English service (English service system) Noble families use this service in England. Food is available at the table and arranged by the hostess on a plate and served to her taunya, and the hostess is usually called the hostess. So, service noodles are widely used in households. The most common example is if someone has a birthday, then the birthday person will cut the cake and give it to the guest.
- c. French service is a type of service that is formal/official. Initially, this service was used for noble guests. Now this is preferred for people who want to get luxury service Food one by one coming from the kitchen and on arrival at the restaurant room is cooked near the guests using a 'range oven or rechand oven' After being cooked, arranged or arranged on an oval platter using a gueridon and decorated with good garnish, then one by one the dishes are offered by the waiter sequentially to guests. This type of service is characteristic of serving the main meal. If the guest has chosen the part of the dish he likes, it is cut by an expert waiter and fits directly onto the guest's plate made of excellent and expensive service equipment and decorations.
- d. Russian Service: This type of service is often referred to as modified French service because it has similarities with French service in several ways. Russian service is very formal and luxurious, and guests feel they are getting extraordinary attention from the server. The main difference between Russian and French service is that Russian service requires an eater, while French service requires two servers. Food



served at Russian service is fully prepared in the kitchen, while French service is partly designed in the restaurant kitchen.

2. Counter service restaurant service system where guests come and sit at the counter. If the food and food ordered are ready, they will be served to guests on the counter.
3. Self-serve: a restaurant service system where all meals are complete (appetizer, soup, main course, dessert) and have been arranged and arranged neatly on a table or buffet table. Guests are free to take their dishes according to taste.
4. Carry-out service: This is better known as take-out service, a service system where guests come to buy ready or prepared food in advance, wrapped in a box to be taken away. So, food is not enjoyed on the spot.

# CHAPTER 9

## TOUR PACKAGES

### A. Definition of Tour Packages

A tour package is a tour trip that is planned and organized by a travel agent or travel agency at its own risk and responsibility, both the event, the length of time to travel and the places to be visited, accommodation, transportation, and food and drinks have been determined by the travel agency at a price set the amount has been determined (Yoeti, 1997). Tour packages are an up-and-coming business in the future considering the current era of globalization, where human knowledge is broader and encourages them to know every detail of life in all corners of the world. Natural beauty and cultural diversity are what most tourists are most interested in. Their curiosity about the order of the nation's life and cultural uniqueness encourages them to travel.

Nuriata (2014) argues that a tour package is a tourist trip with one or several visiting destinations composed of at least two certain travel facilities in a fixed travel program and is sold at a single price involving all tour components.

Tour packages can be divided into what is usually done as follows

#### 1. Independent Tour

This tour package is commonly known as a minimum tour, which is a tour package provided for customers who travel freely without a Travel Bureau (BPW), which usually guides tourist groups. The costs incurred depend on the activities carried out by the person concerned, especially in choosing the desired transportation, hotel, and departure.

#### 2. Hosted Tour

This tour package utilizes the services provided by the BPW representative office, which sells tour packages that act as hosts, and many tourists visit a DTW. This package is held at any time according to customer

requests every day when is the desired time, tourist attractions, preferred food, and can stop at a DTW city.

### 3. Escorted Tour

This type of tour package is perfect for those who are traveling abroad for the first time. Buying an escorted tour package will make it easier for us to travel because BPW knows more about the ins and outs of these tourist attractions, lodging, vehicles to be used, restaurants, and tourist attractions that are prioritized to be visited. The escorted tour package costs include round-trip tickets, hotel accommodation, culinary, and travel programs (itineraries) prepared for sightseeing trips.

## **B. Tour Package Components**

Tour travel packages are a combination or combination of tourism components consisting of transportation, accommodation, tourist attractions, food and drinks, and tour leader services sold to tourists at one price (Holloway & Humphreys, 2019).

The tour package component is part of the whole that is in the tour package product, which includes:

- a. Transportation.
- b. Accommodation (place to stay)
- c. Food and drink.
- d. Tourist objects and attractions.
- e. Entertainment facilities.
- f. Souvenir.
- g. Tour guide.

## **C. Preparation of an itinerary**

The preparation of an itinerary is a travel plan that includes the destination, schedule of activities, and estimated costs required. Itineraries are also possible in the form of sheets or writing. This can include a list of tourist destinations, activities, accommodation, transportation, and consumption schedules.

Arranging a tour itinerary aims to make the tour run smoothly and without obstacles; you can also wish the term to be enjoyable without any obstacles, such as no delays, taking into account the travel time and the amount of expenses.

The following is a good travel itinerary arrangement.

- a. Determine the Purpose and Time of the Visit. You can do a mini research on several tourist destinations that you want to visit.
- b. Select Travel Destinations. This is the most exciting stage.
- c. Decide on Strategic Transportation and Lodging.
- d. Make a Travel Itinerary.
- e. Designing a Backup Plan.

Example of an itinerary:

Makassar-Bira Tour Package (2 Days / 1 Night)

Itinerary

Day 01,

07.00 a.m. The group gathered at the meeting point

07.30 a.m Departure to Bira Beach, Bulukumba Regency

12.00 am Lunch at Resto Juku Balla Buloa JI Mapala Makassar

4:30 p.m. Stop at PLTB Jeneponto to have a closer look at the Windmills

6:30 p.m. Arrive at Aroma Bantaengi Restaurant for dinner

9:30 p.m. Arrive at Hotel Same Resort and check-in

Day 02,

07.00 a.m Breakfast at Hotel

07.30 a.m. Take a boat to Liukang Island to snorkel and swim in the Ocean Pool with the Giant Turtle

11.30 a.m. Lunch at RM Dg, Jafar. Liukang Island

12.30 a.m Back on the boat to the hotel

01.00 p.m. Free program and rest

02.30 p.m. Return to the Bus towards the Zero Point of Sulawesi and the Bira Glass Bridge

04:30 p.m. Back on the Bus to the Phinisi boat manufacture in Tana Beru Bulukumba

06.00 p.m Return to the Bus to Resto Kampoeng Nelayang Tanah Beru

09:20 p.m Rest

Day 03,

07.00 a.m. Breakfast and Check out of the hotel

08.00 a.m Depart for Sidrap

12.00 a.m Arrive at D'Luna Takalar Restaurant

02.30 p.m Mosque Tour 99 Cuba/Lego-lego

04:15 p.m. Back to Bus heading to Sidrap

07.00 p.m Dinner at Pangkep

10:45 p.m Arrived at the Sidrap

Tour End

#### **D. Tourism Product Marketing**

Managing tourism product marketing is very important for the success of a tourism destination. Implementing the right tourism marketing strategy will help increase the competitive advantage of tourism destinations, which can help boost tourism destinations' income and the local community's welfare.

The following is a marketing strategy in tourism to create a place where tourism becomes crowded with tourists.

- a. Building Tourist Attraction Identity.
- b. Determining Target Market
- c. Setting Prices.
- d. Formulate a Unique Selling Proposition (USP)
- e. Doing Marketing.
- f. Halal Get Rich Quick Business.

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## **APPENDIX**





## BIOGRAPHY



**Asdar** was born on September 22, 1970, in Macege, a hamlet in Tanete Riattang District, Bone Regency, South Sulawesi. After studying primary and secondary education, he continued his studies at IKIP Ujung Pandang in the German Language Education Study Program and obtained a Bachelor

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