

CHAPTER I

BACKGROUND

1.1 Background of the Business

Bandung is known as Paris van Java, also the provincial capital of West Java and the fourth largest city of Indonesia as is stated in the statistic data of GeoNames (par. 1). Factory outlets, shopping centers, and restaurants make Bandung full of tourists who come from many cities in Indonesia, and even from abroad, especially in the weekends. The statistic data of Disbudpar (Dinas Perhubungan dan Pariwisata) Bandung in the article *“Satu Juta Sehari untuk Pakaian”* in Tribun Jabar edition 12 December 2008, shows that in October to December 2008, the number of foreign tourists who came to Bandung was 43,543. Also, as many as 548,352 domestic tourists came and stayed in various hotels in Bandung in the same period of time. Because of this situation, Bandung is called a tourism city (par. 16). Moreover, West Java Specialties states Bandung offers various kind of food. They say that “every visitor will be able to find something to their liking” (par. 1).

The expectations of tourists who come to Bandung are to visit all the good places and enjoy the traveling. However, as stated in the article

“Pariwisata dan Transportasi Publik di Kota Bandung” in Pikiran Rakyat 26

February 2009”, according to Gai Suhardja, traffic jam becomes worse in Bandung, especially in shopping centers and malls area at weekends. Consequently, traveling in Bandung becomes ineffective because tourists do not know the destinations to go and must face crowded roads, especially in weekend.

Departing from previous explanation, I would like to open a traveling business, called Treasure Traveling Organizer (henceforth, TTO). TTO is established to help tourists solve the problems that they face when they have their tour in Bandung and to make their traveling effective and efficient. ‘Effective’ in The Free Dictionary by Farlex means able to accomplish a purpose. And ‘efficient’ means being effective without wasting time or effort or expense. TTO will help tourists in arranging their traveling by choosing the destinations that are in one location in a day. As an example, some tourists are going to Lembang to have their trip. TTO will arrange the destinations to visit in a day at Lembang. If there is some spare time, they are going to other place near Lembang. Therefore, they are not going to waste time because the trip has been arranged well by TTO.

TTO also helps tourists to get tourism information in Bandung such as hotels, transportation, mall, shopping center, or museum. It is available when tourists want to arrange the travel by themselves. Also TTO provides a service which is arranging traveling plan for tourists during holiday in Bandung. All of the destinations that the tourists will visit are adjusted with their interest, time, and budget.

TTO also offers a tour guide for the tourists to go traveling. Usually, in other travel agents, tourists have to join one group to go to several places that have been chosen by their travel agents, although there might be some places which are not of their interest. That will not happen with TTO. In fact it will offer a discretionary for tourists according to their interest. In the end, the tourists will go to many more destinations than if they use travel agent's service.

1.2 SWOT Analysis

The overall evaluation of a company's strengths, weaknesses, opportunities, and threats is called SWOT analysis as Philip Kotler and Kevin Lane Keller stated in their book entitled Marketing Management (51). There are two strengths that TTO has. Firstly, TTO provides a different and special service for the tourists compare to the common travel agents in Bandung. Common travel agents only offer packages of destinations and the tourists have to stick on that list. Secondly, they do not organize the tourists' traveling plan according to the tourist's interest. Therefore, they are called travel agents, not a traveling organizer. Here, TTO gives two special services. First, TTO offers tourism information to help tourists to get complete information. Second, TTO offers a service to organize traveling plans that are suitable with the tourists' interest, time, and budget.

Second, this business is simple to run. This company only needs to provide ten persons to run the business, not as many as a common travel

agent does. TTO works through internet, therefore a small office will be enough. The things that have to be prepared are internet connection and staffs who are qualified in interacting in Dutch and English with tourists, and the most important thing is the service itself.

The weakness of this business is that in the business world, TTO is a new-born baby. It means TTO has not been known by international tourists and Bandung citizens. Consequently, the business still does not have any link to many parties who contribute in running this business, for example hotels, restaurants, and many more. For the first year, TTO has to work hard to get links as many as it can. Also, TTO will make a website to promote the service to the market. Otherwise, it cannot win in the competition with any other businesses.

The opportunity of this business is the condition of Bandung itself. Isni Wahyuningsih says in her research that at most visitors of East Java, Middle Java, and West Java are from Japan, Taiwan, France, German, and Netherland (par 6). TTO chooses Netherland to become the target market because based on interview that has been done in a well-known travel agent, among all foreign tourists, the most visitors to come are those from Netherland. TTO runs to respond the tourist's needs while they spend their time in Bandung.

This business also has a threat which is the negative stereotype of Indonesia. Referring to an article written by Isni Wahyuningsih entitled *"Dampak Bencana pada Sektor Pariwisata di Situs Warisan Budaya Dunia"*, it is said that business in tourism industry is sensitive with many

things related to social economic condition, security, health, and politic situation of a country or the traveling destination, especially foreign tourist (par 8). Lately, Indonesia has already faced many problems, but the biggest problem that Indonesia has to face is the wrong perception of foreigners which consider Indonesia as a terrorist country. As Endy M. Bayuni says in Yale Global that terrorism becomes a serious threat to Indonesia (par 3). It happens because the terrorists created massive-destruction to some major hotels in Indonesia. Consequently, in the viewpoint of many tourists, Indonesia is not a safe country to visit.

In addition, health issue becomes a big problem also for tourism industry in Indonesia. Avian flu has already become the reason why tourists do not want to visit Indonesia. They feel insecure with this healthy issue.

The vision of this business is to make a great profit by satisfying every tourist with the service that TTO offers in West Java. In order to reach the vision, there is a mission to reach, which is to give the best service according to tourists' needs and interest for having a tour in Bandung.



Picture 1.1

TTO's Logo

This logo means that TTO is the treasure itself, especially for tourists who come to Bandung to get another treasure which is experiencing the vacation in Bandung with TTO's service. This business itself is located at Jalan Pasirkaliki no. 82, Bandung.