

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Tour and Travel in Bandung is growing rapidly along with the establishment of some new hotels and holiday destinations. Because of the growth of this business, several travel agencies have been opening for the past few years. They offer tour packages for families, couples, even for companies who want to give their employees holiday tours. Therefore, some travel agencies in Bandung are in a race to become number one and be the first choice when local and foreign tourists want to go for holidays or businesses.

Being interested in tour and travel business, I did an internship at BIMA TOUR. My internship at BIMA TOUR started from July 18th until September 9th, 2013. During that time, I observed that the travel business in BIMA TOUR did not work well. I was positioned as a customer service staff, and my main task was to handle customers who came to the travel agency and to explain the services offered by BIMA TOUR. I found that there were not many customers coming.

During my internship, there were only two or three customers per week came to BIMA TOUR to use the service. Thus, I can say

that this travel agency has a problem concerning the number of customers. In this term paper, I want to share and discuss the possible ways to overcome the lack of customers at BIMA TOUR. I will analyze the causes and effects of the problem and find some potential solutions that can help BIMA TOUR to increase the number of customers.

#### B. Identification of the problem.

The problem that will be analyzed is formulated in the following questions:

1. Why did BIMA TOUR have a lack of customers?
2. How did the problem affect the company?
3. How should BIMA TOUR overcome the problem?

#### C. Objectives and Benefits of the Study

The objectives of the study are to find out the causes and effects of the problem and to find the best solutions to overcome the problem. The benefit of this study for me as the writer is I can learn how to handle a lack of customers which will be beneficial if I open a business in the future. As for the readers, they will learn how to solve the problem if they have the same problem as I did. For the company, BIMA TOUR, the benefit is they will get some inputs on how to attract more customers.

#### D. Description of the Institution

BIMA TOUR is one of the tour and travel agencies in Bandung. It was established in 2006. BIMA TOUR is located at Jalan Lengkok Kecil No.4

Bandung, West Java. BIMA TOUR has done several cooperations with big companies. The owner of BIMA TOUR is Mr. Rudy. At the moment, the company employs six employees.

#### E. Method of the Study

I did both library and field research to do the study. The library research was done to find theories from books and electronic sources; whereas, the field research was done through observation and an interview which was conducted in my internship period in BIMA TOUR.

#### F. Limitation of the Study

The subject of this study is BIMA TOUR. The study focuses on the lack of customers who came to BIMA TOUR based on the data I got when I did my internship from July 18 until September 9, 2013.

#### G. Organization of the Term Paper

The term paper starts with Abstract, which is the summary of the term paper in Indonesian, continued by Acknowledgments and Table of Contents. They are followed by four chapters. The first chapter is Introduction, which contains Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitation of the Study, and Organization of the term paper. The second chapter is Problem Analysis, which includes causes and effects of the problem. The third chapter is Potential Solutions, which presents some potential solutions to the problem. The

fourth chapter is the conclusion of the term paper. After that, there is Bibliography, which lists the references used for the research. The term paper ends with Bibliography and Appendices, containing a flowchart, interview questions, an interview transcription and a tour package brochure of BIMA TOUR.

