CHAPTER I

INTRODUCTION

A. Background of the Study

The business of travel agents is growing bigger nowadays. Companies or families now prefer to get their business or holidays arranged by travel agents because it is more economical and efficient.

Usually travel agents have cooperation with other parties such as hotels, as is stated by James A Bardi that "hotels see travel agents as the extensions of their sales and marketing" (167).

Travel agents need lower room rates so that customers will be attracted to use the travel agents' service and hotels need partners which can bring many guests, as Made Sudiarta explains that the benefit which the hotel gets by having this kind of contract is that during low season the hotel will get guests regularly from many travel agents that have cooperation with it (7). Therefore, this cooperation is beneficial for the hotels too.

Diego Medina-Muñoz and Juan Manuel García-Falcón state that "The establishment of cooperative relationship with other organizations is becoming increasingly crucial for tourism organizations" (par 1). Therefore,

it is important for travel agents to establish cooperation with other organizations such as hotels. Grace Paige says that "Today most people rely on travel agents to make their travel arrangements and book their accommodations. These agents work on a commission basis and special rates and discounts are negotiated with hotel groups and will depend on several factors" (43). This cooperation has to be maintained well because it gives mutual benefits for the parties.

Based on the explanation above, it is clear that to create such cooperation, each party should maintain good communication. There should be no mistakes or misunderstandings in giving and receiving information. The details of the information have to be checked so that there will be no mistake. However, mistakes often occur in the giving of room vouchers. For example, the travel agents often give wrong room vouchers to their clients because of unclear confirmation between the travel agents and hotels, and also because of carelessness. This creates confusion and misunderstanding between the travel agents and the hotels.

I am interested in discussing this problem, because when I was doing my apprenticeship programme in Arion Swiss-Belhotel as a reservation staff, I found a lot of mistakes concerning room vouchers. This happened because the communication between the travel agents and the hotels did not go well. From my observation, this problem can be a big obstacle if each party does not want to solve it. Therefore, I am interested in discussing the ways to prevent this miscommunication.

B. Identification of the Problem

The problems which I want to discuss in this study are:

1. What are the causes and effects of miscommunication about room vouchers between the travel agents and Arion Swiss Belhotel?

2. What are the ways to prevent the problem above?

C. Objectives and benefits of the study

The objective of the study, first, is to know the causes and effects of misunderstanding between the travel agents and hotels. The second is to know the ways to prevent misunderstanding between them. The benefits of the study for the travel agents are to avoid mistakes in giving room vouchers to the customers and also to maintain good communication with the hotels. Meanwhile, the benefit for the readers is to broaden their knowledge about travel agents especially the problem that can happen in travel agents and how to prevent it. The benefit for me is to broaden my knowledge about ways to prevent misunderstanding between travel agents and hotels.

D. Description of the Institution

Arion Swiss Belhotel International started its soft opening on 27th June 2005. The owner of the hotel is Arion Paramitha Holding Company which is located in Jakarta. It is a four star hotel and the guests are mainly foreigners. Arion Swiss Belhotel itself is located on Jl. Otto Iskandar

Dinata No. 16 Bandung. It is near Bandung train station, shopping centres and restaurants.

The facilities of the hotel are direct phone calls (SLI, SLJJ, local line), individual air conditioner for each room, hot water, 41 television channels, internet access, laundry and dry clean, newest model of keys, safety box in each room, minibar, and extra bed. The price range is between 900 thousand- 3 million Rupiah.

E. Method of the study

The problem which happens in Arion Swiss Belhotel is taken from the data recorded in my apprenticeship journal. The process of data gathering for this study is from the interview with my supervisor in Arion Swiss-Belhotel Bandung. Library and internet research will be used to analyse the problem and the solutions. The problem will be analysed by using cause and effect approach, while the solutions will be analysed by comparing the positive and negative effects of each solution to finally get the best solution.

F. Limitation of the study

This study is limited to discuss the miscommunication in giving out room vouchers which I observed in Arion Swiss Belhotel during my apprenticeship period which was from 14th of July 2008 until 30th of August 2008. The problem involved Arion Swiss-Belhotel and travel agents in and

those outside Bandung. However, the potential solutions offered for this problem are aimed only at the travel agents.

G. Organization of the Term Paper

This term paper starts with the Abstract; a concise summary of the entire term paper in Indonesian. It is followed by the Acknowledgements in which I acknowledge the work and contribution of other parties. After that is the Table of Contents, followed by four chapters.

Chapter One is the Introduction of the analysis, which is followed by Chapter Two which explains the problem analysis and the causes and effects of the problem. The next chapter contains the potential solutions which explain about the potential positive and negative effects of each solution. It is followed by Chapter Four which contains the best solution chosen as a conclusion. In the final part, I present the Bibliography alphabetically.